

From The Boxing Is Dead Dept: Sergio-Chavez PPV Beats Expectations

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HBO Sports is reporting 475,000 pay-per-view buys for last week's Chavez Jr. - Martinez middleweight prizefight in Vegas, totaling about \$24 million in domestic pay-per-view revenue. Initially, the fight was projected to generate 250,000 to 275,000 buys...so maybe we can take the sport off deathwatch, and ponder the possibility that as always, the sport will show itself to be resilient, even if and when the current drivers, Mayweather and Pacquiao, exit the arena.

And I think this may be the last time I use the "this sport ain't dead" trope, because only mega-buffoons believe this to be the case.

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