

Tough in the limelight

Forbes released its 2018 world's highest-paid entertainers in July and, despite only actually boxing for a total of two-and-a-half minutes, Floyd Mayweather topped the list for the second time in four years

Floyd 'Money' Mayweather earned a reported \$9m for knocking Japanese kickboxer Tenshin Nasukawa to the canvas three times in the first round of their exhibition bout in November 2018. It's unlikely Forbes included that in his \$285m

in pre-tax annual earnings – and unlikely Mayweather broke a sweat or, in fact, put in any additional training. And, after pocketing \$300m in the 2017 Conor McGregor fight, it's unlikely he – or his accountants – even noticed.

Left: Floyd Mayweather Junior Right: Dwayne 'The Rock' Johnson makes Forbes' top ten

Mayweather Jr. finished his career (for a third time) after the farcical McGregor fight, but could not resist donning the gloves for this preposterous challenge, officially deemed an 'exhibition' fight. Aside from being arguably the best pound-for-pound boxer the world has ever seen and one of the most lucrative pay-per-view attractions of all time, Mayweather is a shrewd operator away from the ring (with a little help from trusted advisors no doubt). In 2006, he founded his own boxing promotional firm Mayweather Promotions. In 2014, he made the top ten Forbes 2018 Celebrity 100 List Of The World's Highest-Paid Entertainers for the first time, finishing seventh behind Beyoncé, LeBron James, Dr. Dre, Oprah Winfrey, Ellen DeGeneres and Jay-Z. And in 2015 (with Cristiano Ronaldo finishing tenth), Mayweather topped the list following his defeat of Manny Pacquiao, with the fight drawing \$410m in pay-per-view revenue alone.

Mayweather had to earn the nickname 'Money' as it's certainly not something that was handed to him. He grew up in New Jersey with his drug-addict mother where seven shared a bedroom and there was no electricity. His father sold drugs and spent most of Floyd Jr.'s childhood in and out of prison.



George Clooney had a more privileged upbringing, born to a councilwoman and television host, but that is not to say he has not worked hard for his fortune, earning money selling women's shoes, insurance door-to-door, stocking shelves, working in construction, and cutting tobacco in his younger years.

Since his breakthrough on *ER*, Clooney's rise to box office fame has been astronomical, but it was not until last year that he broke into the top ten Forbes 2018 Celebrity 100 List Of The World's Highest-Paid Entertainers, after British liquor giant Diageo bought Casamigos, the tequila company he cofounded, rewarding Clooney with the best payout of his – or any actor's – career; totalling \$239m to 2018 pre-tax earnings.

Kylie Jenner (\$166.5m) returned to the list at number



In March 2019, Jenner, the 21-year-old mother, reality television star and owner of Kylie Cosmetics took the title Mark Zuckerberg and Bill Gates once held: the world's youngest ever self-made billionaire. Forbes estimated that the cosmetics company, which is 100 per cent-owned by Jenner, made \$360m in sales last year. Her mother and manager, Kris Jenner, also joined the Celebrity 100 this year for the first time thanks to the success of her daughters. Celebrities like Jenner and 'The Rock' are using social media to market themselves and reach literally hundreds of millions of followers.

Judge Judy Sheindlin easily topped Forbes' list of the highest-paid daytime TV hosts for 2018, thanks to a lucrative deal that sold the rights to the thousands of episodes of her long-running courtroom show *Judge Judy*.

Ed Sheeran made number nine on the list after billions of streams, an ascent to stadium status, and cameos on *Game of Thrones* and *The Simpsons*.

Aged 27, Sheeran was the highest-earning solo musician on the list, alongside bands U2 and Coldplay, who shared the final five spots with footballers Lionel Messi (8th) and Cristiano Ronaldo (10th).

The world's 100 top-earning entertainers pulled in a combined \$6.3bn pretax over the past 12 months, up 22 per cent from last year, and the third-highest sum in the list's 20-year history. Over the past two decades, more than 700 actors, actresses, musicians and other stars have appeared on the list, accumulating a total of \$80 billion in earnings.

List members represent 17 countries: U.S., U.K., Barbados, Portugal, Ireland, Brazil, Argentina, Australia, Switzerland, Canada, China, Mexico, Colombia, Germany, Spain, Greece, India. ■

Above: Kylie Jenner looking every bit a billionaire at the Metropolitan Museum of Art Costume Institute Gala Below: Ed Sheeran, the British singer-songwriter

three, a cavernous leap from her 2017 entry at 59, followed by Judge Judy Sheindlin (\$147m) and Dwayne 'The Rock' Johnson at number four, earning \$124m.

'The Rock' doubled his 2017 \$65m payday, and his acting-related earnings are the largest ever recorded in the 20 years Forbes has tracked the Celebrity 100.

