



# 1.6 million watched last EFC Africa event

The live TV ratings from EFC Africa's event on 2 March recorded a peak audience of over 1.6 million, 25.9 percent of the total available South African TV audience: those viewing SABC, e.tv and DStv, combined.

Comparing EFC Africa to other locally aired sport, these are some of the highest recorded figures so far this year.

And, when comparing the live e.tv broadcast to sport events in the last 12 months, EFC Africa:

- Pulls a peak audience of over 70 times more viewers than live boxing on SuperSport
- Commands 10 times more viewers than the Nedbank Golf Challenge
- Draws a larger TV audience than Tri-Nations rugby on SuperSport
- Almost doubles the ratings from Super 15 and ABSA Curry Cup rugby
- Pulls a larger average audience share than all cricket games, including international ODIs, Pro 20s and test matches

The live broadcast of EFC Africa increased e.tv's usual viewership for that time slot by 31.5 percent and the viewer demographic crosses all race and income groups.

"Traditionally popular sports, such as rugby and cricket, don't even get anywhere near the ratings that we achieved on our first live broadcast," said EFC Africa president Cairo Howarth. "You don't get much more mainstream than this!"

## Other African country stats not included

Also, the ratings from the live e.tv broadcast of EFC Africa only took into account the South African audience, so with e.tv broadcasting into 49 countries across Africa, the true number of fans who tuned in was vastly higher.

Even comparing EFC Africa to e.tv's flagship show, WWE, the African MMA promotion again comes out tops, drawing higher viewership when pitted against WWE broadcasts in similar time slots (after 9pm).

"It is very exciting to see that viewers have taken to this sport and our brand so quickly," said Howarth. "There is a huge following for WWE across the continent and we are rapidly converting those fans into EFC Africa fans."

The next live event, EFC Africa 13, is on 13 April at GrandWest Arena in Cape Town. Tickets are on sale now at Computicket and Nu Metro cinemas, and the main card bouts will be broadcast live on e.tv from 10.30pm, including the welterweight title fight between champion Dallas Jakobi and challenger Jadyson Costa. More information, fight card and broadcast information at [efcafrica.com](http://efcafrica.com).

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