

Written by Bobby M. Reyes

Tuesday, 09 November 2010 13:41 - Last Updated Friday, 12 November 2010 06:50

Filipino-American, Filipino-Canadian and other Overseas-Filipino boxing fans (or at least the fans of Filipino boxing megastar Manny Pacquiao) must stop playing suckers for Bob Arum-promoted bouts. Without the Filipino-American and Overseas-Filipino patronage of Bob Arum's Pay-TV coverage, the buys for a Pacquiao bout would not run close to the targeted number.

The more-than 600,000 Filipino households in the United States account for a good part of the total Pay-TV buys for the recent boxing bouts of Manny Pacquiao.

J. Michael Falgoust, a sports columnist of the *USA Today* reported that the "Pacquiao's two-round destruction of [Ricky Hatton](#) for the junior welterweight championship in May sold just less than 900,000. Mayweather scored a unanimous decision vs. [Juan Manuel Marquez](#), surpassing that total to reach 1-million buys to become 2009's No. 1 PPV show." Readers may be able to view Mr. Falgoust's report, as I quoted, in this article,

—
[The 'Rithmetic of Manny Pacquiao's Boxing Bouts](#)
—

Written by Bobby M. Reyes

Tuesday, 09 November 2010 13:41 - Last Updated Friday, 12 November 2010 06:50

The projected HBO Pay-TV audience for the Pacquiao-Margarito fight on Saturday, November 13, is about 200,000 less than the Pacquiao-Hatton bout's Pay-TV sales. Proof? In today's issue (Nov. 9, 2010) of the **Los Angeles Times** Lance Pugmire quotes Mr. Arum: "Arum is confident the good guy-bad guy hook will lure enough live TV customers at \$54.95 a pop. 'We need to get 700,000 [sales] to have a decent payday,' he (Arum) said." To read the Mr. Pugmire's article in its entirety, please click on this hyperlink, in [Bob Arum gets another big promotion](#)

No matter the grand promotional efforts, the Pay-TV revenues from the bouts of Manny Pacquiao in the United States pale in comparison with those of other fights. Here is what [w ww.ESPN.go.com](#) reported: The "De La Hoya-Pacquiao's total consisted of 680,000 buys from cable systems and 570,000 from satellite providers,' Taffet said. (

□