



IN NUMBERS

RIZIN Fighting Federation is a Japan-based combat sports promotion founded in 2015, hosting MMA and kickboxing events. It has grown into one of the most popular and rapidly expanding combat sports organisations in Japan, driven largely by a strong digital strategy and a roster of high-profile fighters.

RL Insights



RIZIN FIGHTING FEDERATION

THE NUMBERS

AS OF 18.11.25



FOUNDED:
2015

FOUNDER:
NOBUYUKI
SAKAKIBARA

REVENUE:
¥8,000,000,000
~£40M
(2024)

REGISTERED FIGHTERS

MMA
507

KICKBOXERS
197

MALE FIGHTERS 614 FEMALE FIGHTERS 90

EVENTS

EVENTS
IN 2025
8

TOTAL
ATTENDANCE
104,617
(2024)

TOTAL
EVENTS
76
since 2015

TOTAL PPV SOLD
1,193,975
(2024)



SOCIAL MEDIA

METRICS

AS OF 18.11.25

 375K  435K  387K  1.39M

YOUTUBE PERFORMANCE

 4,972  1.28B



Floyd Mayweather Vs Tenshin Nasukawa
26M VIEWS



Tenshin Nasukawa vs Kyoji Horiguchi
25M VIEWS



Tenshin Nasukawa vs Kumandoi Phetjaroenvit
15M VIEWS



A high-intensity MMA fight scene with a red-to-yellow color gradient. One fighter is in a defensive crouch while the other is attacking. Both wear ISAMI RIZIN gloves and wristbands. The fighter on the right wears patterned shorts.

KEY FIGHTERS

PREVIOUS & CURRENT RIZIN STARS

CURRENT RIZIN FIGHTER

MIKURU ASAKURA

📷 945K

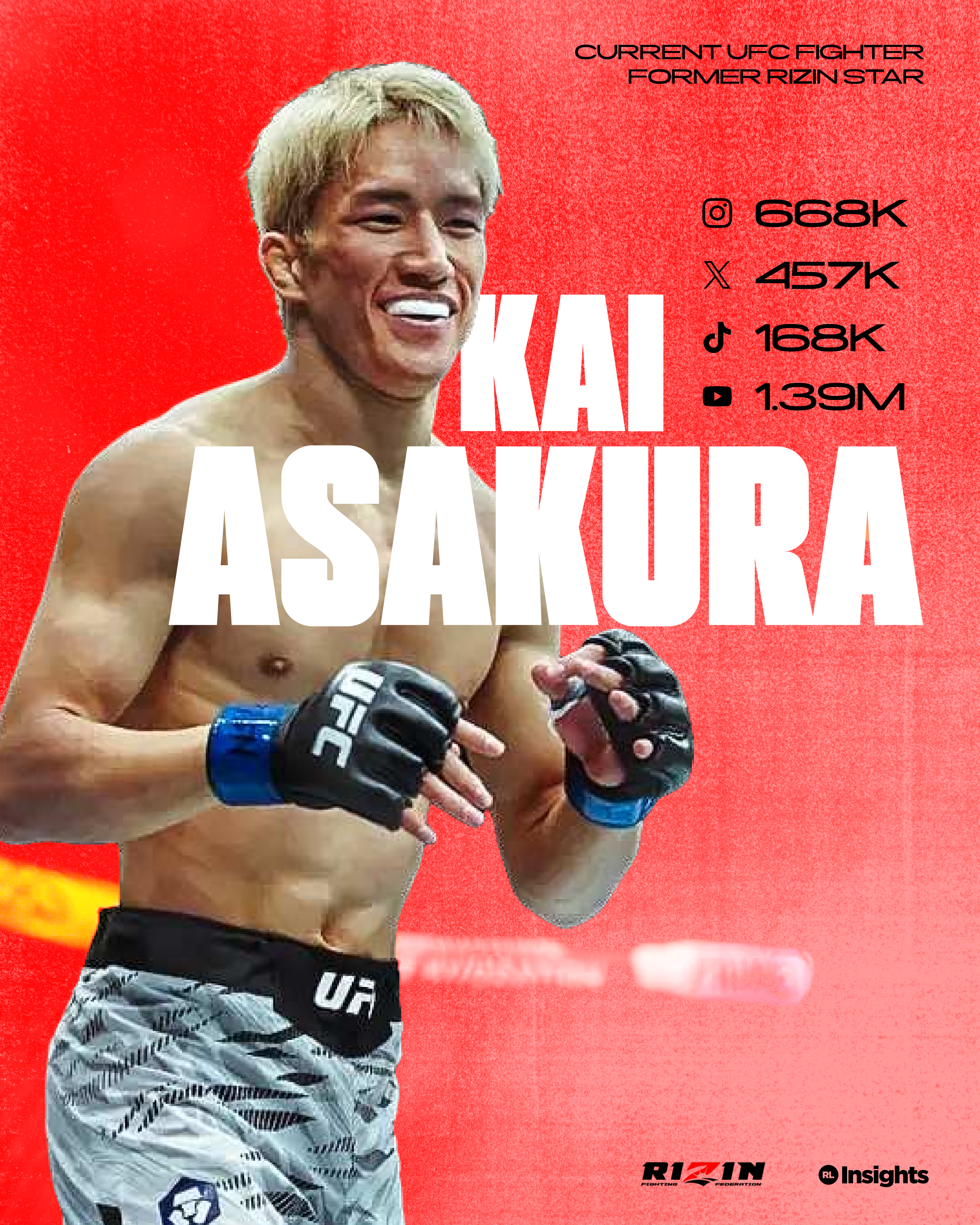
✕ 827K

🎵 529K

📺 3.49M



株式会社 トップ
テクノロジー TOP



CURRENT UFC FIGHTER
FORMER RIZIN STAR

KAI ASAKURA

Instagram 668K

X 457K

TikTok 168K

YouTube 1.39M

PROFESSIONAL BOXER,
FORMER RIZIN STAR

TENSHIN NASUKAWA

📷 1.13M

✂ 801K

🎵 1M

▶ 856K