



Headliner - US-Wrestling on Pay Per View (German Edition)

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Der Erfolg der US-Wrestling-Industrie ist seit den 1980er Jahren eng mit dem Durchbruch von "Pay TV" in der nordamerikanischen Fernsehlandschaft verbunden. Durch die Vermarktung der wichtigsten Großveranstaltungen als "Pay Per View" konnten Einnahmequellen generiert werden, die das ökonomische Wachstum der wichtigsten Ligen in den USA nachhaltig beschleunigte. Der heutige Marktführer - World Wrestling Entertainment (WWE) - machte in dieser Hinsicht 1987 mit "WrestleMania III" den Anfang. Bis zum Jahr 2010 folgten über 250 weitere Großveranstaltungen "on Pay Per View", die mittlerweile in der Regel global vermarktet werden. Der anhaltende wirtschaftliche Erfolg der WWE beruhte gerade in der letzten Dekade in vielerlei Hinsicht auf dem Geschäft mit den Bestellungen der jährlich wiederkehrenden Großveranstaltungen im Bezahlfernsehen. Wichtigstes Verkaufsargument sind dabei normalerweise die Wrestler, die im Main Event eines solchen Events stehen. Was in den 1960er Jahren Muhammad Ali für das US-Boxen war, übernahmen Wrestling-Ikonen wie Hulk Hogan, Ric Flair, Stone Cold Steve Austin, The Rock und John Cena seit 1985 für die Wrestling-Industrie in den USA: Die Rolle des "Draws" - des Superstars, der die Zuschauer in die Halle und die Fans vor die Fernseher lockt. Dieses Buch markiert den Beginn einer neuen Reihe und wirft einen Blick zurück auf die Geschichte aller bisherigen "Pay Per View"-Main Events des US-Marktführers: World Wrestling Entertainment. Die größten Kämpfe, die es jemals im Bezahlfernsehen zu sehen gab, werden chronologisch aufgearbeitet und danach umfassend statistisch analysiert. Welcher Wrestler hatte die meisten Main Events der WWE-Geschichte? Welcher stand in den meisten "World Title"-Kämpfen? Wer dominierte welche Großveranstaltung? Und welche Verkaufszahlen erzielten die jeweiligen Events? Diesen und vielen weiteren Fragen wird in der neuen "Headliner"-Reihe nachgegangen.

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