

Endemol Shine Boomdog and La Jaula Studios Enter Into Development Deal for “COPA COMBATE” Series

Award-Winning Production Companies Developing Six-Part Series Following Fighters Preparing for “Toughest Tournament in Sports” & World’s Only One-Night, Eight-Fighter, Country vs. Country Showdown

18th February 2025: Endemol Shine Boomdog, part of Banijay Americas, and fellow award-winning production company, La Jaula Studios, today jointly announced the two companies have entered into a development deal for a six-episode series covering “COPA COMBATE,” the pinnacle of Mixed Martial Arts (MMA) fighting and the only one-night, eight-fighter, single-elimination tournament in the sport.

“I’m excited to team with Endemol Shine Boomdog to tell the compelling stories around the toughest tournament in sports, ‘COPA COMBATE,’” said La Jaula Studios and Combate Global CEO, Campbell McLaren, who started the sport of MMA when he co-created and produced the first Ultimate Fighting Championship (UFC) event in 1993. “Not since I launched the UFC with the original tournament format, has the world seen this kind of demanding and thrilling contest.”

“As the founder of modern-day MMA fighting, we are thrilled to team with Campbell, alongside the teams at Combate Global and La Jaula Studios on this groundbreaking series, which will take audiences behind the scenes of this demanding, one-night-only tournament,” says Alejandro Rincon, CEO, Endemol Shine Boomdog. “This partnership marks a significant step for Endemol Shine Boomdog in sports production, an area we aim to expand further into, in line with Banijay Entertainment’s wider ambitions to supercharge efforts in this genre.”

“COPA COMBATE,” much like international soccer tournaments, pits eight fighters from different countries against one another in a bracket-style, single-elimination format tournament, requiring a fighter to win three bouts in one night to claim the event’s coveted \$100,000 grand prize and the largest trophy in sports.

Combate Global’s “COPA COMBATE” tournament made its debut in November 2017 in Cancun, Mexico, and has since produced some of the fiercest and most memorable fight action in combat sports history, ranging from dramatic comebacks to ferocious exchanges between world-class competitors and underdogs and overnight sensations emerging as winners of the prestigious, one-of-a-kind event.

Athletes for each tournament event are carefully vetted and selected for the tournament based on their respective achievements in the fight world as well as professional ranking in their respective regions of the world.

The Endemol Shine Boomdog and La Jaula Studios joint production will capture all the physical and emotional rigors and the highs and lows that the eight competitors endure during training and in their personal lives, on the road to the biggest opportunity of their careers.

To date, a total of five “COPA COMBATE” tournaments have taken place and have crowned champions from four different countries – Mexico, the U.S., Peru and Ireland.

“COPA COMBATE” has also become a darling of the news media, with coverage from the most prominent media platforms around the world, including USA Today, Yahoo and Los Angeles Times en Español in the U.S.; Récord and Milenio in Mexico; AS and ABC in Spain and El Comercio and Depor in Peru.

In the last “COPA COMBATE” tournament that took place in Miami, undefeated Ramiro “El Cachanilla” Jimenez of Mexico walked into the event as the odds on favorite to win the event, but was quickly met with resistance by a determined quarterfinal stage opponent in Chile’s Pablo Burgos, who battered and nearly defeated the Mexican star before Jimenez, in heroic fashion, turned the tides and emerged victor of the fight by a judges’ decision.

Still on the mend after his first encounter, Jimenez somehow dug deep and turned up his volume of offense, finishing both his semifinal stage and championship stage opponents in the first round of battle, to become tournament champion.

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About Banijay Group

Banijay Group is a global entertainment leader founded by Stéphane Courbit, a 30-year entrepreneur and entertainment industry pioneer. Our mission is to inspire passion by providing audiences with engaging and innovative entertainment experiences. The Group’s activities include content production & distribution (through Banijay Entertainment, the largest international independent producer distributor), live experiences (through Banijay Live, a leading player in live experiences) and online sports betting & gaming (through Banijay Gaming, Europe’s fastest-growing online sports betting platform). In 2023, Banijay Group recorded revenue and Adjusted EBITDA of €4,318m and €737m respectively.

Banijay Group is listed on Euronext Amsterdam (ISIN: NL0015000X07, Bloomberg: BNJ NA, Reuters: BNJ.AS).