

Cotto Breaks Records On Showtime

Written by The Sweet Science
Tuesday, 04 December 2012 19:06



MIGUEL COTTO vs. AUSTIN TROUT SCORES RECORD RATINGS FOR SHOWTIME CHAMPIONSHIP BOXING®

Saturday's SHOWTIME CHAMPIONSHIP BOXING Tripleheader Telecast

Averaged Highest Viewership & Trout's Upset Win Over Cotto Marks

Highest Peak Viewership For An Individual Bout

Don't Miss the SHOWTIME CHAMPIONSHIP BOXING Replay

Tonight, Tuesday, Dec. 4 at 10 p.m. ET/PT on SHOWTIME EXTREME®

Available Anytime at SHOWTIME ON DEMAND®

NEW YORK (Dec. 4, 2012)-Saturday night's **SHOWTIME CHAMPIONSHIP BOXING** telecast of Miguel Cotto vs. Austin Trout on SHOWTIME

®
earned record viewership for boxing on the premium network in two categories. The three-fight telecast drew an average audience of 1.047 million viewers, the highest since 2004 when Nielsen began to separately measure premium television multiplex channels. The main event, Cotto vs. Trout, peaked at nearly 1.4 million viewers, the highest peak on record since 2009 when data on viewership for individual bouts first became available.

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The first replay of Saturday's record-setting, three-fight telecast will air tonight, Tuesday, Dec. 4 at 10 p.m. ET/PT on **SHOWTIME EXTREME** and is available at **SHOWTIME ON DEMAND**.

In a dramatic contest that featured swings in momentum for both men, Austin Trout defeated Miguel Cotto via unanimous decision in front of 13,000+ at New York's Madison Square Garden on December 1. Cotto, the very popular Puerto Rican star, came into the fight with a more accomplished resume than Trout. Cotto was 7-0 at MSG, 37-3, with 30 KOs overall and entering his 21st consecutive world title fight. Trout had never fought at the famed New York arena and entered the ring undefeated in his relatively obscure career at 25-0. Trout scored what many consider a significant upset to retain his WBA Super Welterweight World Championship and hand the legendary Cotto his first loss at Madison Square Garden.

Epilogue, the second of two episodes of **ALL ACCESS: Cotto vs. Trout** premieres **Saturday, Dec. 15** at **10**

p.m. ET/PT

on SHOWTIME, immediately prior to the SHOWTIME CHAMPIONSHIP BOXING telecast featuring Amir Khan and Carlos Molina.

Epilogue

takes viewers behind the scenes of the Cotto vs. Trout fight week build-up and offers a rare glimpse into the raw emotion and drama during Saturday's world championship event and its aftermath.

Cotto vs. Trout at Madison Square Garden was promoted by Miguel Cotto Promotions and Golden Boy Promotions in association with Greg Cohen Promotions.

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Radam G says:

Highest viewership for a Showtime card says it all. Cotto will be dancing with the red-headed hype Canelo. And maybe Austin Troup will get a consolation prize by being put on the undercard. Holla!

spit bucket says:

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I think the red-headed hype will stop Cotto.

Radam G says:

I will take the red-headed hype by close bad decision. Cotto will win seven rounds to five, but Canelo will be awarded a majority decision. Holla!

SouthPaul says:

Word is puerto rican fans living on the island are mad cuz they still had to order this event on PPV. They saying Miguel and his team somehow set it up that way. They telling me he's becoming a bit of a prima Donna ...they were supposedly even bothered by his lack of boxing tradition in not letting Trout come to the ring last. You know, being Trout was(and still!) champ and all. Welcome to Golden Boy Promotions!

Radam G says:

Wow! That one is shaky, SouthPaul! Miguel won the belt from Yuri Foreman. Then about a year later, Miguel was promoted to super champ by the corrupted-arse WBA. Then the WBA let Trout and Canelo's big brother fight for that paper title of regular champion. Trout won that one, but in the meantime, Money May won the original belt from Miguel Cotto. So actually Money May is the real champion at WBA light middleweight. Trout was just a paper champion, and still is. The true WBA king is Money May. Holla!