

BREAKING: Endeavor Confirms WWE Purchase, WWE And UFC Merging Into One Company

<https://wrestlingrumors.net/tommyhall/breaking-endeavor-officially-confirms-wwe-purchase-vince-mcmahons-new-job/>

This is one of those stories that is going to need a lot of time to see the fallout, but this is interesting in a few ways.

First and foremost, it's not Saudi Arabia, so that's a plus.

Second, the sale process is over, and there is no longer hanging over our heads.

Third, Vince McMahon is still the Executive Chairman Of The Board, though creative is still to be determined.

I have no idea where this is leading, but if WWE is allowed to operate mainly as it has been, things should be fine. That being said, a lot of cuts are likely coming as Endeavor will be trying to get its costs down. Either way, we're in a brand new world and that could be fascinating.

The Difference Between UFC

And WWE

Defining UFC and WWE.

The UFC and WWE are two organizations that compete in the US sports entertainment industry. There are often a lot of questions about which is better and how they differ. Just like any sport though, you can gamble on these sports, you can make WWE bets or [UFC bets](#). Yet, understanding how these sports differ is key in knowing which you prefer and which is better for you to wager money on.

The UFC or Ultimate Fighting Championship is the largest martial arts promotion company in the world. Whereas the WWE or World Wrestling Entertaining is the biggest and definitely most popular professional wrestling promotion to exist.

The absolute most defining factor between these two is in the reality of the fights. UFC fighters will actually choke their opponents, while WWE wrestlers will theatrically mimic these same chokes.

While they are very similar, they are also very different. Mixed martial arts is fully competitive and engages in full-contact, whereas pro wrestling only mimics this, the reality is why many will prefer UFC over WWE, however the theatrics of WWE have many prefer that also.

Let's see what these key differences are that set them apart.

Difference no.1- characters.

While the UFC can have some colorful characters every now and again, most of their top stars do appear somewhat

interchangeable, and it can be hard to tell them apart sometimes. WWE does not have this issue, thanks to its theatrics. The roster is packed with some of the most colorful folks around, from the biggest makes, to the women, and even the smaller-rung guys stand out from the crowd.

It's pretty obvious that you can get attention when you are wearing masks and costumes, but WWE competitors spark so much more, and it's more comfortable for fans to recognize and get behind than in comparison to the blander types found in the UFC.

Difference no.2- Reality.

The most obvious difference between these two sports is reality. The UFC is an actual sport, and does not have any pre-determined results, this means that a seemingly unbeatable mega-star such as Ronda Rousey can be knocked out cold by someone like Holly Holm, and it will truly be shocking.

It is where highly huggd up bouts can end quickly, while seemingly tiny matches become classic battles. UFC competitors can pour all they have into their work and take their lumps. The realism and truth of the UFC is something the WWE can never get its hands on.

Difference no.3- TV time.

WWE does face one complaint nowadays, and it is that there is way too much TV. 'Raw' is 3 hours long, for example, then there is 'Smackdown', and 'NXT' which are both two hours long. There is just so much airtime and WWE bloats to fill it.

UFC on the other hand likes the 'less is more' style of things, they can get long built-up shows for PPV's on ESPN, but they work better with recap shows. The UFC doesn't need to rely on so many weekly hours to keep their fans hooked.

Difference no.4- Event size.

In contrast to the above difference. UFC does have some major PPV fights, however most of their events are standard fare, and it is often difficult to tell the difference from some UFC shows to another. In comparison to WWE, whose PPV events are a huge deal! Take 'WrestleMania' for example, it is the cornerstone of the entire company and the biggest show to get attention.

But as we already know, WWE is much more dramatic than UFC.

Difference no.5 – Old vs New.

While WWE is often popular for its older stars, some do wish they'd bring in new talent. It's annoying seeing part-timers treated with big pushes when there are so many promising stars ignored.

UFC doesn't have this issue, they are making new stars and have a better cycle on how new stars can take over the show.

WWE does seem to rely on 'old reliable' rather than opening the doors to newbies, but UFC has the opposite point of view, and these two differ in the use of the new vs old.

New Column: I Welcome This Invasion

In which WWE and MMA come together (Prophet, I'm looking at you).

<https://wrestlingrumors.net/tommyhall/kbs-review-welcome-invas>

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Brock Lesnar Back To UFC

And there's video.

<https://wrestlingrumors.net/breaking-video-brock-lesnar-cage-ufc-226-challenges-new-heavyweight-champion/>

Brock Lesnar To Fight At UFC 200

http://espn.go.com/mma/story/_/id/15961833/brock-lesnar-return-ufc-200-fighter-yet-named

Apparently this is part of a deal with WWE so Brock is NOT leaving WWE to do this. No word on if this is one off or part of a bigger deal. Also no word on if WWE will get a big UFC name for an appearance in exchange.

Dana White Says Ronda Rousey Will Not Have A Match In WWE

Wow that's.....pretty much the least surprising thing I've heard in a long time. I'd have loved to see Rousey in a WWE ring (or anywhere for that matter), but this was a long shot at best so I'm not at all surprised.

Writer Doesn't Like Mainstream Sports Covering WWE

Because it's not real you see.

It's another day and another story of a "mainstream" sports writer deciding that professional wrestling is "rasslin" and something not worthy of coverage on ESPN or CBS. In this case it's Michael Bradley of the National Sports Journalism Center at Indiana University.

The gist of the opening of his piece is basically saying that wrestling is being used to fill in space on a 24/7 sports station and how it's the price we pay. This leads to saying it started with ESPN "breaking" (his quotation marks) the story that Brock Lesnar wasn't returning to the UFC. This is the first red flag I see. Why is this not a breaking story? Mixed martial arts is certainly a mainstream sport, but for some reason a former World Champion opting not to return isn't a story.

I wonder if say, Tom Crean not returning to coach the Hoosiers' basketball team would be considered mainstream enough. As I'm writing this, the first four articles on their website are all about college

basketball, followed by the article on the mainstream coverage of Wrestlemania. I don't see anything about Major League Baseball or the upcoming NFL Draft, but it seems that college basketball is important enough to cover, in addition to the Indy Racing League. Mixed martial arts apparently isn't worthy of a breaking news story though. Good to know.

Then the ESPN commentators talked about Wrestlemania and their Twitter and Facebook feeds were used to discuss the results of the show. So now it's not ok to dedicate part of an unlimited space to talk about the results of a show that runs four hours of a year. By the way, on the group's Facebook page: an article on football analyst Lee Corso, led by a discussion of how often he gargles to keep his throat strong. Back and forth, hand to hand combat with former collegiate athletes: not ok, but football analysts gargling: ok. Again, good to know.

Now we'll get to the point of this: apparently Bradley doesn't care for the idea of mixing fake results with real results, because it might confuse the fans. Apparently this could lead to breaking down sports films or discussing TV, which is totally different than airing dramatic films on ESPN (which they've done) or Harlem Globetrotters games (which they air from time to time and Bradley says would be the next horrible step) or anything besides hard hitting journalism at the Entertainment and Sports Programming Network.

Then we get to the big line at the end: "It's fun to talk about Lesnar and his fellow rasslers, but it's not journalism." That word of "rasslers" tells me everything I need to know here. That one word makes Bradley come off as just another writer who seems to have no idea of how wrestling works and sees himself as a defender of REAL athletics who has no idea what wrestling is all about. Yes, the results are fake and it's been a known factor for years. For some reason, this means it's completely ridiculous to cover.

There was an excellent ad campaign from the WWF back in 1998 with a lot of the roster talking about their mainstream athletic backgrounds such as Ron Simmons, who has since gone into the College Football Hall of Fame and Ken Shamrock, who was a UFC Champion (oh wait that's not worthy of a

mention. I wasn't sure if I was wrong about the site's coverage of UFC but their last story involving them was posted over a year ago so it doesn't seem to be a priority).

Apparently talking about the post-career lives and activities of athletes such as Brock Lesnar or the Rock, or current mainstream athletes like Ronda Rousey, would just befuddle the average fan because I guess they're not smart enough to figure out the difference. To paraphrase the end of that ad campaign, try watching their boots, because they're probably working a lot harder than some of the "real" sports out there.

Overall, I've certainly seen far worse attacks on wrestling and other than implying that wrestling or other sports fans might not be bright enough to know the difference between scripted or unscripted results and using the antiquated term of "rasslers", he doesn't take any unnecessary shots at the sport.

As usual though, it seems that he heard the letters WWE and had already decided that it was just guys doing fake moves to each other because that's what he heard it was growing up. It's a shame that mainstream writers don't give it a bigger chance, but with columns like this out there, it's not surprising that they don't as it basically shames them for trying to talk about it. But hey, it's fine to air poker, cheerleading, darts, spelling bees and specials on fantasy football or the NFL Draft right?

Here's the original article:

<http://sportsjournalism.org/sports-media-news/lets-hope-media-outlets-remember-what-e-in-wwe-means/>

CM Punk Signs With UFC

Yes seriously. He'll be debuting in 2015.

It's going to be really interesting to see how well he draws now.

How I Would Book Lesnar Vs. Cena

I know I say I hate this, but for once I got an idea in my head and I liked what I saw. This isn't a fully fleshed out idea, but it's more for the Cena promo that I would have loved to hear him say tonight. The answer, as most answers are, is found in a Rocky movie. Before I start this, I know full well this would never work on WWE TV, I know it has holes in it, I know it isn't going to happen. I get that.

Now the crux of this is based on the Brock interview that they've aired for the last two weeks. The idea here is that Brock has dominated everything (not named professional football) that he's ever competed in. Everything from amateur wrestling to pro wrestling to the UFC, he's gone to the top of it with no one being able to stand in his path. Lesnar is a finely tuned athletic killing machine that has never been stopped no matter what he attempts.

On the other side you have John Cena, who played college football and is the top man in the WWE and has been for about the last 7 years. He started very slowly and worked his way to the top. The idea is that Cena works his way through every problem he faces and even when he fails, he never gives in and

never quits. He spent years and years perfecting his craft, unlike Lesnar who has basically come in and within a month or two is the top dog everywhere.

This presents a very strong dichotomy between the two and gives you an angle to play off of. This is where Rocky V comes in. For those of you that haven't seen it, the end of the movie is a confrontation between Rocky and Tommy Gunn. Rocky is a street fighter who had no high class training and was very raw for the most part of his career. Gunn was trained well and became a polished fighter. Now at the beginning of the movie, Rocky has been told that he can never step foot into a boxing ring again due to fear of head trauma. This is where the connection kicks in.

By the end of the movie the two are about to fight each other but Gunn's manager says that Tommy only fights in the ring. Rocky says "my ring's outside." Now THIS is where the WWE should pick up on things. The idea is that Lesnar has dominated everything he's done, but everything he's done has had rules. Even in the UFC, everything is regulated and under control at all times. Play up Cena's background as more of a street brawler (if you flash WAY back in his career it's there) and how he's not a polished killing machine like Lesnar, but at Extreme Rules, Lesnar doesn't have anything under control. It's on Cena's terms, not Brock's. It's a street fight, not a match with rounds and rules and on Sunday, anything goes.

To cap it off, picture Cena saying something like this: "And Brock, this Sunday in Chicago, if you think the beatings you took in the UFC were bad, you just wait. There ain't gonna be a referee to pull me off you like when you guys like Cain Velazquez and Allastair Overeem beating your face into a cage. That's what happens when you lose control: you get beaten up Brock. I'm not stopping until the job's done and I'm the one left standing. See you on Sunday."

Thoughts?