



ONE
Championship
Niharika Singh
Head of Product



Microsoft
Sebastian Lancestremere
Sports Industry Managing Director

“What’s even more important than reach, or money, is how much engagement you are able to drive”

ONE Championship is in the process of transitioning from a talent and event focused organisation to a digital first organisation. With a young audience, and a flexible business model they are able to leverage digital to grow new verticals, and continue to build out ONE Championship’s brand and IP.

Key points from the session:

- ONE Championship defines itself as a sports media property, that focus on martial arts. It has a unique business model that focuses on content and IP, which makes it asset light and enables ONE to do so many activities in different verticals.
- In the early years of ONE they focused on the physical; identifying and developing athlete talent and events.
- The transformation of ONE to a digital focused organization began less than 2 years ago, and has been successful in part due to their young audience, and the fact that ONE was born in a mobile-first world.
- ONE focuses on internal and third party digital platforms for engagement including global and local social media platforms, media partners and their OTT platforms, internal website and internal apps.
- Engagement is more important than reach, or volume when it comes to building a digital focused organization.

- ONE's approach to the current COVID pandemic is to understand that the organization will be here for generations to come. This has enabled ONE to focus on their digital transformation, pushing more content, being creative with their content, and continuing to grow their digital audience beyond their events.
- ONE Championship recently announced their venture into reality television with the 'The Apprentice: ONE Championship Edition'. This isn't a pivot as a business, but another extension of the digital transformation, and content focus.
- ONE Championship will continue to build on the content they are producing across all platforms, including ventures into gaming, and community building.