



How is GS IQ landing punches in MENA?



GSIQ data shows that when it comes to interest among UAE residents, **combat sports** are right up there with **athletics, motor sports, tennis** and **basketball**.

What's more, they're **even more popular among younger people**.



GS IQ is pinning down combat sports in MENA

**Who has switched to
us so far this year?**







“When we went to market for a partner, we were looking for clarity from the data but also speed in delivery.”



Jerome Mazet
General Manager
PFL MENA



... We need to be able to tell a clear story about why PFL MENA is a good fit for our sponsors and that's why we went for GSIQ. I'm really pleased to be working with Sam and his team again."



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