Showtime and CBS Join Top Rank, Inc. To Promote, Produce And Distribute Marquee Boxing Event:

MANNY PACQUIAO vs. SHANE MOSLEY

Saturday, May 7, 2011

From MGM Grand Garden Arena, Las Vegas

Live on SHOWTIME PPV®

NEW YORK (Jan. 26, 2011)—Showtime Networks Inc. and CBS have joined forces with Top Rank, Inc. to promote, produce and distribute the biggest boxing event of the year—the May 7th showdown between global superstar and Philippine Congressman Manny Pacquiao and three-division world champion “Sugar” Shane Mosley, it was jointly announced by Ken Hershman, Executive Vice President and General Manager, SHOWTIME Sports®, and Bob Arum, Top Rank CEO.

The agreement brings together Pacquiao, the top athlete and personality in the sport, with SHOWTIME, the fastest growing premium television network in the U.S., and its parent company CBS Corporation whose programming and media assets span network and local television, pay and basic cable, radio, outdoor and online.

The campaign will include the SHOWTIME Sports documentary series FIGHT CAMP 360° in preview of Pacquiao vs. Mosley. The top rated CBS Television Network will participate by broadcasting a primetime special of the show in April.

"The arrangement with CBS and Showtime regarding the promotion and distribution of the Pacquiao vs. Mosley championship event represents a new opportunity for the sport of boxing. It enables boxing to reach millions more people in the United States given the reach of CBS, the most watched television network in the country. This development will not only benefit Manny Pacquiao and Shane Mosley but all of the young men participating in the sport of boxing," said Arum.

Hershman said, "We look forward to combining Showtime Sports’ production and distribution expertise with Top Rank's promotional power and the amazing programming and marketing resources available to us across CBS to present the biggest boxing event of 2011."

On May 7, Pacquiao will fight under the SHOWTIME PPV banner for the first time, bringing it the highest profile and biggest revenue generating athlete in boxing whose fights over the past two years have garnered nearly 4 million pay per view buys and unrivaled box office receipts. The event marks the first SHOWTIME PPV event since 2005's Diego Corrales vs. Jose Luis Castillo II.

"Pay per view has been an opportunistic play for SHOWTIME Sports in recent years," Hershman continued. "In Pacquiao, we have a global celebrity and unquestionably the most popular boxer of this era attempting to continue his dominance in the ring against Shane Mosley, one of the most talented and recognizable fighters of today not named Manny Pacquiao. With this marquee match up, Pacquiao's proven track record in pay per view and CBS's participation, this is the perfect opportunity for Showtime to be back in the pay per view business and in a big way."

Showtime has a long history of success in pay per view dating back to the 1990s. In 1997, the SHOWTIME PPV presentation of Mike Tyson vs. Evander Holyfield II garnered the most pay per view buys for any sport or entertainment event in history. The 1.99 million buys stood as the industry benchmark for nearly 10 years, until being surpassed in May 2007.

Additional details about the May 7th event, including ticket information and undercard fights are to be announced.

Comment on this article

FighterforJC says:

This is great for boxing. Whatever selfish motives Arum may have, if this event starts a domino effect and we start seeing boxing on network TV, then Arum would've accomplished something truly great.

Radam G says:

Finally TSS spits diz. I was wondering when. Da power of da Manny is awesome. To see him everyone must. So putting him on network television, CBS was willing to trust. Now all can see that it is not just talk. Da Manny can walk dat walk. And in this Universe, the nutcases can no long stalk. Up one for technology, you can chalk. They now have to go somewhere else --with all that hatred, bigotry, racism, fibbing, making-up jive and meanness -- to bark. Maybe there, they make their mark. Meanwhile, in the new TSSU, all is good. Thanks to the editorship of Editor Mikey Wood, lmao! Holla!

admin says:

NOTE: Borges is working on a column as we speak