

Case Study

UFC In Action

Type of Activation: Touring Sports Production

Project scope

UFC, the undisputed global leader in MMA events and MMA promotion has an incredibly loyal and informed fan base, their audience is always looking to learn more about the fighters and dive deeper into the experience. With a very comprehensive video program in-venue, limited real estate was available for comprehensive stats and fight card information. UFC was seeking a second screen experience for the in-venue audience, where the ability to access stats may be limited, unlike the at home pay-per-view audience.

Our approach

APPIX developed the exclusive UFC in Action app. UFC in Action is APPIX Technology powered and today acts as the official smartphone app for in-venue content and experience. APPIX utilizes the UFC Fightmetric API to deliver live stats from the fights to our control system. Our technology then pushes information to the audience via our patent pending technology. Only the most relevant statistics are delivered in a way that tells the story of the fight, all in real-time.

With UFC being a touring production that's in a unique location every other week, APPIX has spent a considerable amount of time working cross-functionally within this large organization, across multiple departments inclusive of marketing, production and operations.

