

# EFC KNOX LEGACY SERIES DELIVERS 100M+ GLOBAL VIEWERS ACROSS 30+ BROADCAST NETWORKS

As African MMA Continues Its Global Rise

30 March 2026



**Cape Town, South Africa** – The inaugural EFC KNOX Legacy Series delivered the largest global audience in EFC history, reaching over 100 million viewers across more than 30 television and digital broadcast platforms.

Hosted at the GrandWest Grand Arena in Cape Town, the event combined a maximum capacity live audience of over 5,000 attendees with one of the most expansive broadcast footprints the organisation has ever achieved.

The event was distributed across leading global platforms including SuperSport, SABC, FUBO, and major digital channels such as Facebook, YouTube, TikTok and Instagram, ensuring widespread accessibility across Africa and international markets.

## The Numbers Tell the Story

- Over 100 million global viewers
- Broadcast across 30+ television and digital networks
- Maximum capacity arena with over 5,000 in attendance
- Over 10 hours of premium broadcast content produced
- 4 hour live broadcast, the longest in EFC history
- More than 2 hours of build-up programming, including the Countdown, Engaged series, press conference, faceoffs and weigh-in show

Content from the event continues to be distributed globally, with full fight episodes and highlights being rolled out across international networks in the months following the event.

The main event between Luke Michael and Diego Bandu has already generated over 10 million views across EFC's digital platforms, reflecting the growing global appetite for African MMA content.

### **A Platform Built for Global Success**

The event was delivered in partnership with the City of Cape Town, with support from Mayor Geordin Hill-Lewis, showcasing how live sport and city collaboration can combine to deliver both local impact and global visibility.

The event was further elevated by the presence of UFC Champion Dricus du Plessis, a former EFC titleholder whose journey from the EFC Hexagon to global champion continues to inspire the next generation of African fighters.

The KNOX Legacy Series also reflects the commercial impact of partnerships built within the EFC ecosystem. KNOX Hydration, launched within EFC less than two years ago, has since expanded onto the global stage and is now an official partner of the UFC, a clear example of the growth potential for brands aligned with the organisation.

With the 2026 EFC event and broadcast schedule steadily growing, EFC continues to expand its audience, its athletes, and its global reach.

### **About EFC® - The Extreme Fighting Championship®**

Headquartered in Johannesburg, South Africa, EFC is a world leading mixed martial arts organisation. EFC produces 10 live events annually at sold out arenas. With over 200 athletes exclusively contracted to the organisation, EFC showcases the greatest warriors on the planet.

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

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