

# **Global Sports Streaming, a new sports network, launches it's first live show, "Best In Boxing."**

Las Vegas, NV (August 21, 2015) – Best In Boxing (BIB) is a completely online based boxing program covering today's up and coming fighters. The show was developed to fill the gap in boxing between fighters just starting out and the top boxers in the sport. BIB will broadcast more than three hours of live boxing covering from the first bout to the main event.

The first broadcast on Friday, August 28, 2015 will feature the IBU Middleweight title bout between Tony Hirsch (18-6-2, 8 KO's) taking on Rolando Paredes (9-2-2, 8 KO's)

The entire 11 bout card will stream live beginning at 10:30 PM ET on YouTube and will feature the likes of popular female light flyweight Kenia Enriquez (13-1); lightweight Demond Brock (9-3) as well as undefeated prospects super featherweight Jesus Trujillo and Jorge Escalante (2-0)

"Our research in boxing shows that over 80% of the fights are not broadcast and GSS is changing that," says Armando Bareno, brainchild behind Global Sports Streaming (GSS).

Bareno has been in the boxing industry for roughly seven years and was a major force in production with promotional giant Top Rank and their online presence of streaming live content that includes major fight cards from all over the world. Bareno produced and directed Top Rank's international broadcast segments, Pay Per View commercials and web content..

GSS will have live streams and on demand content available via computers, smart televisions and mobile devices. GSS will

launch with “Best In Boxing” and will continue live sports streaming with a wide variety of sports programming, including sports that are under served by television.

GSS has embraced the future of sports programming by partnering up with YouTube, who will provide their vast infrastructure and streaming capability to deliver programming when and where viewers want to watch it.

“There is an old school way of thinking when it comes to sports. The idea that television is king is dead,” says Bareno. “The future of entertainment is Internet delivered programming.”

GSS recognizes the changes that are already underway in television and sports programming. Watching all the major players in the broadcasting industry navigate the change from standard television to on demand viewing has been a key focus for the new company.

“We plan on being in the right place to capitalize on the change in viewing habits,” says Bareno. “elevation companies are geared for television, where we are geared for streaming and Internet delivery, giving us a big advantage when television bundling goes away.”