

## Mayweather-Canelo Is Highest-Grossing PPV Event Ever

Written by The Sweet Science  
Thursday, 19 September 2013 16:44

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### **MAYWEATHER-CANELO FIGHT SETS RECORD AS HIGHEST-GROSSING PAY-PER-VIEW EVENT OF ALL TIME**

**The SHOWTIME PPV® Event, Promoted by Mayweather Promotions and Golden Boy Promotions from the MGM Grand Garden Arena in Las Vegas, Premieres on SHOWTIME**

**this Saturday, Sept. 21 at 9:00 p.m. ET/PT**

**NEW YORK** (Sept. 19, 2013) - Last Saturday's blockbuster boxing event - "**THE ONE: MAYWEATHER VS. CANELO**"

- ranked as the highest-grossing pay-per-view of all time, with nearly \$150 million in U.S. pay-per-view revenue reported to date. The news was announced today by Showtime Networks Inc., a division of CBS Corporation (NYSE: CBS.A and CBS), in conjunction with event promoters Mayweather Promotions and Golden Boy Promotions.

The SHOWTIME PPV presentation of THE ONE surpassed the previous record of \$136 million generated by Oscar De La Hoya vs. Floyd Mayweather boxing event in 2007.

Preliminary reports from distributors show pay-per-view buys projected to be 2.2 million. While not fully reported from all distributors, the total buys could challenge the existing record of 2.48 million pay-per-view buys set by De La Hoya vs. Mayweather. The initial report immediately following the De La Hoya vs. Mayweather event in 2007 was 2.15. THE ONE has already exceeded the previous #2 event, the infamous World Heavyweight Championship bout between Evander Holyfield vs. Mike Tyson II (1.95 million, 1997).

The Saturday, Sept. 14, 2013 event, held at the MGM Grand Garden Arena in Las Vegas, was headlined by the #1-ranked pound-for-pound fighter in the world, Floyd "Money" Mayweather, who already holds the all-time record in gross pay-per-view receipts, and wildly popular Mexican challenger Saul "Canelo" Alvarez in a super welterweight world championship bout.

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Mayweather dominated the exciting fight and won by decision to remain undefeated with 45 wins in his 17 years as a professional. Also on the pay-per-view boxing card was Philadelphia's Danny "Swift" Garcia who emerged as the #1 boxer in the world at 140 pounds with an action-packed decision win over Lucas "The Machine" Matthyse of Argentina. Both of these bouts will premiere on SHOWTIME® on Saturday, Sept. 21 at 9:00 p.m., ET/PT. The telecast will include never-before-seen ALL ACCESS: MAYWEATHER VS. CANELO footage from fight night. Then, on Wednesday, Sept. 25, SHOWTIME will conclude the ALL ACCESS series devoted to this event with "Epilogue," premiering on SHOWTIME at 10:00 PM, ET/PT.

What had been called the biggest boxing event in years during the build-up proved worthy of the hype. Tickets for the event sold out within 24 hours of going on sale and set a new boxing record for live gate revenue at more than \$20 million. Mayweather Promotions and Golden Boy Promotions reported earlier a record number of sponsorship and sponsor activation for a boxing event and additional distribution records for live closed circuit viewing (over 26,000 tickets sold in Las Vegas alone) and live movie theatre screenings at more than 500 theatres nationwide. On Friday, before fight night, the crowd at the official weigh-in was believed to be the largest on record, featuring an announced attendance of more than 12,000 excited fans.

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### **Hop says:**

Guess they did it., although if I'm reading the article rightly (why are some of the words run together?) the PPV buys still might not equal May-DLH. Still, that was one whopping event.

### **Radam G says:**

Of course it will get the highest gross. It was also the highest prize charged to U.S. consumers too. Holla!

### **SouthPaul says:**

Exactly, Radam, they gouged the American consumer in order to break their ever so important record. In return we got a pretty dull main event. Yippie!

### **amayseng says:**

[QUOTE=SouthPaul;37012]Exactly, Radam, they gouged the American consumer in order to break their ever so important record. In return we got a pretty dull main event. Yippie![/QUOTE]

yep SP, add in inflation (gate, ppv, cctv) and they "made" history, although not selling as many buys.....

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ridiculous, i guess whoever goes with this also got taken at spending 75\$ for the ppv itself....

think about this....

if a prime tyson was fighting today destroying people there is NO way floyd could sell a ppv

### **Radam G says:**

Da MOOLAH is still rolling in. As of now, Money May total amount for spanking the red-headed hype is \$80mil. Danggit! Holla!

### **SouthPaul says:**

Amasyeng, Radam

I contributed \$75.00 to the pot. First boxing PPV I've ordered since DLH vs PBF. I justify it like this: if 75.00 is what I have to spend to bring family together for a Saturday BBQ and drink.... Then so be it. One way or another I would've spent cash that evening. I don't show up empty handed to anyone's house, neither do I sit around at a sports bar not drinking or eating or not tipping. Thanks for the great family night, Floyd and Canelo...for that I appreciate. The likelihood I ever watch that main event again ...little to none (which I am sure either don't care about). Thats my spin, hopefully you aren't too dazed by it...

### **brownsugar says:**

[QUOTE=SouthPaul;37055]Amasyeng, Radam

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Ultimately that's what its all about...

### **amayseng says:**

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understandable, i meant no disrespect...for a get together it works out in the end like you meant that money would have been spent. when i was in college and first out about 5 of us would always get together and throw money down to split the event....now im out of state for a job and have a few good friends only one who watch boxing, sad, plus my closest partner in boxing passed on, my dad is now watching it from above so i dont have a bunch of people to watch or spit it with...sad again.....thats why i wont throw that much down especially with another event looming...i will buy pac vs rios depending on the undercard.

### SouthPaul says:

Oh! Make no mistake! No offense was taken whatsoever. In fact, be clear, I wasn't entirely comfortable buying that event. Nothing to do with affordability.. Just don't want to be part of the PPV increase. By this time next year could 100.00 PPVs! Wtf?

### The Shadow says:

[QUOTE=SouthPaul;37096]Oh! Make no mistake! No offense was taken whatsoever. In fact, be clear, I wasn't entirely comfortable buying that event. Nothing to do with affordability.. Just don't want to be part of the PPV increase. By this time next year could 100.00 PPVs! Wtf?[/QUOTE]

I hear you! In Denmark, PPV has long gone for around \$100. I think it's just a matter of time. Even though this was priced a bit higher, I think we can expect a \$5 jump on the next Mayweather PPV.

Should Mayweather ever fight Pacquiao, I wouldn't be shocked to see them charge \$89.95 or more. And Schaefer threw the bait out today that the fight is there, should he leave Bob Arum:

[I]"As [Top Rank CEO Bob] Arum said - when it was Juan Manuel Marquez and Shane Mosley - they would get a fight with Pacquiao if he was the promoter and we are not involved. Well, maybe Pacquiao will have to take a hard look at this situation and decide what he wants to do."[/I]

In fact, Schaefer also put that the price right now is cheap since PPV homes are usually fight parties where people all chip in.

[I]"I think people realized that even if you buy [the pay-per-view] in HD and spend \$75 bucks,"[/I] he said, [I]"and you have 10 or 15 people over for a party - it is still is one of the cheapest forms of entertainment."[/I]

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i understand, i am with you , i wanted to buy it but just couldnt justify it by myself where i like to watch it at home...so i ventured out and watched it for free, among some knuckleheads...

but for a big get together an event is a good time and well worth it especially when people are throwing money in....

i also agree, i dont want to contribute to the madness...

when floyd fought dlh i had a huge event party plus it was the day of my sons first communion, Radam can

understand being a catholic what a big deal that is in itself.. so i had about 30 people at the crib tossing in

money for the fight, food and drinks.....good times..

### **dino da vinci says:**

[QUOTE=SouthPaul;37055]Amasyeng, Radam

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Very nice post. I'm built the same way.

### **SouthPaul says:**

4sho'! Good input by everyone. Always nice to runway to TSS and do some reading.

The Shadow

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Are located in Denmark or Miami (if Miami-- checkout the Cotto topic)?