



Mayweather-Pacquiao Fight Assures A Goldmine For Both Boxers

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Win or lose, both fighters go home millions richer. For years, boxing fans all over the world waited to see the two record breaker fighters go head to head in the ring. Between negotiations and near agreements that never pushed through, many doubted that the fight would ever happen especially since both champs were moving towards retirement age. Delays were due to disagreements on the contract, which was finally settled with 60% going to Mayweather and the rest to the Filipino fighter.

Even if he loses, Pacquiao gets \$50 million the day after the fight, and an anticipated total of \$120 million. The New York Times reported HBO President Ken Hershman saying, "This is a unique situation, the confluence of time and event - the two biggest fighters in the world coming together." Unique situation, it is, as rival networks HBO and Showtime co-produce and co-distribute the much-awaited fight - a rare occurrence in the industry. Only second, in fact, with the first happening for the Tyson Lewis fight over a decade ago.

It's the best time for the fight to take place, as Mayweather quips, "We're both bigger names than we were five, six years ago. We're meeting at the pinnacle of our careers. The time is right."

During his last two matches, Pacquiao suffered heavy losses, which meant that the undefeated Mayweather at 47-0 has leverage over the earnings. Mayweather could not be more spot on when he said that the timing was perfect for the fight to take place. Because anticipation for the big battle was drawn out so long, the demand for viewing also skyrocketed, and both fighters stand to gain income more than history has seen any boxer earn.

The expected revenue is astounding, with a mixture of demand from households looking to watch the fight in the comfort of their own homes, pay-per-view purchases are expected to rise to \$270 million, with a whopping three million households tuning

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