



Why Youtube Boxing is Great for the Sport

By: Austin Rader

January 21, 2021 — In 2018 Youtubers Logan Paul and KSI fought in the U.K. While sports fans laughed about it, their respective youtube fanbases (which accumulated to be more than 1 million people) paid the \$10 to watch the exhibition on YouTube while 20,000 people paid to watch the fight in person in the Manchester Arena in the U.K.

The fight was eventful. It ended in a draw however but it was entertaining. English sports promoter Eddie Hearn took their rematch a year later down a more professional path. The next fight didn't end in a draw, this time with Paul losing. But each fight has drawn more attention to the sport of boxing.

“When the first fight took place, I smirked and pondered how embarrassing it would be to stage this event in a 20,000 seater arena” Hearn said. “What I saw was a phenomenon; a sold-out arena, over 1 million PPV buys but more importantly an energy of a new audience to the sport of boxing.”

Bob Arum, the Hall of Fame boxing promoter has been getting phone calls from angry boxing fans. Angry that a YouTuber and former NBA player are fighting in a Mike Tyson-Roy Jones undercard.

And angry that Floyd Mayweather has agreed to fight YouTuber Logan Paul.

The Paul brothers have taken their brands to new heights as well as the brand of boxing. For themselves, they're making a lot of money as well as growing their brands. I barely knew who these guys were before seeing ESPN post about their respective fights.

When Jake Paul knocked out Nate Robinson in the first round, it proved that you can beat a world class athlete in the ring. It's not about athleticism, it's about skill. Nate Robinson is an unbelievable athlete who has won 3 slam dunk contests, including an iconic dunk over Dwight Howard (Nate is 5'9 and Dwight is 6'10).

For the sport of boxing, these guys are bringing in more fans and more and more entertainers are starting to box now.

"This is the biggest thing for boxing in the history of boxing," Mike Tyson said on Logan Paul's podcast last month, when asked on whether celebrities, youtubers, entertainers fighting was good for the sport. "It shows the power of boxing that it's spreading into another field that doesn't really exist in the real boxing world."

When asked on if it's a disservice to the sport Tyson simply said, "there's been guys that cheated to pull the led out of the gloves, I bit somebody's ear, so how low is boxing going to go?"

"This [boxing] is what you do when you can't do anything else. Now guys are doing it for pride. It's more of a skillful art rather than some kind of brutality."

And now on February 20th the undefeated Floyd Mayweather is fighting winless YouTuber Logan Paul.

And it's going to sell.

Mayweather hasn't fought since his 2018 exhibition against Tenshin Nasukawa.

Paul hasn't fought since his 2019 loss to KSI.

No this fight isn't Mayweather-Pacquiao, or Mayweather-McGregor. But it's a fight people will tune in for. Both of these guys have huge fanbases with Mayweather having amassed 24 million instagram followers and Paul having 18 followers of his own.

For predictions on this fight, you'd be crazy to bet heavy on the YouTuber. Even though he sighs 50 more pounds and is 6 inches taller he's going up against arguably the greatest boxer of all time. And he couldn't even beat his Youtube counterpart.

My prediction is this fight doesn't get past the 5th or 6th round. Paul will land a big punch, maybe two, to keep things interesting but Floyd isn't losing. Especially to someone who has only boxed in 2 matches.