



**Cage Contender**  
Ireland, Belfast and Dublin 2010, 2011, 2012  
[www.cagecontender.net](http://www.cagecontender.net)



## event information

### **The Sport**

Mixed Martial Arts (MMA) is a fast moving high octane full contact combat sport that allows the use of both striking and grappling techniques, both standing and on the ground, including boxing, wrestling, Brazilian jiu-jitsu, Muay Thai, kickboxing, karate, judo and other styles.

Under the Unified Rules of Mixed Martial Arts athletes compete for three five-minute rounds, like boxing scoring is done on a ten-point system, with the winner of the round receiving ten points and the loser nine points or less. Unlike boxing, MMA matches are scored not only for effective striking but also for ground fighting effectiveness, submission and takedown attempts and defense, as well as ring generalship.

### **The Fans**

Cage Contender is breaking all stereotypes when it comes to its fan base. MMA has been long-regarded as a fringe sport with a fan base of young men. Cage Contendere has quickly been embraced by a much larger and more diverse fan base.

### **The Key Talent**

There are vast numbers of Irish ex patriots living in virtually every country in the world all keen to watch sport from home. With this in mind much of the Cage Contender key talent is Irish. This key talent is then paired with top European and International talent to create high octane action that is well received across the globe.

### **Cage Contender History**

Cage Contender is a European based Mixed Martial Arts program. It is now one of continent's key players in the fastest growing sport in the world. Since having held its first event in August 2009 the event has grown rapidly and is now broadcast on television in close to 100 countries globally.

**program information overview:**

**24h net duration in total**

License Fee for all programs on request:



**Season 2012:**

**8,5h programmes (net duration)**

Cage Contender Dublin 25<sup>th</sup> of February 2012

Cage Contender Belfast 28<sup>th</sup> of April 2012

Cage Contender Dublin 21<sup>th</sup> of July 2012

Cage Contender Belfast 6<sup>th</sup> of October 2012

2012 Content will feature each Cage Contender champion defend his title against a former UFC fighter.

**Highlight Shows:**

SD and HD, PAL or NTSC, ready for broadcast, English voice over, time coded world script, international graphic; available one week after the event in all formats via ftp or tapes:

**4x 73 min. Prelim Shows (prelim cards)**

**4x 48 min. Main Shows (main cards)**

**1x 24 min. Fan Zone (best action 2012)**

**Promotion Clip:** 45 sec. - [www.stvmd.com](http://www.stvmd.com)

**Season 2011:**

**6,5h programmes (net duration)**

Cage Contender Dublin 12<sup>th</sup> of March 2011

Cage Contender Belfast 30<sup>th</sup> of April 2011

Cage Contender Dublin 23<sup>th</sup> of July 2011

Cage Contender Belfast 8<sup>th</sup> of October 2011

**Highlight Shows:**

SD 16:9, PAL or NTSC, ready for broadcast, English voice over, time coded world script, international graphic; available now in all formats via ftp or tapes:

**4x 96 min. Highlight Shows (split to 8 parts)**

**Promotion Clip:** 45 sec. - [www.stvmd.com](http://www.stvmd.com)

### Key Talent 2011:

Colin Robinson (Northern Ireland)  
Neil Wain (England)  
Cathal Pendred (Ireland)  
Conor McGregor (Ireland)  
Damian Krawczyk (Poland)  
Artemij Sitenkov (Lithuania)  
Marius Lapenas (Latvia)  
Damien Rooney (Northern Ireland)  
Lee Chadwick (England)  
Owen Roddy  
Ben Davis (Ireland/Jamaica)  
Karl Moore (Northern Ireland)  
Chris Fields (Ireland)  
Sebastian Torres (Brazil)  
Mark Connor (Scotland)

### Season 2010:

**4,5h programmes (net duration)**

Cage Contender Dublin 24<sup>th</sup> of Juli 2010  
Cage Contender Manchester 28<sup>th</sup> of August 2010  
Cage Contender Belfast 13<sup>th</sup> of November 2010

### Highlight Shows:

SD 16:9, PAL or NTSC, ready for broadcast, English voice over, time coded world script, international graphic; available now in all formats via ftp or tapes:

### 3x 96 min. Highlight Shows (split to 8 parts)

**Promotion Clip:** 45 sec. - [www.stvmd.com](http://www.stvmd.com)

### Key Talent 2010:

Paul "Metabolic" McVeigh (Ireland)  
Gunnar Nelson (Iceland)  
Artemij Sitenkov (Lithuania)  
James Doolan (Scotland)  
Norman Parke (N.Ireland)  
Ali Arish (Iran)  
Dwyane Hinds (Jamaica)  
Greg Knapp (England)  
Cathal Pendred (Ireland)  
Chris Fields (Ireland)  
Arni Isakkson (Iceland)  
Owen Roddy (Ireland)  
Shane Thomas (Wales)

### Fan Zone:

**4,5h programmes (net duration)**

Cage Contender Fan Zone is a fast moving Programme of best bits as chosen by fans through a series of online polls and arena surveys of all seasons till 2011.

### Highlight Shows:

SD 16:9, PAL or NTSC, ready for broadcast, English voice over, time coded world script, international graphic; available now in all formats via ftp or tapes:

### 8x 24 min Highlight Shows ( split in 2 parts)

**Promotion Clip:** 45 sec. - [www.stvmd.com](http://www.stvmd.com)