

ONE

Championship™







In the first 24 hours...

Over 6,000,000 video views

Over 16,000 comments



My Background

我的背景介绍

Martial Arts In Asia

格斗运动在亚洲

What Is ONE?

关于ONE冠军赛

How ONE Can Showcase A Chinese City To The World

MY BACKGROUND

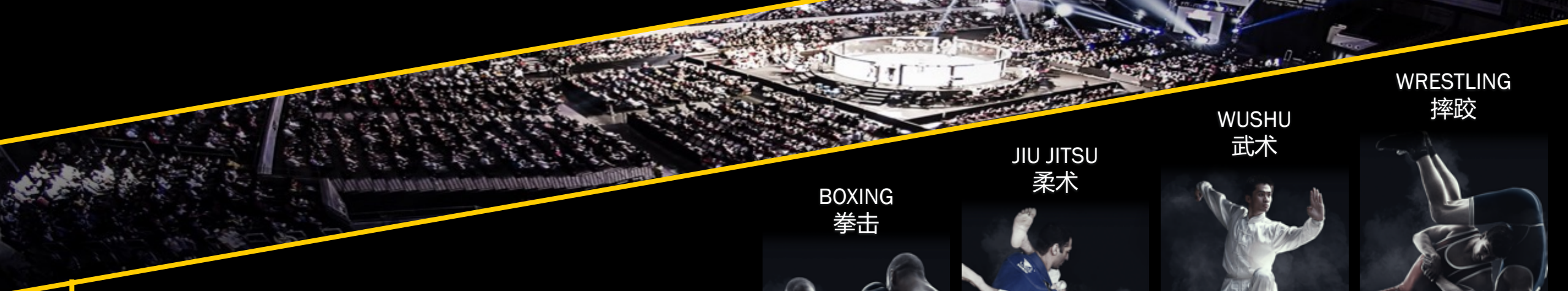
我的背景介绍





Martial Arts In Asia

格斗运动在亚洲



MIXED MARTIAL ARTS IS **THE FASTEST GROWING SPORT IN THE WORLD**
格斗是当前**全球成长最快的运动**

A COMBINATION OF THE WORLD'S MOST EFFECTIVE STYLES, THE SPORT OF MIXED MARTIAL ARTS HAS GROWN EXPONENTIALLY BY OVER 30 TIMES IN THE PAST 10 YEARS.

综合格斗融合世界各类格斗技能的精华，在过去10年间成长了30倍，成为全球成长最快速的运动。

BOXING
拳击



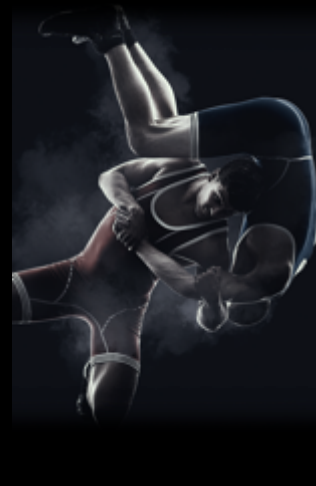
JIU JITSU
柔术



WUSHU
武术



WRESTLING
摔跤



JUDO
柔道



MUAY THAI
泰拳



TAEKWONDO
跆拳道



KARATE
空手道





CHINA
中国
2013-2017



Basketball
篮球



Football
足球



Martial arts
格斗



MALAYSIA
马来西亚
2013-2017



Football
足球



Cycling
自行车



Martial arts
格斗



SINGAPORE
新加坡
2013-2016



Football
足球



Basketball
篮球



Martial arts
格斗



PHILIPPINES
菲律宾
2013-2017



Basketball
篮球



Football
足球



Martial arts
格斗



THAILAND
泰国
2013-2017



Basketball
篮球



Football
足球



Martial arts
格斗

INTEREST GROWTH: MARTIAL ARTS vs OTHER SPORTS 格斗运动热度的快速崛起

Source: Nielsen Sports, 2017
数据来源：尼尔森体育2017数据





| RUSSIA | SAMBO
| 俄罗斯 | 桑搏

| JAPAN | 日本 |
KARATE, JUDO, AIKIDO 空手道、柔道、合气道

| KOREA | 韩国 |
TAEKWONDO, HAPKIDO 跆拳道、韩式合气道

| CHINA | 中国 |
KUNG FU, SANDA, SANSHOU 功夫、散打、散手

| MYANMAR | LETHWEI
| 缅甸 | 缅甸拳

| PHILIPPINES | KALI, BOXING, DUMOG
| 菲律宾 | 卡利、拳击、扭斗

| THAILAND | MUAY THAI
| 泰国 | 泰拳

| INDIA | GATKA
| 印度 | 盖塔卡

| INDONESIA & MALAYSIA | SILAT
| 印度尼西亚和马来西亚 | 苏拉

ONE CHAMPIONSHIP IS THE HOME OF MARTIAL ARTS ONE冠军赛 回归格斗本源

ASIA

BIRTHPLACE AND
SPIRITUAL HOME
OF MARTIAL ARTS

亚洲

是格斗的发源地和精神故乡

5,000

YEARS OF
TRADITION
AND HISTORY

5,000

年传统和历史的孕育

CULTURE

ASIA'S GREATEST
CULTURAL
TREASURE

文化

亚洲伟大的文化瑰宝

HEROES

THE BIGGEST GLOBAL ASIAN
HEROES: JACKIE CHAN, BRUCE
LEE, DONNIE YEN AND JET LI

英雄

亚洲英雄: 成龙、李小龙、甄子丹、李连杰



What Is ONE?

关于ONE冠军赛

LANDMARK STAKEHOLDERS

合作里程碑

SEQUOIA

SEQUOIA CAPITAL, ONE OF THE MOST STORIED VENTURE CAPITAL FIRMS IN HISTORY, IS A MAJOR SHAREHOLDER OF ONE CHAMPIONSHIP. PRIOR SEQUOIA INVESTMENTS INCLUDE APPLE, GOOGLE, YAHOO, WHATSAPP, AIRBNB, AND LINKEDIN. 红杉资本是历史上最著名的风险投资公司，也是 ONE 冠军赛的主要股东。红杉资本此前投资过的企业包括苹果、谷歌、雅虎、WHATSOEVER、AIRBNB 和领英。

TEMASEK

HELICONIA CAPITAL, A WHOLLY OWNED SUBSIDIARY OF TEMASEK HOLDINGS, IS A KEY STRATEGIC INVESTOR IN ONE CHAMPIONSHIP. 淡马锡全资控股子公司海丽凯资本是 ONE 冠军赛战略投资者之一。



ONE CHAMPIONSHIP IS THE ONLY SPORTS PROPERTY, OTHER THAN F1, TO BE SUPPORTED BY THE ECONOMIC DEVELOPMENT BOARD. 除 F1 之外，ONE 冠军赛是新加坡经济发展支持的唯一体育赛事。





GLOBAL RECOGNITION 享全球殊荣

ONE CHAMPIONSHIP IS WHERE THE RICH TRADITION OF MARTIAL ARTS AND THE ADRENALINE-PUMPING THRILL OF WORLD-CLASS SPORTS ENTERTAINMENT MEET
ONE冠军赛完美结合了格斗的丰富底蕴与激情迸发的体育娱乐体验

Forbes

“ONE CHAMPIONSHIP IS THE LARGEST SPORTS MEDIA PROPERTY IN ASIA’S HISTORY.”
“ONE冠军赛是亚洲历史上最大的体育传媒公司。”



“ONE CHAMPIONSHIP IS THE SINGLE MOST EXCITING MARTIAL ARTS PROMOTION ON THE PLANET RIGHT NOW.”
“ONE冠军赛是迄今为止最激动人心的格斗运动。”



“ONE CHAMPIONSHIP IS ASIA’S LARGEST SPORTS MEDIA COMPANY.”
“ONE冠军赛是亚洲最大的体育传媒公司。”



“KING OF MARTIAL ARTS”
“格斗之王”



ONE CHAMPIONSHIP IS A CELEBRATION OF ASIA'S GREATEST CULTURAL TREASURE AND ITS DEEP-ROOTED ASIAN VALUES:

ONE冠军赛是亚洲伟大的文化瑰宝和悠久深厚的价值观:

INTEGRITY

正直

HUMILITY

谦逊

HONOR

荣誉

RESPECT

尊重

COURAGE

勇气

DISCIPLINE

纪律

COMPASSION

同情心





THE WORLD'S LARGEST MARTIAL ARTS ORGANIZATION 世界最大格斗组织

ONE CHAMPIONSHIP IS THE HOME OF MARTIAL ARTS · ONE冠军赛-回归格斗本源

MIXED MARTIAL ARTS
综合格斗

KUN KHMER
柬埔寨拳

KICKBOXING
踢拳

LETHWEI
缅甸拳

SANDA
散打

JUDO
柔道

KARATE
空手道

KUNG FU
功夫

MUAY THAI
泰拳

TAEKWONDO
跆拳道

SUBMISSION GRAPPLING
降服缠斗系

HEROES ON THE GLOBAL STAGE

世界巅峰对决

OUR MISSION IS TO UNLEASH REAL-LIFE SUPERHEROES WHO IGNITE HOPE,
CELEBRATE VALUES, INSPIRE NATIONS, AND CHANGE THE WORLD
我们的使命是使现实生活中的超级英雄点燃希望、实现价值、改变世界



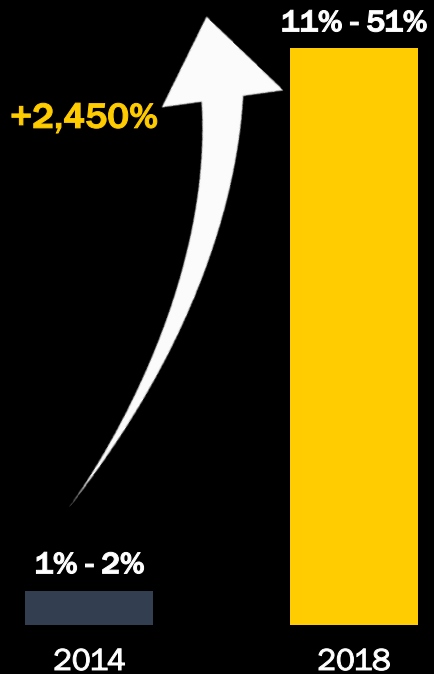


How ONE Can Showcase A Chinese City To The World

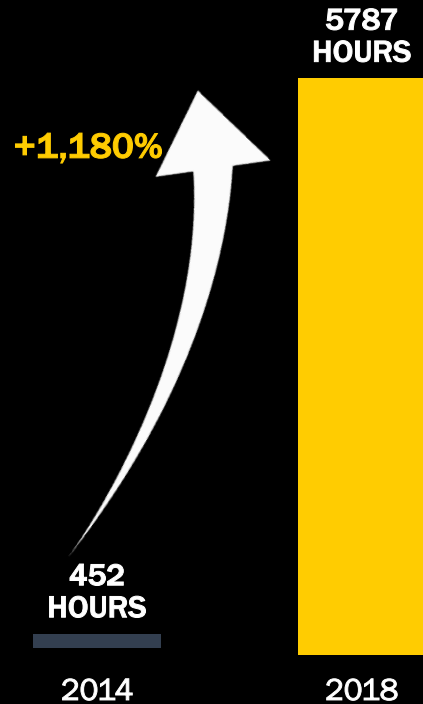
ONE CHAMPIONSHIP

WORLD'S FASTEST GROWING GLOBAL SPORTS MEDIA PROPERTY

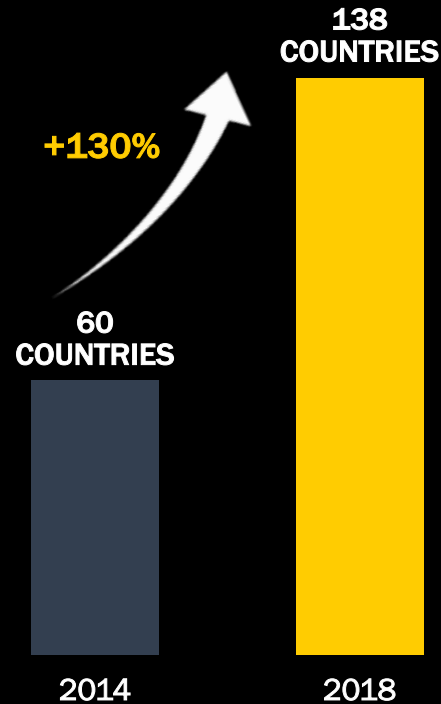
PEAK TV RATINGS SHARE IN KEY MARKETS



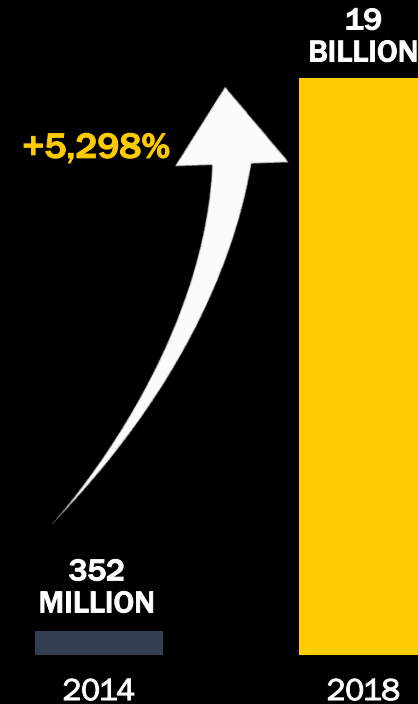
BROADCAST HOURS ACROSS KEY MARKETS



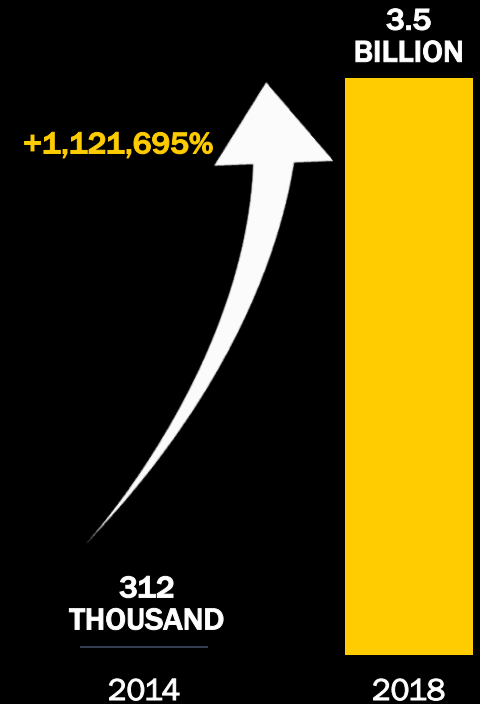
TV BROADCAST FOOTPRINT



SOCIAL MEDIA IMPRESSIONS



SOCIAL MEDIA VIDEO VIEWS



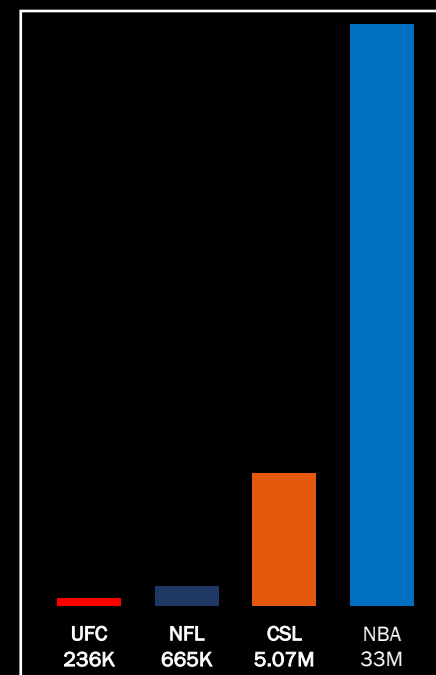
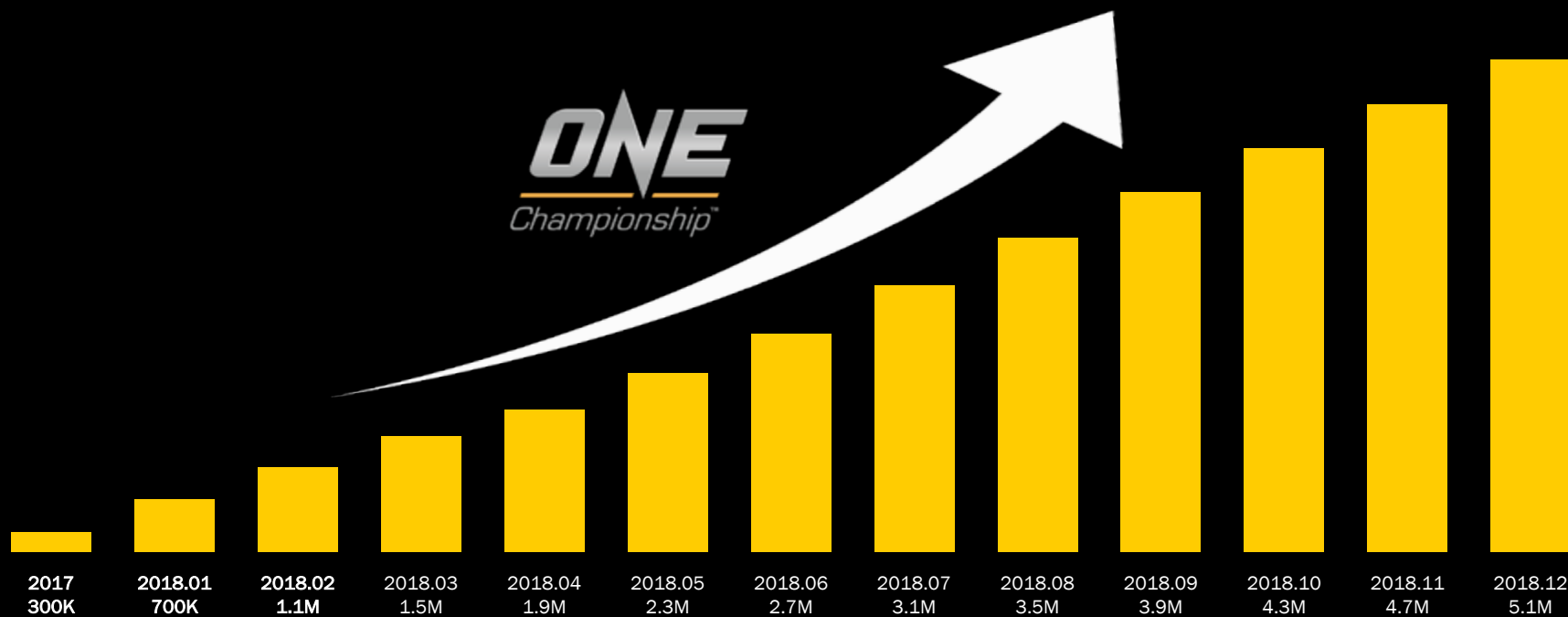
*Source: Nielsen, Facebook, Repucom

*Social Media metrics are forward 12-month annualized run-rates based on March 2018 actual data

*TV ratings in Asia for global sports media properties (EPL, F1, NBA, etc) range from 1% to 6%

WEIBO FANS: 2017 TO DATE vs 2018 PROJECTION 微博粉丝: 2017迄今数据 vs 2018增长预期

ONE
Championship™

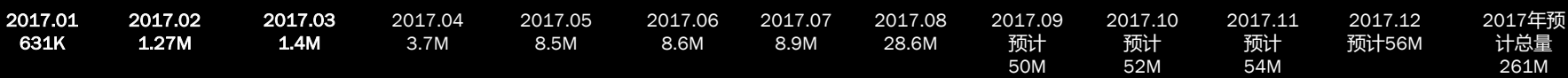


Estimated 2018 total Weibo fans annualized over 2017 actual numbers
2018年微博粉丝总数由2017年实际数据年化得出

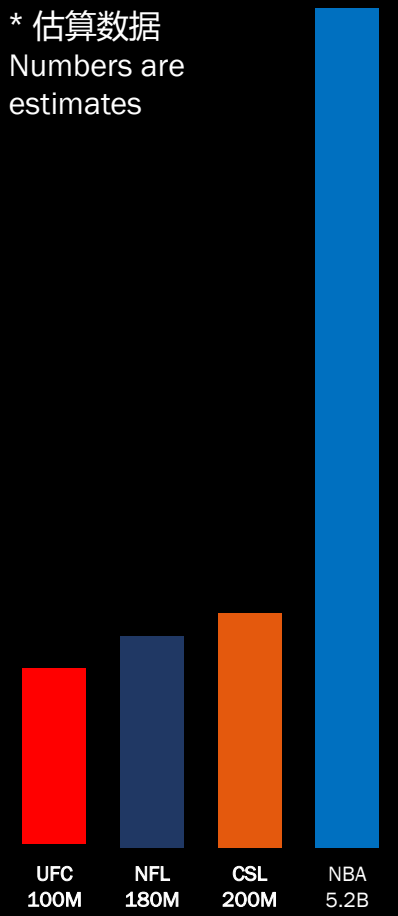


WEIBO IMPRESSIONS: ONE CHAMPIONSHIP vs UFC/NFL/CSL/NBA

微博总曝光量: ONE冠军赛 vs UFC/NFL/CSL/NBA



* 估算数据
Numbers are estimates





GLOBAL BROADCAST: SIGNIFICANT HOURS IN ASIA 全球转播: 亚洲重要时刻



FOX SPORTS: 1,626 HOURS
福克斯体育: 播出1626小时
PAN ASIA 泛亚洲



THAIRATH TV 32: 88 HOURS // 26 LIVE HOURS
THAIRATH TV 32: 播出88小时 // 现场直播26小时
THAILAND 泰国



HTV: 435 HOURS // 27 LIVE HOURS
HTV: 播出435小时 // 现场直播27小时
VIETNAM 越南



MEDIACORP (OKTO): 204 HOURS // 36 LIVE HOURS
MEDIACORP (OKTO): 播出204小时 // 现场直播36小时
SINGAPORE 新加坡



ABS-CBN: 246 HOURS // 31 LIVE HOURS
ABS-CBN: 播出246小时 // 现场直播31小时
PHILIPPINES 菲律宾



ASTRO: 1,020 HOURS // 58 LIVE HOURS
ASTRO: 播出1020小时 // 现场直播58小时
MALAYSIA 马来西亚



EMTEK: 800 HOURS // 36 LIVE HOURS
EMTEK: 播出800小时 // 现场直播36小时
INDONESIA 印度尼西亚



SHWE THAN LWIN MEDIA: 410 HOURS // 48 LIVE HOURS
SHWE THAN LWIN MEDIA: 播出410小时 // 现场直播48小时
MYANMAR 缅甸



FAN DEMOGRAPHICS 粉丝分布统计: 80% 为80和90后

GENDER 性别



62% MALE 男



38% FEMALE 女

AGE IN YEARS 年龄

18 - 25 28%

26 - 38 45%

39 - 45 19%

ABOVE 46 8%

EDUCATION LEVEL 教育程度

COLLEGE 本科 71%

HIGH SCHOOL 高中 21%

GRADUATE 硕士 8%



RELATIONSHIP STATUS 婚姻状况

SINGLE 单身 54%

IN A RELATIONSHIP 有对象 24%

MARRIED 已婚 17%

ENGAGED 订婚 5%



Source: Nielsen Sports
资料来源: 尼尔森体育

WE BELIEVE IN PARTNERSHIPS 我们相信合作伙伴关系

TOGETHER WE INSPIRE,
CHANGE LIVES, AND MAKE
A LASTING DIFFERENCE
我们彼此鼓励、改变生活、
创造不同



Kawasaki



G-SHOCK

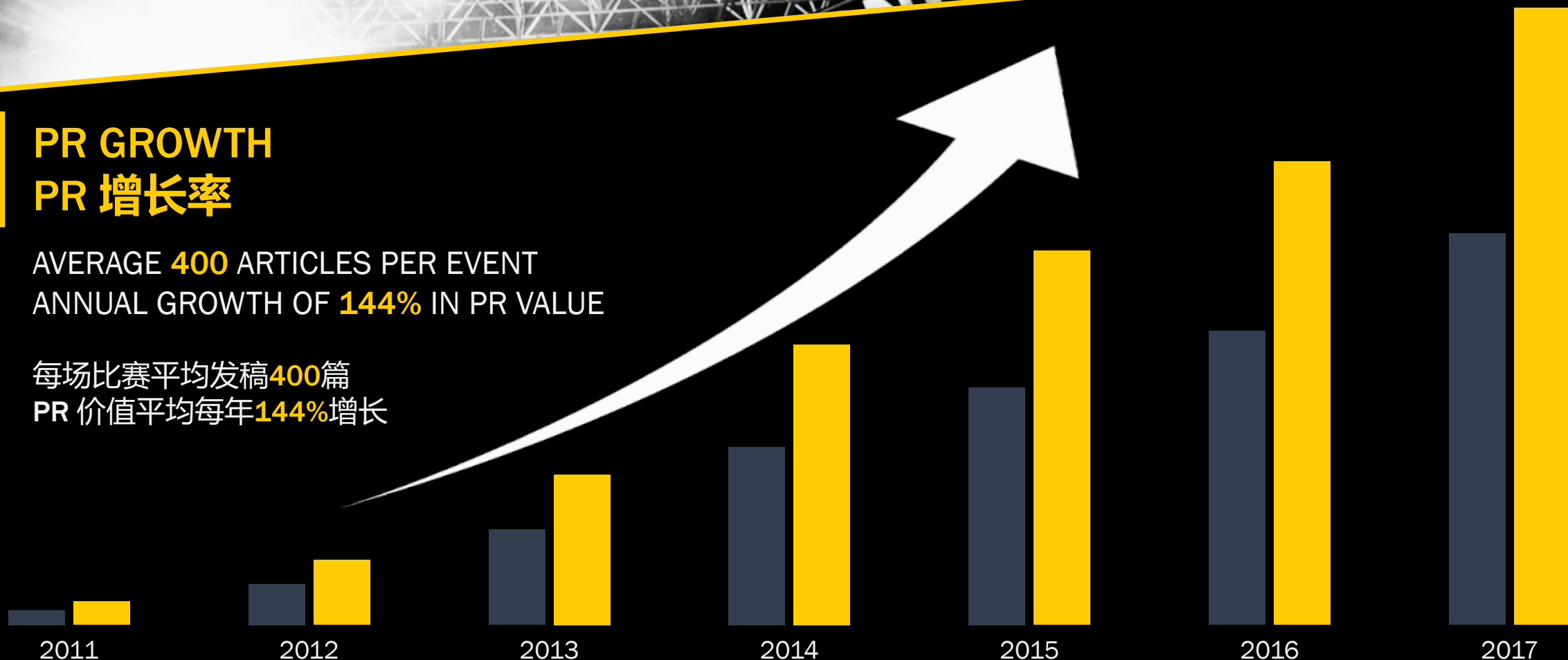
Canon



PR GROWTH PR 增长率

AVERAGE **400** ARTICLES PER EVENT
ANNUAL GROWTH OF **144%** IN PR VALUE

每场比赛平均发稿**400**篇
PR 价值平均每年**144%**增长



■ NUMBER OF ARTICLES
发稿量

■ ANNUAL PR VALUE
年度PR价值

ONE
Championship



SUMMARY 概要

#1

GLOBAL SPORTS MEDIA
PROPERTY IN ASIA
亚洲国际体育传媒



BIGGEST STADIUMS
最大的赛事场馆



LARGEST SOCIAL
MEDIA PLATFORM
最广的社交媒体平台

90%

OF THE BEST WORLD CHAMPIONS
AND ATHLETES IN ASIA
亚洲最顶尖选手阵容

90%

MARKET SHARE IN ASIA
亚洲市场份额



LARGEST MEDIA COVERAGE
& MEDIA FOOTPRINT
最广泛的媒体宣传和覆盖

70+

EVENTS TO DATE
比赛

136

COUNTRIES REACHED
国家

1.7 BILLION
17亿

POTENTIAL VIEWERS
潜在观众

563 MILLION

APPROXIMATE AVID MARTIAL ARTS
FAN BASE ACROSS TOP ASIAN MARKETS
亚洲主要市场格斗粉丝人数粗略统计

BIGGEST BLUE CHIP MARKETING PARTNERS
与众多知名品牌的深度合作

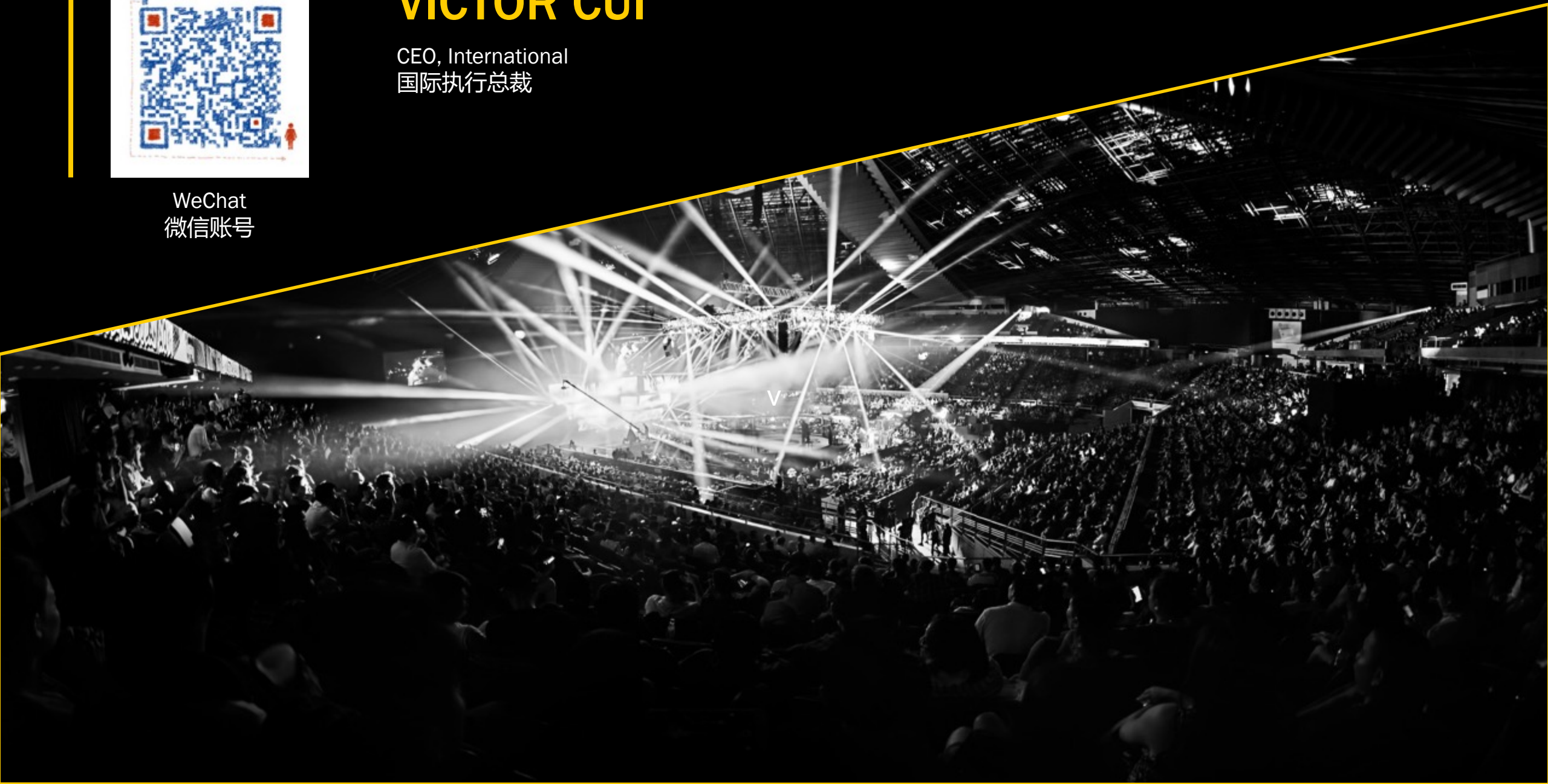




WeChat
微信账号

VICTOR CUI

CEO, International
国际执行总裁





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