WSC SPORTS | PFL

PFL
CASE STUDY

How PFL Brings the Inside-the-Cage Experience to Global Fans

The Professional Fighters League (PFL) is a mixed martial arts (MMA) league launched in 2018, operating and broadcasting in more than 190 countries. The PFL is unlike other MMA organizations because it runs like a traditional sports league, featuring a regular season, playoffs, and championship format, where fighters earn points to advance based on their performance. This structure gives fans a clear, stakes-driven journey each season.

Since 2022, the PFL has used WSC Sports to grow rapidly, expanding and establishing new audiences in emerging markets where fans were previously underserved. Thanks to this partnership, fans can now experience real-time short and long form video content, on multiple platforms, including social media and the PFL app, 365 days a year.

KEY RESULTS

10K+
posts year to date

1.8B
video views

35%
increase in video views YoY

4M
new followers on SM

The Challenge

Building Global Awareness

Established in 2018, the PFL faced the immediate task of increasing awareness of its burgeoning league, both in the US and internationally. It was essential that fans understood the distinction between this new type of MMA organization versus traditional models, and to make the PFL format easily understandable to help attract new non-MMA fans.

Reaching Fans, Wherever They Are

MMA is a sport that's approximately 30 years old, and its popularity is growing at twice the rate of other sports. The PFL recognized that millions of MMA fans existed worldwide, yet they were largely underserved. There were few local events, few local stars, and fight content was either hard to find or access was limited. The PFL needed a way to reach existing fans wherever they were and create new ones in the process.

> **We are not a technology company. We are a storytelling, live production media, and fighter company. So we must partner with best-of-class, industrial-strength partners like WSC Sports to do that. They enable us to deliver great highlights, great stories, great content, 355 days a year, as soon as we can.**

Donn Davis, Founder and Chairman, Professional Fighters League, PFL

The Solution

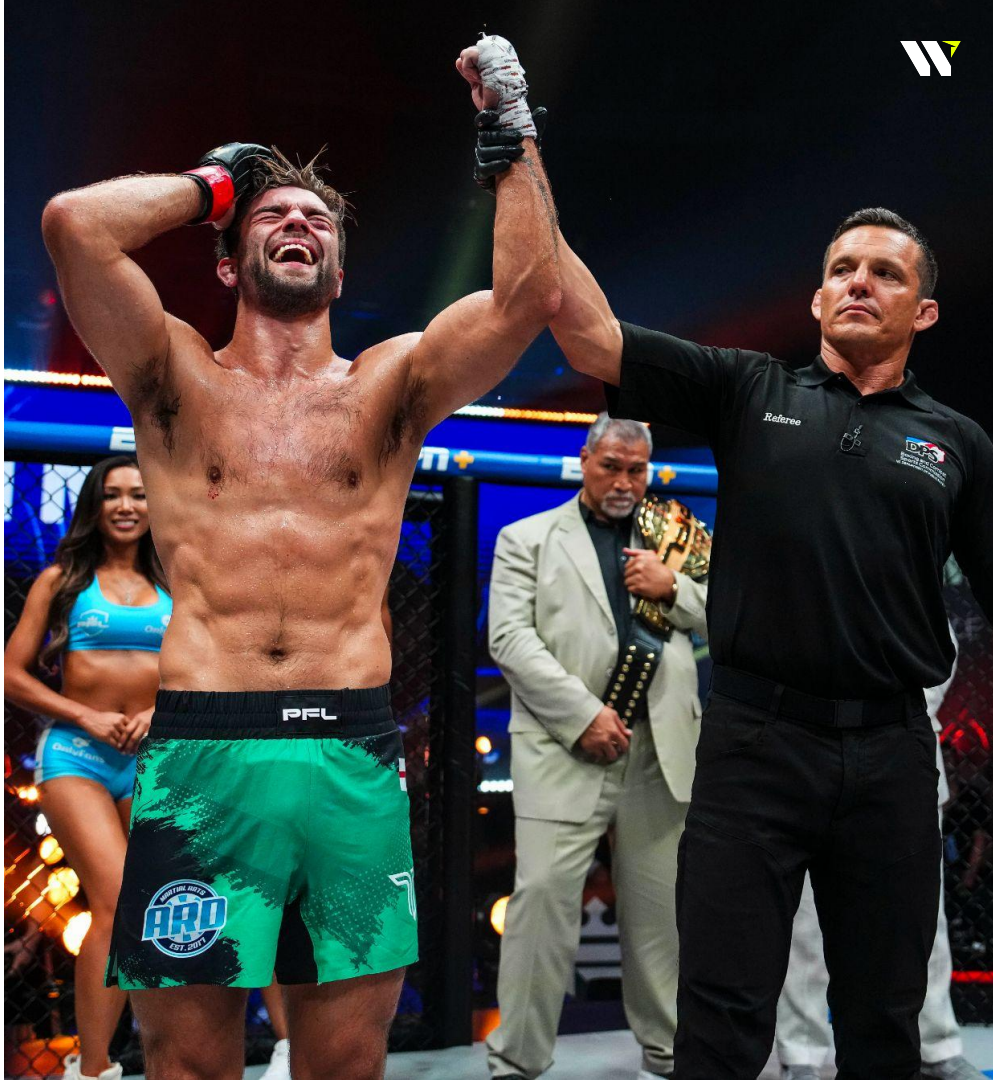
The PFL realized that they couldn't achieve their goals or adequately address the outlined challenges by relying solely on their in-house capabilities, so they sought out the right tech partners to assist them. First teaming up with WSC Sports in 2022, they now have the technology and strategy to achieve long-term growth and success.

As they've grown, the PFL has established new national leagues around the world, with winners advancing to compete in regional and global PFL tournaments. Now operating and broadcasting in 190 countries, the PFL uses WSC Sports to maximize its storytelling capabilities from each event, at speed and scale.

Every moment, from inside and outside the cage, is ingested into the WSC Sports platform as it happens, building an indexed, real-time video library. The PFL utilizes this to create a diverse range of content tailored to different audience groups, based on their location, preferred platform, or viewing habits. This content helps grow and engage MMA fans on PFL-owned and operated channels, including its app and website, as well as social media and with partners such as DAZN and ESPN.

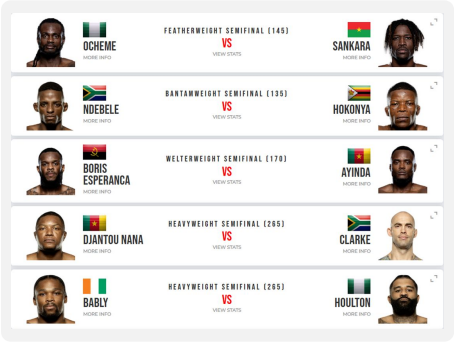
> **In WSC Sports, we have a reliable, trusted partner that's helping us reach new levels. It's not just the state-of-the-art technology that they bring to the PFL, they are also the right human beings, they're the right people. If there's ever anything we need, they're only just a phone call away.**

Chris Kaiser, Head of Production & Content Operations, PFL



Takeaways

01



GOING GLOBAL

The PFL has become the world's first connected mixed martial arts league, with PFL Africa joining PFL Europe and PFL MENA alongside its Champions Series and World Tournament.

Powered by WSC Sports, the PFL creates localized content for fans everywhere, fueling rapid global growth. In 2025, it launched new Spanish-language and Africa-focused channels, gaining over **four million** new followers and **billions** of views—cementing its place as a truly global sports brand.

02

YEAR-ROUND ROCKY STORIES

Using WSC Sports, the PFL produces a diverse range of emotive content from inside and outside the cage to keep fans engaged throughout the year. In 2025, the PFL is on track to publish more than **12,000** pieces of content.

Through its content, the PFL strives to humanize its fighters, telling their stories, their journeys, and, of course, showcasing their talent in the cage. Using WSC Sports, they're able to create content from the **ref cam,** which gives fans a unique opportunity to be closer to the action than ever and helps new fans learn about the sport.

03

KNOWING YOUR AUDIENCE

The PFL understands the value of knowing your audience. It knows most PFL fans are aged **18-35**, so it tailors its content accordingly to suit them. For fans in this age range, it's all about speed. They want to see fight highlights as close to real-time as possible and in their preferred aspect ratio.

The speed of the WSC Sports platform enables the PFL to reach fans with highlights of every punch, every kick, every submission, in a fight as soon as it happens, so fans don't miss a thing.

WSC
SPORTS
Learn More