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ONE Championship Partners with Adobe to Deliver Winning Punch

'The Home of Martial Arts' goes digital with Adobe Experience Cloud, bringing real-time sporting experiences to viewers around the world

SINGAPORE — 9 May 2018 — Asia's largest global sports media property, ONE Championship, has partnered with Adobe to deliver enhanced viewing experiences to audiences around the world. ONE Championship is a Singapore-based mixed martial arts (MMA) organization, launched in 2011 to celebrate one of Asia's most prized cultural treasures. The company is leveraging Adobe Experience Cloud – including Adobe Analytics, Adobe Audience Manager, Adobe Campaign, and Adobe Target – to help them continue to attract and retain loyal viewers beyond the 138 countries where ONE Championship is broadcast.

The announcement sets the tone for [Adobe Experience Forum](#), Southeast Asia's premier digital marketing conference, taking place on 8 May at The Athenee Hotel Bangkok and on 15 May at The St. Regis Kuala Lumpur respectively. Chatri Sityodtong, CEO and Founder of ONE Championship is set to be a keynote speaker at the event in Bangkok, and at the Adobe Symposium Singapore later in August. Often known as "Asia's King of Martial Arts", Chatri is one of the many visionary experience makers in the region whom Adobe is celebrating at the events this year.

Chatri Sityodtong, CEO and Founder, ONE Championship said of the partnership, "Adobe is much more than a solution vendor to us. They are a trusted partner on our journey to becoming a true Experience Business. Through this partnership, our immediate goal is to move our viewer base of 1.7 billion from the traditional TV platforms onto ONE's mobile app. We are now in the right place at the right time, in the midst of the mobile revolution in Asia. The nature of MMA lends itself well to a mobile-first and digital-first kind of sport. Our action-packed fights are so intense, they often last an average of three to five minutes, making for bite-sized, snackable videos that are perfect for mobile. With Adobe, I am confident that we will be able to deliver the same great viewing experience and atmosphere across all our channels – physical, social and digital – at the stadium, at home, and even outside the countries we broadcast to today, wherever our viewers are."

Mahesh Subramanian, CTO, ONE Championship said, "ONE Championship is just beginning to roll out our OTT (over-the-top) programs. To move forward successfully, we need to understand our viewers' demographics, their user patterns, their likes and dislikes, and how they are engaging with us. With Adobe, we will establish a single source of truth through analytics, and that will give us greater visibility and better understanding of our viewers data, which we can in turn derive insights from and

tailor the best, personalized content to them. We will also be able to build unique audience profiles for A-B testing, and better campaign targeting as we engineer the user journey. Beyond all that, when we look into the crystal ball, something we're really excited about for the future, is creating truly immersive experiences for our viewers. Building on top of the Adobe platform, we're looking to adopt new technologies such as Augmented Reality (AR) and Virtual Reality (VR), to bring the stadium experience into every living room.

"A big part of the excitement watching a fight also comes from the community interaction – the banter among friends, the live cheering and conversations that propel the sport further. We want to bring that to our digital channels through user generated content. ONE Championship is the 'Home of Martial Arts', and we want people coming to us not just for the content we create, but also for other sporting content posted on our platforms. We are currently focused in Asia with 24 events around the region. Next year, we're planning to expand out to 52 events in a year – that's one per week – to a bigger, global audience," added Subramanian.

"Martial Arts has a 500-year history in Asia, centered around the values of humility and grace. Through that, ONE Championship has created countless heroes and role models in Asia who continue to inspire people around them. Adobe looks forward to a fulfilling journey alongside ONE Championship as they modernize the centuries-old sport for the digital age, creating exhilarating experiences that go far beyond the physical space and stadiums, and direct to viewers around the world. We are proud to be supporting them with Adobe Experience Cloud as they continue their journey to become the biggest global sports media company and The Home of Martial Arts for the world," said **V.R. Srivatsan, Managing Director, Southeast Asia, Adobe.**

[Watch this video](#) to hear more about the partnership from Mahesh Subramanian and V.R. Srivatsan.

About ONE Championship

ONE Championship, Asia's largest global sports media property in history, is a celebration of Asia's greatest cultural treasure, and its deep-rooted Asian values of integrity, humility, honor, respect, courage, discipline, and compassion. ONE Championship is the world's largest martial arts organization, featuring bouts across the full spectrum of martial arts such as Muay Thai, Kickboxing, Mixed Martial Arts, Karate, Silat, Sanda, Lethwei, Taekwondo, Submission Grappling, and more. As the only pan-Asian global sports media property on the continent, ONE has achieved some of the highest TV ratings and social media engagement metrics in Asia, with a global broadcast reach to 1.7 billion potential viewers across 138 countries.

About Adobe Experience Cloud

Adobe Experience Cloud is a comprehensive set of cloud services designed to give enterprises everything needed to deliver exceptional customer experiences. Comprised of Adobe Marketing Cloud, Adobe Advertising Cloud and Adobe Analytics Cloud, Experience Cloud is built on the Adobe Cloud Platform and integrated with Adobe Creative Cloud and Document Cloud. Leveraging Adobe Sensei's machine learning and artificial intelligence capabilities, Adobe Experience Cloud combines world-class solutions, a complete extensive platform, comprehensive data and content systems, and a robust partner ecosystem that offer an unmatched expertise in experience delivery.

About Adobe

Adobe is changing the world through digital experiences. For more information, visit <http://www.adobe.com/sea>, and follow the Adobe Southeast Asia official Facebook page <http://www.facebook.com/AdobeSEA> for updates.

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