

The 7 Steps -
June



1. CONTEXT



UFC

Mindmap anything you know about the topic, including vocabulary. Do some research online to help.

2. QUESTIONS

Read the listening questions to check your understanding. Look up any new vocabulary.

Listening Questions 1

1. Who did Muhammad Ali fight in 1976 and what kind of fighter was he?
_____.
2. What kind of tournament was UFC1?
_____.
3. How many rules were there for UFC1 and what were they?
_____.
4. What part of UFC has remained the same?
_____.
5. How much did WME-IMG pay for the UFC in 2017?
_____.

Listening Questions 2

1. What is pay-per-view?
_____.
2. Who is one of the UFC's biggest stars and where is he from?
_____.
3. How many PPV purchases did UFC229 sell and what was the cost of one?
_____.
4. Where was UFC 229 held and how much money did it sell for attendance?
_____.
5. How much of the UFC's total revenue came from PPV earnings in 2016?
_____.

3. LISTEN

Listen and answer the questions using full sentences. Circle the number of times and % you understood.

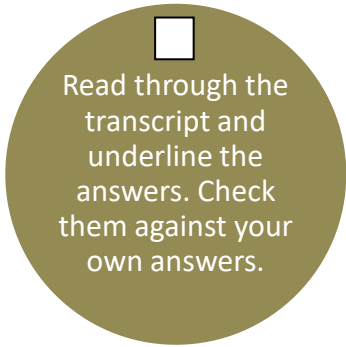
Listening 1				
1	2	3	4	5
%	%	%	%	%

Listening 2				
1	2	3	4	5
%	%	%	%	%

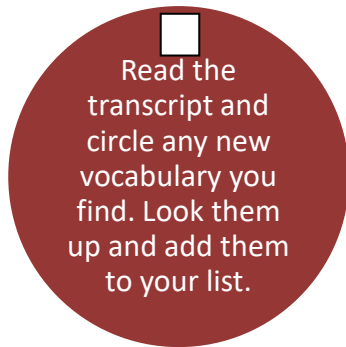
Discussion Questions

1. What benefits are there to doing martial arts? Do you think they should be taught to children?
2. What are some big events broadcast on Japanese TV? Do you think the pay-per-view model will become more popular?

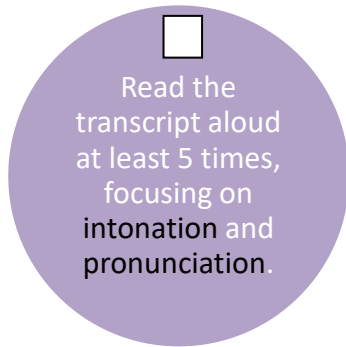
4. CHECK ANSWERS



5. CHECK VOCABULARY

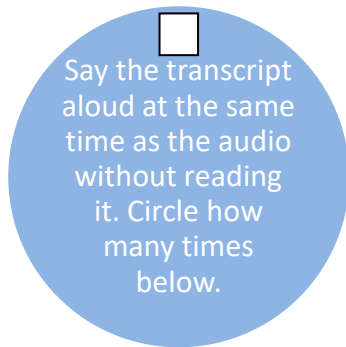


6. READ ALOUD



1	2	3	4	5
1	2	3	4	5

7. SHADOWING



1	2	3	4	5
1	2	3	4	5

TRANSCRIPT 1

What is the most effective martial art in the world? Is it karate or perhaps wrestling? Over the years many people have tried to answer this question. Perhaps one of the most famous of such occasions was when professional boxer Muhammad Ali fought Japanese professional wrestler Antonio Inoki at the Nippon Budokan arena in Tokyo in 1976.

Flashforward to Denver, Colorado on November 12th 1993, the night of UFC1. UFC1 was an 8-man elimination tournament featuring martial artists from different **disciplines** facing each other to determine the best martial art. The show proved itself to be extremely successful with 86,592 television subscribers on pay-per-view. However, it was extremely **controversial** as there were no time limits, no weight classes, and only two rules – no biting and no eye-gouging. In addition to this, the fights took place in a caged octagon which added to the violent theatrics.

Over time the UFC, which stands for Ultimate Fighting Championship, kept its caged octagon but reformed its rules and created a new sport known as MMA, or Mixed Martial Arts. However, the promotion struggled financially and eventually two casino executives, the Fertitta brothers, bought it for \$2 million and created Zuffa, LLC as a parent company to control the UFC. They expanded the brand and the UFC surged in popularity. On July 9th, 2016 they sold it for over \$4 billion to WME-IMG, which renamed itself to Endeavor in September 2017.

MATCH THE SYNONYMS BY DRAWING LINES BELOW:

Flashforward	Questionable
Discipline	Attribute
Controversial	Specialty
Feared	Transmit
Broadcast	Move ahead
Credit	Formidable

TRANSCRIPT 2

In the early days the UFC relied heavily on its pay-per-view (or PPV) business model. PPV is a service by which a viewer can purchase events to view by private telecast, typically combat sports such as boxing or MMA. If there was an upcoming boxing event that wouldn't be distributed on public TV, you would need to pay \$50 on PPV to watch the live **broadcast**.

In order to sell a lot of PPVs, the UFC needs star power to get people's attention. In recent years there has been no bigger star than **feared** Irish striker Connor McGregor. As of 2020, the top 3 best-selling UFC PPVs of all time had McGregor as one of the main event fighters. At the top of the list is UFC 229 which was held on October 6th, 2018. It took place at the T-Mobile Arena in Las Vegas and had over 2.5 million PPVs sold at an average cost of \$64.99 per purchase. The ticket gate revenue for those who attended the event was \$17,200,000.

In the past few years the UFC has been able to diversify its earnings. In 2016 the company reported that 42% of its revenue came from PPVs, while also **crediting** media rights, tv shows, and more for its other earnings. This shows just how far the combat sports giant has come in establishing MMA as a popular sport.