



FOX SPORTS MEDIA GROUP ENTERS BOXING RING WITH GOLDEN BOY PROMOTIONS

Multi-Year Agreement Provides Live Boxing Events For an Array of FSMG Networks

New York - April 23, 2012 - FOX Sports Media Group (FSMG), the umbrella entity representing News Corporation's wide array of multi-platform U.S.-based sports assets, announced today that it has reached a multi-year, multi-media agreement with Golden Boy Promotions to provide live boxing content in the United States and internationally. Golden Boy Promotions, owned by renowned former Ten-Time World Champion Oscar de la Hoya, is the first Hispanic-owned boxing promotional company in America doing business domestically and internationally.

Domestically, Golden Boy fights will be carried on FOX Deportes, the leader in U.S. Latino sports media, on FOX Sports regional networks, the nation's leading provider of local sports and FUEL TV, FSMG's dynamic sports network for males and television's fastest-growing cable network. One originally produced boxing event per month from the United States airs live on FOX Deportes, FUEL TV and FOX Sports regional networks. Additionally, live boxing events from cities throughout Mexico will be carried on FOX Deportes. The first U.S. event is scheduled for Friday, May 4 (11:00 PM ET/8:00 PM PT), live from The Joint at Hard Rock Hotel & Casino

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Written by The Sweet Science
Monday, 23 April 2012 16:20

in Las Vegas and features an all-Mexican battle between former World Champion Daniel Ponce De Leon of Cuauhtemoc and Juarez's Eduardo "El Chucky" Lazcano in a 12-round main event for the vacant WBC USNBC Super Featherweight title and, in the co-feature, perennial contender and Las Vegas favorite Ishe "Sugar Shay" Smith facing Derrick Ennis in a 10-round junior middleweight bout.

During the first year of the partnership, FOX Deportes is scheduled to air a total of 44 live events originating in both the United States and Mexico; for every year thereafter, the network airs 36 live events. In addition, FSMG networks gain access to classic fights from the Golden Boy fight library which features fights of past and current world champions such as Oscar de la Hoya, Bernard Hopkins, Erik Morales and Marco Antonio Barrera.

"Led by the incomparable Oscar de la Hoya, Golden Boy Promotions has developed a great reputation over the last few years for putting together very exciting cards," said Bill Wanger, Executive Vice president, Programming & Research, FOX Sports Media Group. "It's great that we've been able to establish what we hope will be a fruitful relationship that benefits multiple networks within the FOX Sports Media Group for years to come."

"We are excited about our new partnership with FOX Sports Media Group," said Oscar de la Hoya, President of Golden Boy Promotions. "This is another step in ensuring that fight fans around the world don't miss out on any of the great boxing action we present, both in the United States and Mexico. It's a very important move towards increasing viewership and knowledge of our great sport. We are thrilled about this new partnership."

Internationally, FOX's networks have exclusive rights to FOX's U.S.-produced fights throughout Latin America, the Caribbean, sub-Saharan Africa and Europe and to fight cards originating in Mexico throughout most of South America, the Caribbean and Europe.

Additionally, FOX's networks have exclusive rights to Golden Boy's Solo Boxeo series in Mexico and Central America, while FOX Sports Brazil has rights to select Golden Boy Promotions premier events.

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ultimoshogun says:

Sweet!

ali says:

Great news now maybe we can get boxing back to where its suppose to be.