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USA Boxing Metro & MILLIONS

USA Boxing Metropolitan's
Successful Pay-Per-View
Collaboration with MILLIONS.co



MILLIONS



About USA Boxing Metro

USA Boxing Metropolitan is the governing body for amateur boxing in New York City and the surrounding area. In early 2022, USA Boxing Metropolitan partnered with MILLIONS.co to stream their amateur boxing fight nights as Pay-Per-Views. The objective was to increase viewership, engagement, and revenue while showcasing the region's finest amateur boxers. This case study examines the successful collaboration and its impact on USA Boxing Metropolitan.



MAY 12-13TH **GLEASON'S** 

MASTERS NATIONAL TOURNAMENT

& All Divisions



END WATER ST. BROOKLYN | WWW.GLEASONGYM.COM | (718) 791-2812 | TICKETS \$25

| | | |
|---|---|---|
| FRIDAY MAY 12TH 5PM WELCH-IN 7PM SHOW TIME | SATURDAY MAY 13TH 4PM WELCH-IN 6PM SHOW TIME | LIVE ON MILLIONS.co/METRO DM @SLAMONAKISBOXING |
|---|---|---|

★★★ The Sportsmen's Club Presents ★★★

FIGHT NIGHT

SPORTSMEN'S OF THE YEAR

| | |
|--|---|
|  EXECUTIVE BOARD MEMBER ROBERT FOXK |  RANK AND FILE MEMBER LARRY AMANDOLA |
|--|---|

| | | | |
|------------------------|------------------------|---|---|
| \$40 PER TICKET | FRIDAY MAY 19TH | DOORS OPEN @6PM FIRST FIGHT @7PM | JOB AUDITORIUM 62-57 THROCKMORRIS BLVD FLOORING NY 10025 |
|------------------------|------------------------|---|---|

CONTACT SPORTSMEN'S CLUB (347-952-3172)

 **LIVE ON MILLIONS**
MILLIONS.co/metro

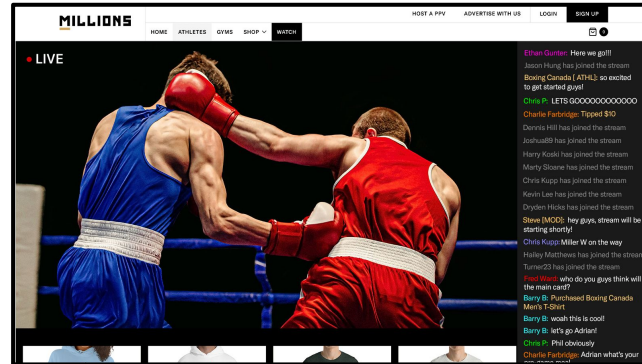


Objective:

Enhance Viewership: Increase the number of viewers both locally and nationally to showcase the region's boxing talent.

Increase Revenue: Generate additional revenue through Pay-Per-View streams to reinvest in boxing development programs.

Raise Awareness: Boost the visibility and popularity of the USA Boxing Metropolitan events



Implementation:

MILLIONS.co Partnership: USA Boxing Metropolitan established a strategic partnership with MILLIONS.co, a renowned Pay-Per-View streaming platform known for its exceptional live event broadcasts.

Enhanced Broadcasting: To ensure cost-effectiveness, both organisations opted for a simple one-camera broadcast setup for all events. The camera used for streaming was economically priced at \$200, yet thoroughly tested before each event to guarantee high-quality visuals and an engaging viewing experience.

Results:

Increased Live Events

In 2022, USA Boxing Metropolitan successfully hosted **33 live events** as Pay-Per-View streams, generating over **\$20,000 in additional revenue** that directly benefited local NYC boxing programs. In the first half of 2023, USA Boxing Metro has done **34** total PPVS

Sustained Revenue Growth

The collaboration with MILLIONS.co led to sustained revenue growth for USA Boxing Metropolitan. In the first six months of 2023, **the organisation generated \$19,450 in additional revenue**. Projections indicate revenue is expected to exceed **\$40,000** for their affiliated boxing clubs by year-end. This consistent financial growth demonstrates the lasting success of the partnership in supporting grassroots boxing development.

Impressive Viewer Growth

USA Boxing Metropolitan experienced impressive viewer growth through the collaboration with MILLIONS.co. In 2022, they attracted **1,800 unique viewers** for their Pay-Per-View streams, and in the first half of 2023, they reached an audience of **1,700 unique viewers**. This indicates a potential 100% increase in viewership during their second year collaborating with MILLIONS.co

New York Boxing Tournament

Hosting the New York Boxing Tournament in 2022 and 2023 led to significant revenue growth. **In 2022, the tournament's streams generated \$1,030.50 in revenue, while in 2023, the revenue surged to \$3,930.00**. This impressive year-over-year growth highlights the increasing popularity and success of the New York Boxing Tournament.

2022 Revenue: \$20,201.50 | 2023 Revenue \$41,240.00*

*On track estimation

Conclusion:

The USA Boxing Metropolitan and MILLIONS.co collaboration transformed amateur boxing in NYC and beyond. It boosted viewership, revenue, and event visibility. Using cost-effective broadcasts, they engaged viewers and supported local gyms, driving financial growth and grassroots development.

The New York Boxing Tournament success highlighted the partnership's impact on significance and audience reach. With this foundation, USA Boxing Metropolitan is poised for massive growth and community contribution.



MILLIONS





Are you a sports organization aiming to showcase your events through high-quality Pay-Per-View broadcasts?

Partnering with MILLIONS, we can significantly enhance your revenue and viewership, bringing your content to a broader audience.

For Further Details, Please Contact Us At

ppv@millions.co