

Showtime Is Happy With Canelo-Angulo PPV Buys

Written by The Sweet Science
Friday, 14 March 2014 14:08



"TOE TO TOE: CANELO VS. ANGULO" A KNOCKOUT SUCCESS WITH WELL OVER 350,000 PPV BUYS

Canelo-Angulo Fight Will Premiere on SHOWTIME® This Saturday, March 15, At Outset of Live SHOWTIME CHAMPIONSHIP BOXING

®

Doubleheader Telecast Headlined by Danny Garcia vs. Mauricio Herrera

ALL ACCESS: CANELO VS. ANGULO EPILOGUE

Will Premiere Immediately Following SHOWTIME CHAMPIONSHIP BOXING Telecast

LIVE ON SHOWTIME AT 9 P.M. ET/6 P.M. PT

NEW YORK (March 14, 2014) - Last Saturday's **SHOWTIME PPV®** presentation of **"TOE TO TOE: Canelo vs. Angulo"**

generated well over 350,000 buys,

Showtime Networks Inc.

and event promoter,

Golden Boy Promotions

, announced today.

The four-fight telecast, headlined by Mexican boxing superstar **Canelo Alvarez'** impressive 10th-round TKO over fellow countryman,

Alfredo "El Perro" Angulo

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, was a "knockout success," according to

Stephen Espinoza

, Executive Vice President and General Manager, SHOWTIME Sports

®

"We are thrilled with the numbers from Saturday's event," said Espinoza. "March 8 was the first time Canelo Alvarez headlined his own pay per view, and he decisively proved that he was ready to carry a pay per view card. These results are especially impressive in comparison to the pay per view performances of other boxing events over the past few months. Add in the near sellout crowd and there is no doubt this event was a huge success for Canelo, Golden Boy Promotions, MGM Grand, SHOWTIME and boxing as a whole."

"The fans have spoken," said **Richard Schaefer**, CEO of Golden Boy Promotions. "Canelo is without a doubt the brightest young star in the sport today. He's been a huge star in Mexico for quite some time. Now there is no denying that he is a star in the United States as well. We're already in discussions with Canelo to find the next opportunity to bring another exciting event to boxing fans worldwide."

The Canelo vs. Angulo slugfest will premiere on SHOWTIME this Saturday, March 15, and open the live **SHOWTIME CHAMPIONSHIP BOXING** doubleheader at 9 p.m. ET/6 p.m. PT from Bayamon, Puerto Rico. In the main event, undefeated Unified Super Lightweight World **Champion Danny "Swift" Garcia** takes on **Mauricio Herrera**

Following the telecast, **ALL ACCESS: CANELO VS. ANGULO EPILOGUE** will premiere on SHOWTIME. **EPILOGUE**

, the third and final installment of the ALL ACCESS series devoted to "TOE TO TOE," will feature unprecedented access from Fight Week in Las Vegas, highlights of the drama inside of the ring and a rare look inside of the minds of the fighters and their camps in the aftermath of the fight.

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ABOUT "TOE TO TOE: Canelo vs. Angulo," was a scheduled 12-round super welterweight fight that took place Saturday, March 8 at the MGM Grand Garden Arena in Las Vegas and was promoted by Golden Boy Promotions and Canelo Promotions and sponsored by Corona, AT&T and Casamigos Tequila. On the PPV televised undercard, two-division world champion Leo Santa Cruz successfully defended his WBC Super Bantamweight World title against former three-time world champion Cristian Mijares, Jorge Linares outpointed Nihito Arakawa in a 10-round lightweight bout, and Sergio Thompson scored an upset 10-round decision over Ricardo Alvarez. The four-fight telecast was produced and distributed live by SHOWTIME PPV beginning at 9 p.m. ET/6 p.m. PT. The event could be heard in Spanish using secondary audio programming (SAP). "TOE TO TOE: Canelo vs. Angulo" was broadcast in over 400 select movie theaters across the country.

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The Shadow says:

Well let these jokers go build a fan base. Canelo might throw them a bone. He's fighting for a title next time out, he might wreck Kirkland, may just make Ishe Smith cry or he's gonna get an easy middleweight title for another easy \$5m. Canelo is a promoter's wet dream.

Radam G says:

Showtime is full of _____! And like always are straight-up using an optical illusion and mass confusion and cooking the books and monkey jive. Wow! Just counts the PPVs of California Baja and other parts of Mexico.

When Da Manny beat down Big Foot; HBO, TR and da Bobfather must indeed count the PPVs of Canada, the Carribeans, the Middle East, and all of the Pacific Rim.

BTW, B-Sug, The Texas Crazy Chick Ann "The Mermaid" Wolfe and the Cowboy Mandingo Super Warrior James Kirkland would run the red-hype outta dat squared jungle. Holla!

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Radam G says:

Don't let this save-face optical illusion throw you off. For Canelo-Money May, the PPV price was \$80. For Angulo-Canelo, the price was \$40. Do the math. "A knockout success" where the sun doesn't shine! And that is my high-yellow-colored brown, little, flat ARSE. Hehehe!

_____ and _____! Holla!

Radam G says:

@The Shadow, too, that Texan crazy two -- trainer and fighter -- would fudge Team Canelo up. Canelo's Papa Warbucks -- billionaire Carlos Slim -- would have to pay all the king's bone-and-skin doctors and all the king's shrinks to put Canelo together again. Holla!