



Prime Video and Premier Boxing Champions Announce New Multiyear Rights Agreement Beginning in 2024

Prime Video is set to become the home of PBC's pay-per-view events, championship bouts, behind-the-scenes docuseries, and more

NEW YORK—December 7, 2023—Today, Prime Video and Premier Boxing Champions (PBC) announced a landmark, multiyear rights agreement to deliver viewers the boxing industry's most significant events, providing fans with year-round access to the best matchups featuring the biggest stars in boxing.

PBC features over 150 active fighters across various weight divisions, including top contenders and current world champions. Since its debut in 2015, PBC has presented the biggest mega-events in the sport of boxing, including 2023 blockbusters David Benavidez vs. Caleb Plant, Gervonta "Tank" Davis vs. Ryan Garcia, Errol Spence vs. Terence Crawford, and Canelo Alvarez vs. Jermell Charlo. The addition of a world-class sports property like PBC is another one of the many benefits that come with Prime, which provides unparalleled savings, convenience, and entertainment, all in a single membership.

Prime Video will distribute PBC's industry-leading pay-per-view (PPV) events in the U.S., with the first event anticipated for March 2024. PBC PPV fights will be available for all viewers to purchase, regardless of Prime membership. Additionally, in the U.S. and select countries, Prime Video will exclusively stream a *PBC Championship Boxing* series of events, showcasing top matchups among boxing's current and rising stars. Details on

specific cards, dates, and locations will be announced at a later date. In addition to the live PBC events, Prime Video will continue to grow its Original sports content offerings, with behind-the-scenes PBC docuseries, live weigh-ins, as well as on-demand access to previous events, highlights, archival footage, and more.

“We are thrilled to join with Premier Boxing Champions to bring the best boxers in the world to Prime Video, and to give more fans than ever the chance to experience these must-see events,” said Marie Donoghue, VP, U.S. sports content & partnerships, Amazon. “With live coverage of PBC action throughout the calendar year, Prime Video continues to bring viewers in the U.S. and around the world the best in sports.”

“Premier Boxing Champions is very proud to partner with Prime Video to showcase our world-class boxers and events. With Prime’s incredible reach and unprecedented marketing power, we’re very excited to reach new audiences for our sport as we continue to present the most exciting, competitive and biggest fights in Boxing,” said Bruce Binkow, CEO, Integrated Sports, exclusive agency for PBC.

Fans will be able to watch PBC live at home or on the go, and across hundreds of compatible devices, streaming from the web, or using the Prime Video app on smartphones, tablets, set-top boxes, game consoles, and connected TVs. For a complete list of compatible devices, visit amazon.com/howtostream.

###

About Prime Video Sports

Prime Video supports a growing lineup of live sports globally, including *Thursday Night Football*, the WNBA, the NWSL, the Seattle Storm, the New York Yankees, Overtime Elite, and the Professional Pickleball Association in the United States; ONE Championship in the United States and Canada; Premier League in the United Kingdom; UEFA Champions League football in Germany and Italy; Roland-Garros and Ligue 1 in France; Australian swimming globally; New Zealand Cricket in India; as well as Copa do Brasil football and the NBA in Brazil; and boxing and the 2023 World Baseball Classic in Japan. While availability varies by marketplace, fans can also subscribe to streaming services such as Eurosport, FOX Sports (Mexico), Viaplay Sport, MLB.TV, NBA League Pass, NBA TV, DAZN (Germany and Spain), and Premiere FC (Brazil) through Prime Video Channels. This is in addition to a selection of Amazon Original sports documentaries including *Kelce*, *Bye Bye Barry*, *Coach Prime*, *Reggie*, and the Amazon Original *All or Nothing* franchise.

About Premier Boxing Champions

Launched in 2015, Premier Boxing Champions (PBC) is a live boxing television series that features the greatest array of boxing talent in all weight divisions, with fighters representing over 22 countries including the United States and Mexico. From former Olympians to Unified World Champions, the series features consistent quality programming where the best fight the best in thrilling, high-stakes matchups. Dedicated to delivering the highest quality product in the sport, PBC has consistently dominated

the Boxing world with championship fights and spectacular events and has established itself as a powerhouse in the world of combat sports. For more details, visit www.premierboxingchampions.com or follow us on X (formerly Twitter) @PremierBoxing and on Instagram @PremierBoxing.

CONTACTS

Tim Smith, Premier Boxing Champions: timothy@haymonboxing.com

Harrison Raboy, Prime Video: hraboy@amazon.com