# Dana White and Mark Zuckerberg explore AI for UFC rankings overhaul



Dana White, the President of the Ultimate Fighting Championship (UFC), has engaged with Mark Zuckerberg, the founder of Facebook parent company Meta, to explore the application of artificial intelligence in improving the UFC's ranking system. This initiative marks a potentially significant shift in how fighter rankings are determined, responding to longstanding criticisms of the current methodology.

The discussions were confirmed by White during an interview with TNT Sports, where he disclosed his recent meeting with Zuckerberg about the possibilities AI offers. White emphasized his commitment to overhauling the ranking process: “We’re going to make a lot of strong moves here coming into 2025,” he stated, highlighting his resolve to address perceived shortcomings within the existing system.

The existing rankings process has been utilized since 2013 and involves a selection of media outlets chosen by the UFC. White's dissatisfaction with this method has been growing, as he expressed earlier in the month, "I just can’t handle incompetence... I have to figure out a solution." His comments underline a significant level of frustration with how rankings have been managed, especially given recent disputes over fighter placements.

Specific cases brought under scrutiny include the ranking of Max Holloway below Justin Gaethje, despite performances suggesting a possible need for revision, and the unchanged ranking of Renato Moicano following his victory over Benoit Saint Denis in September. These examples reflect the broader criticisms that the current system may not adequately reflect fighters’ performances and achievements.

The move to involve Zuckerberg and potentially integrate AI solutions reflects an innovative approach to modernise the UFC’s framework and ensure a more accurate and comprehensive ranking system.

Moreover, Dana White's leadership at UFC intersects with broader political currents, as the organisation has been linked with former US President Donald Trump's MAGA movement. White, a vocal supporter of Trump, has participated in Republican National Conventions over recent years, signaling a unique blend of sports and political affiliations within the UFC hierarchy.

As the UFC continues to grow and expand its global influence, the implementation of AI to enhance fairness and transparency in rankings could mark a pivotal transformation for the organisation. While details of how these AI technologies will be integrated remain unclear, the initiative underscores a commitment to innovation and adaptation, aligning with broader technological trends sweeping across various industries.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

* <https://abcnews.go.com/Sports/dana-white-mark-zuckerberg-talk-fixes-ufc-rankings/story?id=115150763> - Confirms Dana White's discussions with Mark Zuckerberg about using AI to improve the UFC rankings system and White's frustration with the current system.
* <https://www.espn.com/mma/story/_/id/41999046/dana-white-mark-zuckerberg-talk-fixes-ufc-rankings-system> - Details White's conversations with Zuckerberg and his plans to overhaul the rankings system using AI by 2025.
* <https://sports.yahoo.com/ufc-president-dana-white-considering-221104084.html> - Reports on Dana White considering AI and Mark Zuckerberg's help to improve the UFC rankings system.
* <https://apnews.com/article/ufc-white-zuckerberg-rankings-facebook-b33924e3974780f18d809dcfda361108> - Confirms White's discussions with Zuckerberg and his commitment to significant changes in the rankings system by 2025.
* <https://www.theguardian.com/sport/2024/oct/25/dana-white-mark-zuckerberg-ufc-rankings> - Provides details on White's dissatisfaction with the current rankings system and his plans to use AI, as discussed with Zuckerberg.
* <https://abcnews.go.com/Sports/dana-white-mark-zuckerberg-talk-fixes-ufc-rankings/story?id=115150763> - Mentions the current rankings system, which has been in place since 2013, and White's frustration with it.
* <https://www.espn.com/mma/story/_/id/41999046/dana-white-mark-zuckerberg-talk-fixes-ufc-rankings-system> - Highlights specific cases of ranking disputes, such as Max Holloway's and Renato Moicano's rankings.
* <https://apnews.com/article/ufc-white-zuckerberg-rankings-facebook-b33924e3974780f18d809dcfda361108> - Discusses the upcoming changes and the potential use of AI to address criticisms of the current ranking system.
* <https://www.theguardian.com/sport/2024/oct/25/dana-white-mark-zuckerberg-ufc-rankings> - Mentions recent grievances about the rankings, including specific fighter placements and performances.
* <https://www.theguardian.com/sport/2024/oct/25/dana-white-mark-zuckerberg-ufc-rankings> - Touches on Dana White's leadership and the UFC's connection to the MAGA movement and former US President Donald Trump.
* <https://www.theguardian.com/sport/2024/oct/25/dana-white-mark-zuckerberg-ufc-rankings> - Please view link - unable to able to access data