

## Bradley-Provodnikov Pulls Solid Number for HBO

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Saturday's HBO *World Championship Boxing* presentation of Timothy Bradley Jr. vs. Ruslan Provodnikov was a hit both in the ring and on HBO. The live fight on HBO delivered 1.2 million viewers, equaling the previous week's audience for the *World Championship Boxing* telecast from the Barclays Center in Brooklyn when Bernard Hopkins defeated Tavoris Cloud. This past weekend's event in Carson, Calif. peaked with an audience of 1.4 million viewers during the height of the action.

The buzz over the extraordinary 12-round fight between Bradley and Provodnikov paid off the following morning when 274,000 viewers tuned in for the Sunday morning encore play. That figure was a 57% improvement over the comparable replay of the previous week's fight on HBO.

HBO Boxing has had four live boxing telecasts in 2013; they rank as the top four performing televised boxing events on cable for the year. Next up is the highly anticipated rematch from Las Vegas Brandon Rios vs. Mike Alvarado II on Saturday, March 30 (10:15 p.m. ET/PT).