

HBO BOXING

Middleweight title-holder Gennady Golovkin turned in an masterful performance last Saturday night at the MGM Theater at Foxwoods Resort Casino and his third round KO victory was a big hit with fight fans on the HBO Boxing After Dark telecast.

In his third appearance on HBO, the undefeated fast-rising star delivered his best audience numbers on the network, generating 1.1 million viewers for his knockout of well regarded challenger Matthew Macklin.

This is a 35% percent increase over Golovkin's last bout on HBO when he attracted 813,000 viewers for his January triumph over Gabriel Rosado at the Theater at Madison Square Garden.

Just as important, Golovkin's HBO audience versus Rosado was a healthy double-digit percentage increase (19%) over his HBO debut. Golovkin's first fight on HBO in September 2012 against Gzregorz Proksa attracted 685,000 viewers.

This illustrates substantial audience growth in each outing.

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