

Uganda to screen MMA on TV Kampala

The Ugandan Broadcasting Corporation (UBC), has struck a ground-breaking, multi-year partnership with world renowned Mixed Martial Arts (MMA) organisation, EFC. This partnership places MMA content on air for the first time on UBC, bringing EFC and the sport to millions of Ugandans, as the sport takes off in Africa.



EFC content is broadcast weekly on TV in over 120 countries, captivating fans around the globe, and now Uganda will be part of the action. “We are pleased to partner with EFC in broadcasting this top-quality sport entertainment content,” said Cedric B Ndilima, head of public relations & corporate affairs.

“This partnership symbolises UBC’s commitment to partner with top content providers all over the world in order to deliver quality programming to our viewers.”

This year has kicked off at a blistering pace with EFC announcing partnerships with the most popular TV channels in Africa, providing EFC, athletes and associated brands more promotion than ever before. “We are delighted to partner with UBC, the number one broadcaster in Uganda, and look forward to millions of their viewers getting caught up in the excitement of EFC,” stated EFC president Cairo Howarth. “MMA in Africa is taking a giant leap forward in 2019!”

The partnership will see hours of dedicated EFC programming broadcast weekly on the Ugandan media powerhouse, as well as 10 live primetime events per year.

Notable highlights of the UBC broadcast partnership include: all 10 live EFC events will be broadcast on Saturdays; EFC content to be broadcast weekly every Friday, plus every Sunday; the hit reality series, *The Fighter Season 2* debuts on 26 April with the live finale taking place on 29 June.

For more, visit: <https://www.bizcommunity.com>