

When it comes to television ratings on Kickboxing events, we've been forced to be extremely patient as American fans both warm up to the sport of Kickboxing and learn when and where to watch it, something that all combat sports fans are familiar with. So while GLORY has had a bit of a slow start on Spike TV, the ratings have shown improvement for every single event. Going into GLORY 13 there were definitely some lingering concerns that any momentum gained would be lost due to the nature of the event; tape delayed from Japan with results readily available 12 hours before the broadcast.

Yet, those fears seem to be unfounded as GLORY 13 was able to pull in what I'd consider a

## **GLORY 13 Scores Big on Spike TV**

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tremendous number at 659,000 viewers on average. Take into account UFC's ratings on Fox Sports 1 fall within this range and that the UFC is a well-established brand and this is even more amazing to consider. Also consider that it is in the range of Bellator events on Spike TV as well. The final factor to consider is that it was on tape delay which will of course deter some viewers, yet, there was still an increase of 38% from the previous event.

When talking television there is also talk of peak numbers, the numbers when there are the most viewers for the given program. The last few events have seen a lone peak early on, which we consider a bleedover effect from the previous program, COPS, which always tends to pull in a million and a half or so. So the first peak was at 9:11 at 905,000 which is expected. The thing is, there was a second peak that came at 10:42pm, near the tail end of the event, and that was 873,000, which is nothing short of tremendous.