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inverleigh



EFC AND INVERLEIGH AGREE FOUR YEAR RIGHTS DEAL IN THE DISTRIBUTION OF EFC LIVE EVENT RIGHTS AND ARCHIVE CONTENT

Johannesburg, South Africa – EFC, one of the world’s leading mixed martial arts (MMA) organisations, has appointed Inverleigh, the sport and entertainment content company, as their exclusive worldwide distribution partner, commencing a four-year partnership in the distribution of EFC’s event telecast rights and non-live content.

EFC is a global leader in the production of MMA content, producing over 80 hours of new premium content per annum, involving 10 events each year, featuring over 150 exclusively contracted fighters from around the world.

EFC has enjoyed extensive television coverage, currently telecast in over 120 countries in 2017.

“Given their expansive network of broadcast partners, Inverleigh provides a great opportunity to build the global audience for EFC and raise greater awareness for the EFC brand, athletes and partners”, said EFC President, Cairo Howarth. “We see great growth potential for EFC, and we see this partnership as an important step in the next phase of our growth.”

Inverleigh director, Matt Whytcross said, “EFC is a premium promotion with high caliber athletes and excellent production values. We see an exciting growth opportunity, for both parties, by way of this partnership.”

A component of the deal includes ‘The Fighter’ – an explosive reality series where ten undefeated contenders from around the world live and train together, and are pitted against each other, fighting to avoid elimination, in lead-up to the season finale where the final two contenders will fight for the ultimate prize. Season 1 of The Fighter is currently in production.

Broadcast rights for EFC events and programming are currently being offered for license via Inverleigh’s in-house sales team.

ABOUT INVERLEIGH

Inverleigh is a privately owned and operated company. A leader in non-live sports content, the company produces and distributes premium sports entertainment & lifestyle programming, including weekly news and magazine programs, timeless catalogue and major event preview content for traditional and digital broadcast platforms. Headquartered in Melbourne with offices in London and Miami, Inverleigh currently supplies programming to over 300 broadcasters globally.

ABOUT EFC

Headquartered in Johannesburg, South Africa, EFC is a world leading mixed martial arts (MMA) organisation. The Extreme Fighting Championship produces 10 live events annually at sold out arenas. With over 150 athletes exclusively contracted to the organisation, EFC showcases the world’s greatest warriors.

EFC events are broadcast live in over 120 countries around the world, on numerous television networks, in multiple languages. EFC programming is available weekly in 600+ million TV households worldwide, making it one of the most recognisable MMA brands on the planet.

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