



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.



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
EVENTS

76

since 2015

TOTAL
ATTENDANCE

104,617

(2024)

TOTAL PPV SOLD

1,193,975

(2024)



SOCIAL MEDIA

METRICS

AS OF 18.11.25

Instagram 375K X 435K TikTok 387K YouTube 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



KEY FIGHTERS

PREVIOUS & CURRENT RIZIN STARS

CURRENT RIZIN FIGHTER

MIKURU ASAKURA

945K

827K

529K

3.49M



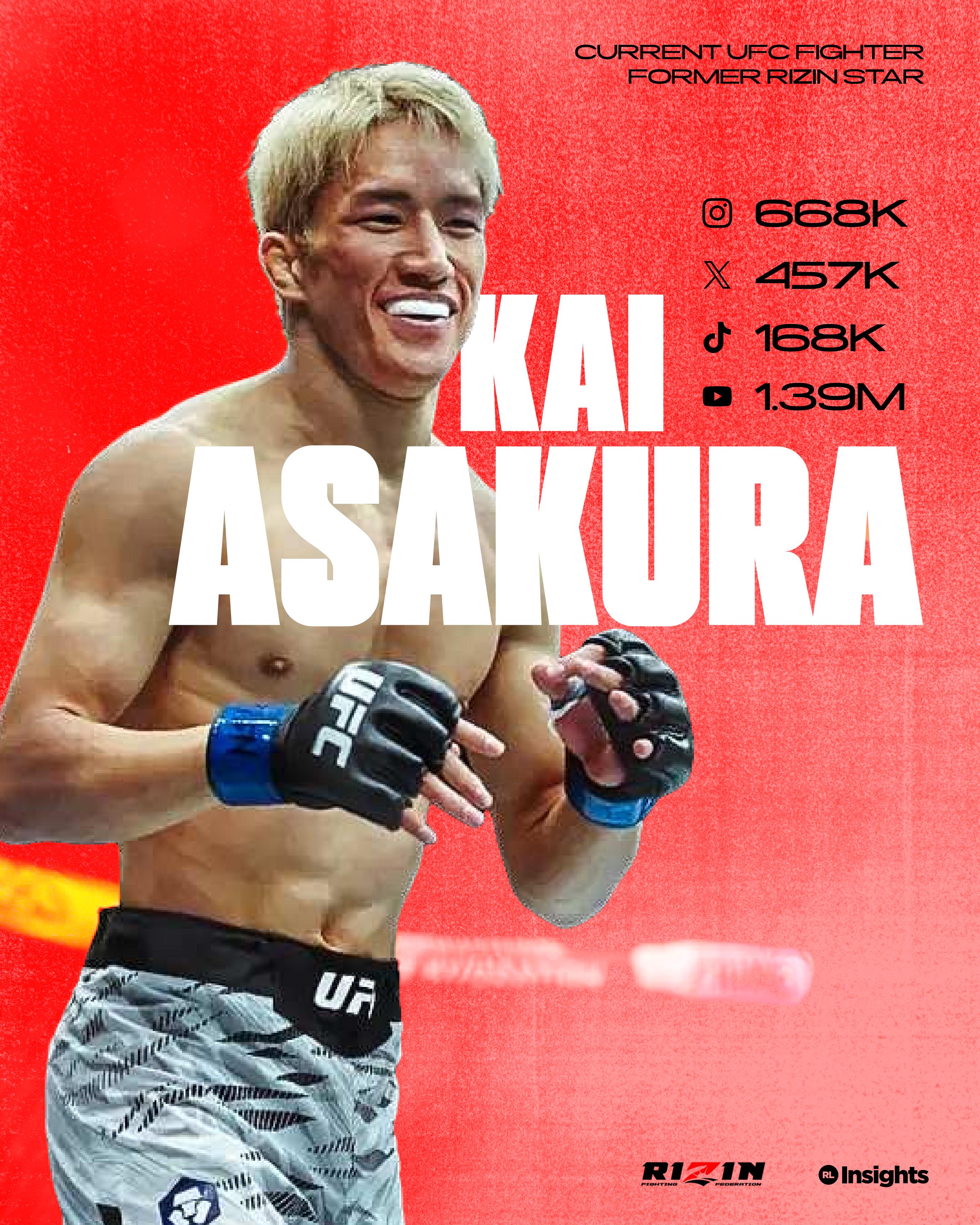
RIZIN
FIGHTING FEDERATION

RL Insights



株式会社 RIZIN
FIGHTING FEDERATION

CURRENT UFC FIGHTER
FORMER RIZIN STAR



KAI
ASA
KURA

① 668K
X 457K
 tik 168K
 ▶ 1.39M



PROFESSIONAL BOXER,
FORMER RIZIN STAR

TENSHIN NASUKAWA

Instagram: 1.13M

X: 801K

TikTok: 1M

YouTube: 856K