

## Canelo-Floyd Most Watched Boxing Show EVER in Mexico

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**LOS ANGELES (Sept. 18)** - Nearly 8-out-of-10 households in Mexico with a television set tuned into last Saturday's **"THE ONE: Mayweather vs. Canelo"** mega-fight live on Televisa's Channel 5. The 12-round majority decision fight, which Mayweather won, garnered a national rating of 41.1 points, which equates to a 77 percent share, 22.1 million viewers and 5.9 million television households, making it the highest-rated boxing program ever on television in Mexico. The telecast peaked with a National rating of 42 points (78.4 percent share/22.6 million viewers/6 million television households) and the total program average from 8:00 p.m. CT to 12:30 a.m. CT was 30.1 points (16.2 million viewers/4.3 million television households).

"Boxing fans demanded **"THE ONE"** and when we gave it to them they responded with these record ratings," said Richard Schaefer, CEO of Golden Boy Promotions. "This proves that great fights with great fighters like **Floyd Mayweather and Canelo Alvarez** will always strike a chord with viewers and that Canelo is undisputed as the biggest star Mexican boxing has today."

The last time a sporting event rated this high on Televisa was in 1999, for a Copa Confederaciones soccer final between Mexico vs. Brazil, with the only other programs rating this high in Mexico being select, very popular telenovelas on Televisa's Channel 2.

The previous viewership high for Canelo, who has never garnered less than 7.5 million viewers for one of his eight appearances on Televisa, was his April bout against Austin "No Doubt" Trout, which pulled in a 28 point rating and over 15 million viewers.