

Audience **Report**

Mixed Martial Arts Fans

United States | June 2020





This report has been designed to give you the key insights on the **Mixed Martial Arts (MMA) Fan in the USA.**

The Report will cover

- 1. Key Takeaways**
- 2. Audience Profile**
- 3. Artist Affinity**
- 4. Music Insights**
- 5. Brand Insights**
- 6. Media Insights**



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Key Takeaways

1

Who are they?

The MMA fans have a younger skew and are more likely to be under the age of 34 years old. They are also significantly more likely to be male and be less affluent (lower HH incomes)

They are more likely than the general population to live in urban California, Arizona & Texas, however in the suburbs of these states is where you will find the highest volumes.

2

Interests & Attitudes

The MMA fans love their physical sport - surfing, extreme/adventure sports & boxing as well as virtual sports (eSports, gaming).

They are open to risk, are extroverted, portray an adventurous & edgy image, and like to be part of a club (eg fan based) or community (eg Motorcycle groups). Having the latest tech enriches their lives easier (and looks good too!!)

3

Audio Streaming

MMA fans are 1.3x more likely than the general population to be listening to podcasts and have high consumption of this channel.

76% of MMA fans stream music which is 1.3 x more likely than the general population. Spotify is their go to paid platform.

EDM, Heavy Metal and Punk are some of their music genres of choice.

4

DNA Segments

MMA Fans have a substantial overlap across other sport orientated DNA Segments.

A high percentage of the audience are also NFL Casual Fans and Soccer Fans.

MMA Fans are also more likely to be Surfers, Pro Boxing and Rugby fans compared to the general population.

5

Social Media

Social Media is a high reach (awareness) driver for this audience due to the high volumes they consume.

YouTube is their channel of choice, where they crave sports highlights/trailer videos.

They're also highly engaged via TikTok & Twitch.

They are more likely than the general population to follow artists, bands & musicians on social media.

Let's look at...

AUDIENCE INSIGHTS.



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Segment **Demographics**

Age

16-24	25%
25-34:	28%
35-44:	22%
45-54:	16%
55-64:	8%

Market Potential

30.2 Mil

Gender

Male:	68%
Female:	32%

Action the Insight

Insights for Everyone

The standard audience profile is made up of audience demographics. Consumer research delivers you a clear picture of what the audience profile is from a general population point of view. This allows you to get a true top-level picture of the audience.

Affluence Score

High Affluency

Region

Urban:	36%
Suburban:	46%
Rural:	18%

Highest Reach Region

**California
Texas
Florida**

Highest Propensity Region

**California
Arizona
Texas**





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Segment Attitudes & Activities

What do they **believe and like to do** more than the general population?

Attitudes

I would buy a product / service simply for the experience of being part of the community built around it

I am a risk taker

I like to stand out in a crowd

Having the latest technological products is very important to me

Other people view me as adventurous

Activities

Entrepreneurship

Adventure / extreme sports

Esports

Martial arts
Boxing
Surfing

Causes they care about

Vegetarianism / veganism

Playing sport

Gaming

Action the Insight

Insights for Content Creation & Marketing

Today more than ever understanding the attitudes of an audience is a critical part of successful content marketing.

By understanding their mindset & motivations you can craft a creative message that is going to genuinely connect with them.

A smart way to build brand awareness across an audience is through their interests & hobbies as it allows you to make a more authentic connection through something they enjoy.

Best Matched...

DNA SEGMENTS.



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High Reach DNA Segments

The best opportunity to **reach the largest volume** of your audience is through these DNA segments



Pro Boxing Fans

33Mil

Fans of Boxing



NFL Casual Fans

75Mil

Casual Fans of NFL have a team they follow and keep track of them, but aren't necessarily attending the events or buying the merch



Soccer Fans

39.2Mil

Fans of Soccer

Action the Insight

Our DNA audience segments allow you to see what other personalities your audience identifies with.

When compared to the general population across the region these three segments have the highest percentage of their group matching your audience.



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High Propensity DNA Segments

The best opportunity to **develop your audience** is through these DNA segments



Pro Boxing Fans

33Mil

Fans of Boxing



Rugby Fans

6.6Mil

Fans of Rugby



Surfers

6.2Mil

People who like to surf in their spare time

Action the Insight

Our DNA audience segments allow you to see what other personalities your audience identifies with.

Reach looks at volume of a segment which is good for when you are trying to reach mass. Propensity looks at the likelihood of a segment compared to the general population that is why these are growth segments.

It might only have a small reach, but if that small % are 4x more likely to identify as your audience there is a good chance the rest will too.



Now for...

MUSIC INSIGHTS.



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Music Behaviors

The music behaviors they're more likely to do compared to the general population

76%

Stream music
this is **1.3x more**
than the USA
general population

Why they follow Artists

I trust them when they comment on or recommend products, services, content, other people to check-out, etc.

Streaming Platforms **FREE**



Playlist Preference

Today's Top Hits-Spotify

Music Activities

Subscribed to an artist / band / record company email or newsletter list

Bought music gift cards for others

Participated in or attended karaoke

Top Genres

- EDM
- Heavy Metal
- Punk
- Reggae / Ska
- Rap

I am passionate about a really wide range of music artists

Streaming Platforms **PAID**



I mainly listen to music artists that are less well-known / popular

Action the Insight

Insights for Digital Teams, Content, Business Development, Promotions & Marketing

Music insights can be invaluable in marketing strategy. They can be used to help with partnership deals, inspire content creation, orchestrate distribution strategy and give you insight into what type of music your audience enjoys.

Moving onto...

BRAND INSIGHTS.



Brand Preferences

High Reach Brands are brands that a large proportion of the audience like.

If your audience has a high reach score against any brand (or their competitors), then you are offering that brand an opportunity to reach high volumes of potential customers through accessing your audience.

Brands MOST of them USE



TOM FORD



Brands they LOVE

Brands they love are brands that the audience are advocates for.

High Propensity is a great leverage point when trying to work with a brand.



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Consumer Behavior

These are the consumer behaviors they more likely to do compared to the general population

They are shopping at

Footlocker
Levi's
H&M
Burlington stores
GAP

They recently purchased

Motorcycle
2-in-1 laptop / tablet
Home exercise equipment

What do they want to see from brands

Run customer communities / forums

Help you improve your image / reputation

Offer customized / personalized products

Household Income

Bottom 25%

What they want brands to be

Exclusive

Bold

Young

Action the insight

Insights for Brand Partnerships, Marketing & Business Development.

Consumer insights let you know what they like to spend their money on and where...

Understanding recent purchases or retail preferences can help deliver insights for merchandise or retail collaborations

Moving onto...

MEDIA INSIGHTS.



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Platform Consideration Set

The key benefits of each media platform



Despite losing some of its audience dominance to digital media channels, **Television** is still one of the **most powerful communication platforms** available to Advertisers.

Nothing can create a **brand image** more dramatically or rapidly than a combination of **vision, emotion, sound, humor and personalities**.



Radio is one of the great **frequency builders** in the media marketplace.

Listeners can develop a very special **relationship and connection** with their favorite programmes/stations. They can become very involved through chats, phone-ins, games, competitions, etc. making this an **engaging medium** for your brand.



The online media world's ability to deliver **highly targeted audiences** allows you to create one-to-one relationships which will **extend and build brands** at a more 'personal' level.

And, as individuals continue to search for information, rather than passively receiving it, the **online environment represents a "pull" medium**, which contrasts with traditional "push" media like TV.



Out of Home delivers **high frequency** to a mass market audience and as such are often used as **support media** platforms to **brand building** campaigns.

Creative **messages must be short and clearly comprehended** due to the short time frame of each message exposure. Fantastic results have been achieved with groundbreaking creative executions.



Cinema delivers a **captive audience** in a completely engrossing environment.

Capitalizing on these audience dynamics can be a **truly fun, inventive process** that can deliver huge dividends - especially given the word of mouth extensions that social media provides to well received campaigns.



Social Media captures audiences where they already are without being overly disruptive. Advanced targeting capabilities and the ability to retarget engaged users becomes extremely effective.

This environment is perfect for understanding the potential audience through their interaction with content in the ways of comments, likes and shares with friends.

An active social media presence will effectively assist in building an **authentic relationship** between brands and their consumer without heavily pushing content.



Print is a tactile medium and can provide highly effective audience targeting in an environment **that transfers significant influence** from the host title to the brand campaign.



Often the **online versions** of these titles delivers more audience reach.



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Media Insights



Consumption Habits

Television : **High**
TV/Online Streaming : **High**
Radio : **Light**

Music Streaming : **High**
Podcasting : **Heavy**

Online Press : **Light**
Print : **Light**

Social Media : **Heavy**
Social Online Browsing via online : **Heavy**
Online Browsing via Mobile : **Medium**

TV Genres

Education
Culture/Arts & Music
Science/Nature

Most Engaged
Social Channels

Twitch
TikTok

TV Channels

Comedy Central
MTV
Syfy

Highest Reach
Social Channels

YouTube
Facebook

TV Shows

American Masters
Love & Hip Hop
American Horror Story

Frequently used
online properties

Anime
Arts & Entertainment

TV Streaming
Platforms

Google Play
HBO Now

Publications

Maxim
GQ
High Times

Radio

iHeartRadio Countdown
Local Adult R&B / Urban Contemporary
station
American Top 40

Online Press

Discovery Channel
Vice
Bleacher Report

Radio Sessions

12am - 5:30am - Weekdays
12am - 5:30am - Weekends

OOH

At a movie theater, but not on-screen
Inside of public transportation / mass transit
On kiosks, stands, booths, etc.

Action the insight

Insights for Marketing & Promotions

The media maze can be difficult one navigate with so many different channels, targeting options, metrics. These insights help pinpoint key properties that your audience use, engage or consume regularly. A combination of different channels will help you create message frequency without creating a feeling of overkill.



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Online & Social **Actions**

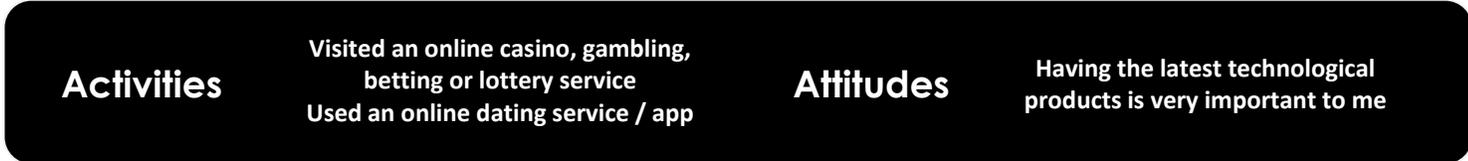
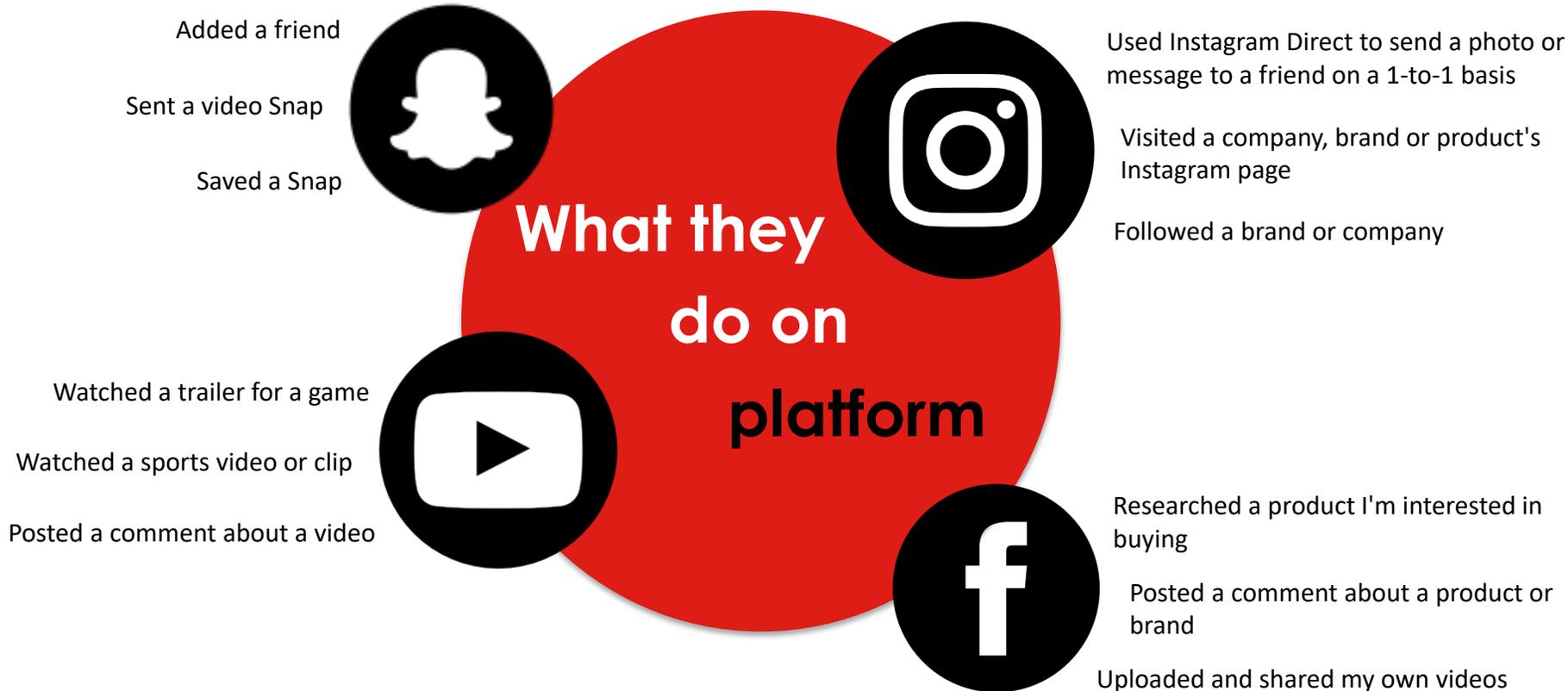


Action the insight

Insights for Content Creation, Marketing & Promotions

Can't decide if you should do an Instagram story or focus on the social feed? Do they follow brands or influencers?

Here is some insight to help guide you.



Thank you.

Please reach out if you have any questions : APinsights@audienceprecision.com