

éo brazino

<p>While it might seem unusual that Bellator MMA is partnering with an international wing of the UFC's domestic broadcast TV 🍐 partner, Bjorn Rebney said the relationship came about quite naturally.</p>
<p>"FOX reached out to us and started these conversations months ago 🍐 about the potential of developing this deal," Rebney told MMAjunkie.com.</p>
<p>The promotion on Tuesday announced a partnership with FOX Sports Latin 🍐 America that covers 50 million homes in 19 Latin American countries, including Brazil.</p>
<p>The deal calls for taped programming through 2014 🍐 and 25 live "in-territory" events annually starting in 2015.</p>
<p>The news came as something of a surprise given the UFC's relationship 🍐 with FOX, which is in the second year of a seven-year broadcast deal with the promotion.</p>
<p>The UFC is one of 🍐 seven "pillars" of sports programming on the new FOX Sports 1 cable network, which airs its live events and shoulder 🍐 programming.</p>
<p>In Latin America, the UFC is partnered in Brazil with Globo and in Mexico (and other territories) with Televisa.</p>
<p>Yet the 🍐 new alliance between Bellator and FOX came as a surprise to one of the Viacom-owned promotion's most vocal critics, UFC 🍐 President Dana White, who on Tuesday told MMAjunkie.</p>
<p>com he would look into how the partnership came about in spite of 🍐 the Las Vegas-based UFC's prominent role with FOX.</p>
<p>For Rebney, though, the answer is simple.</p>
<p>"You'd have to assume, given their size 🍐 and the magnitude of FOX's deal with the UFC here domestically, that if they wanted an alliance in those international 🍐 markets, I'm sure those doors were open to them," he said.</p>
<p>"But we were able to make it work."</p>
<p>The executive said 🍐 the partnership came to fruition through a longstanding contact from Bellator's days on FOX Sports Net, which broadcast the tournament-based 🍐 promotion's second season.</p>
<p>"I had a lot of allies and friends over there, and months ago, one of them reached out 🍐 to me and said, "Bjorn, I've taken this all the way up the totem pole, and we would be very 🍐 interested in sitting down with you,'" he said.</p>
<p>With existing TV deals, Bellator is seen in over 135 countries, but Rebney 🍐 said the partnership with FOX Latin America significantly increases the promotion's profile in Brazil, which he calls the No.</p>
<p>2 international 🍐 market in MMA.</p>
<p>Bellator programming on TV Esporte Interativo, the promotion's current