

8.

Defendant's advertisement in iTunes below, which every consumer who purchased defendant's streaming app service saw, represented that consumers could witness history through live streaming access to the most anticipated sporting event of the year.


iTunes Preview
Overview Music Video Charts

SHOWTIME PPV– Mayweather vs. McGregor– Stream Live

By Showtime Networks Inc.

Open iTunes to buy and download apps.

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+ This app is designed for both iPhone and iPad

Free

Category: [Sports](#)

Updated: Aug 24, 2017

Version: 1.0.1

Size: 68.2 MB

Language: English

Seller: Showtime Digital Inc.
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Rated 12+ for the following:
Infrequent/Mild Realistic Violence
Infrequent/Mild Profanity or Crude Humor
Infrequent/Mild Mature/Suggestive Themes

Compatibility: Requires iOS 9.0 or later. Compatible with iPhone, iPad, and iPod touch.

Description

Witness history with the official SHOWTIME PPV app! Stream Mayweather vs. McGregor LIVE on your iPhone, iPad, or Apple TV (4th generation) for \$99.99. With your purchase, you'll get live streaming access to the most anticipated sporting event of the year as Floyd Mayweather and Conor McGregor take center stage for a once in a lifetime spectacle. Don't miss this epic match for the ages, streaming live on Saturday, August 26 at 9:00pm ET/6:00pm PT.

The SHOWTIME PPV app is also your source for everything Mayweather vs. McGregor. Stream pre-fight coverage, explore fighter profiles, and re-live your favorite Floyd Mayweather and Conor McGregor moments with a selection of their classic fights. Plus, get an unprecedented behind-the-scenes look with the first episode of the Emmy® award-winning SHOWTIME series All Access: Mayweather vs. McGregor.

FEATURES

- The Main Event – stream Mayweather vs. McGregor LIVE in HD for \$99.99, available for purchase in the US and its territories
- Watch on Your Favorite Devices – purchase the fight and stream it live on your iPhone, iPad or Apple TV (4th generation). One simultaneous stream per purchase, requires iOS 9.0+ or tvOS 10.0+
- News – get the latest videos of pre-fight coverage such as interviews, clips from the world press tour, and live streams of Fight Week events including the official weigh-in
- Behind the Scenes – get an insider look with all episodes of the acclaimed SHOWTIME series All Access: Mayweather vs. McGregor
- Fighter Profiles – get details on the main event and co-feature fighters
- Classic Fights – browse and stream a selected library of classic Floyd Mayweather and Conor McGregor fights
- Spanish Audio – available for the live pay-per-view event

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Terms of Use: <https://www.showtimeppv.com/legal/terms>

[Showtime Networks Inc. Web Site](#) ▶ [SHOWTIME PPV– Mayweather vs. McGregor– Stream Live Support](#) ▶

What's New in Version 1.0.1

- Minor bug fixes