

ACX Music announces first-ever UFC music streaming & media app for fans

ACX Music today announced its new licensing agreement with UFC, the world's premier mixed martial arts organization, in which the brand will serve as the "Official Sound of UFC." As part of this partnership, ACX will launch UFC Ultimate Sound, a new music streaming app designed specifically for UFC fans around the world.

UFC Ultimate Sound is the first-ever music streaming app that allows UFC athletes the opportunity to directly connect with fans around the world through music and content.

"It's all about bridging a gap between fans and their favorite sport. With UFC Ultimate Sound, we can finally connect fans and fighters on a new level. Music brings people together and we've given them a place to meet. Every mix is inspired by UFC and the fighters and curated by music professionals. Working closely together with UFC, we feel UFC Ultimate Sound is the first step in a new direction for both the music industry and professional sports," said Svein Sorgard, ACX Music CEO.

UFC Ultimate Sound will harness the explosive power of music and combine the elements with the excitement of UFC for all fans. The app offers not only customized UFC mixes curated by music professionals, but also combines its content with UFC athletes to hear what they listen to while training to compete inside the Octagon.

"UFC is always at the forefront when it comes to fan engagement," UFC Senior Vice President of Consumer Products Tracey Bleczinski said. "We are proud to be the first brand in the world to offer fans the opportunity to connect with UFC and fighters in a way never seen before. Music is an important part of our DNA, and we're excited about the potential of this streaming service."

Aiming to motivate and inspire fans of UFC and the sport of MMA, UFC Ultimate Sound is packed with mixes for every type of workout, party or just for fun – all inspired by UFC and fighters on its roster. Fans can follow UFC fighters and get a taste for their music preferences. UFC Ultimate Sound is great to listen to for all occasions, including getting ready to watch a UFC event, working out or while on the go.

Through the lens of music, ACX Music brings the energy and passion of UFC and the sport of mixed martial arts to life with a unique music streaming service. ACX Music has proudly partnered with Australian company Tuned Global, who provided its turnkey music streaming app technology, including backends and custom branded applications for UFC Ultimate Sound app. Within the app there is an extensive set of features including music player, videos, playlists, programmatic radio and lyrics. Tuned Global also provided the technology infrastructure to allow it to run seamlessly, including cloud technology, a Content Delivery Network and hosting.

UFC Ultimate Sound is available in the App Store and Google Play in the United States. To access images & logos, visit acxmusic.com/press. Meet ACX Music and Tuned Global at the "All That Matters Online 2020" conference September 14th -18th 2020, where we are reimagining the future of music, sports, gaming & online entertainment industries - connecting, exploring and sharing with the most talented people in the industry.

Additional images to go with this story can be downloaded [here](#).

About ACX Music

ACX Music is a creative tech company with offices in Oslo and San Francisco. We live for music. It's in our DNA. With over 30 years of experience in the music industry, our international team of musicians, DJ's, producers and curators specialize in creating the right kind of music atmosphere for any brand, event and audience. For more information, visit acxmusic.com

About UFC®

UFC® is the world's premier mixed martial arts organization (MMA), with more than 318 million fans and 102 million social media followers. The organization produces more than 40 live events annually in some of the most prestigious arenas around the world, while broadcasting to nearly one billion TV households across more than 175 countries. UFC's athlete roster features the world's best MMA athletes representing more than 65 countries. The organization's digital offerings include UFC FIGHT PASS®, one of the world's leading streaming services for combat sports. UFC was acquired in 2016 by global entertainment, sports and content company Endeavor, along with strategic investors Silver Lake Partners and KKR. UFC is headquartered in Las Vegas, Nevada. For more information, visit UFC.com and follow UFC at Facebook.com/UFC, [@UFC](https://Twitter.com/UFC), [Snapchat](https://Snapchat.com/UFC) and [Instagram: @UFC](https://Instagram.com/UFC).

About Tuned Global

Tuned Global is a 360° B2B music streaming technology partner that helps to quickly launch and grow music streaming services around the world. The company develops simple, fast and enticing music streaming solutions. Its full turnkey solutions incorporate music content expertise, cloud-based technology, licensor reporting, branded app, marketing capabilities, billing and licensing consulting. Tuned Global has already delivered wide consumer engagement using the power of music in countries across the globe, working with Telcos, enterprises and start-ups. Companies such as Coca Cola, Warner Music Group, Virgin Mobile, Universal Music Group, Line Music, Pizza Hut, Samsung and many others have already trusted what

they do. For more details, please visit: tunedglobal.com

Contacts

Louise Roberts - Sphere PR for Tuned Global
+61 0(2) 8065 0304/ +61(0)405 579633
mailto: tunedglobal@spherepr.com.au