



# PARTNERSHIP OVERVIEW

 Discovery Golf

GOLFTV 

Golf Digest

GOLF  
LATIN AMERICA





# THE RETURN TO GOLF HAS BEEN A RESOUNDING SUCCESS

VIEWERSHIP AND PARTICIPATION ARE AT THEIR HIGHEST LEVEL IN YEARS

**+17%**

Season ratings on CBS. Highest since 2015

**2.5M**

Average weekly viewers in 2020

**+22%**

Viewership since live golf returned in June

**+20%**

Number of rounds played in July '20  
Only three times in last 151 months has mostly rounds increased at 20% or more

**\$388.6M**

Equipment sales in July  
Largest month ever since tracking began in 1997

**+20%**

Junior golfer (6-17) who will participate for the first time this year. Projecting 3M new juniors for FY '20







**WHY DISCOVERY GOLF?**



# DISCOVERY'S COMMITMENT TO GOLF

## Invested over \$2B to build a global golf portfolio with rights extending through 2030

The collage features several key news items and website elements:

- Discovery Buys Golf Digest From Condé Nast for \$30 Million-\$35 Million** (Variety, May 13, 2019): A headline article by Todd Spangler.
- Discovery Acquires Golf Digest Magazine Condé Nast** (Deadline, May 13, 2019): An article by Dade Hayes.
- Discovery gets PGA streaming and TV rights** (The Irish Times): An article by Brendan Barry.
- Discovery puts Sky Sports in trouble by snapping up rights to PGA Tour golf** (Digital Sport): An article by David Davies.
- Discovery expands golf offering with Golf Channel Latin America acquisition** (SportBusiness Media): An article by David Davies.
- Discovery Acquires Golf Channel Latin America** (Broadcast, Dec 19, 2019): An article by Tim Dams.
- Discovery Golf** website header and navigation.
- Golf Digest** magazine cover featuring DJ Taylor.
- GOLFTV** logo.



# WE OWN THE MOST SOUGHT AFTER CONTENT

Official Marketing Partner of PGA TOUR

Global Streaming Partner

# DiscoveryGolf™



**GOLFTV**



**Golf Digest**



+



+



+



+



+



+



**Our brands have the the most live, editorial and comprehensive coverage in golf**



# DISCOVERY GOLF AT A GLANCE

Discovery Golf is the global streaming and editorial powerhouse that engages and inspires millions of passionate golf fans around the world and home to the following brands:

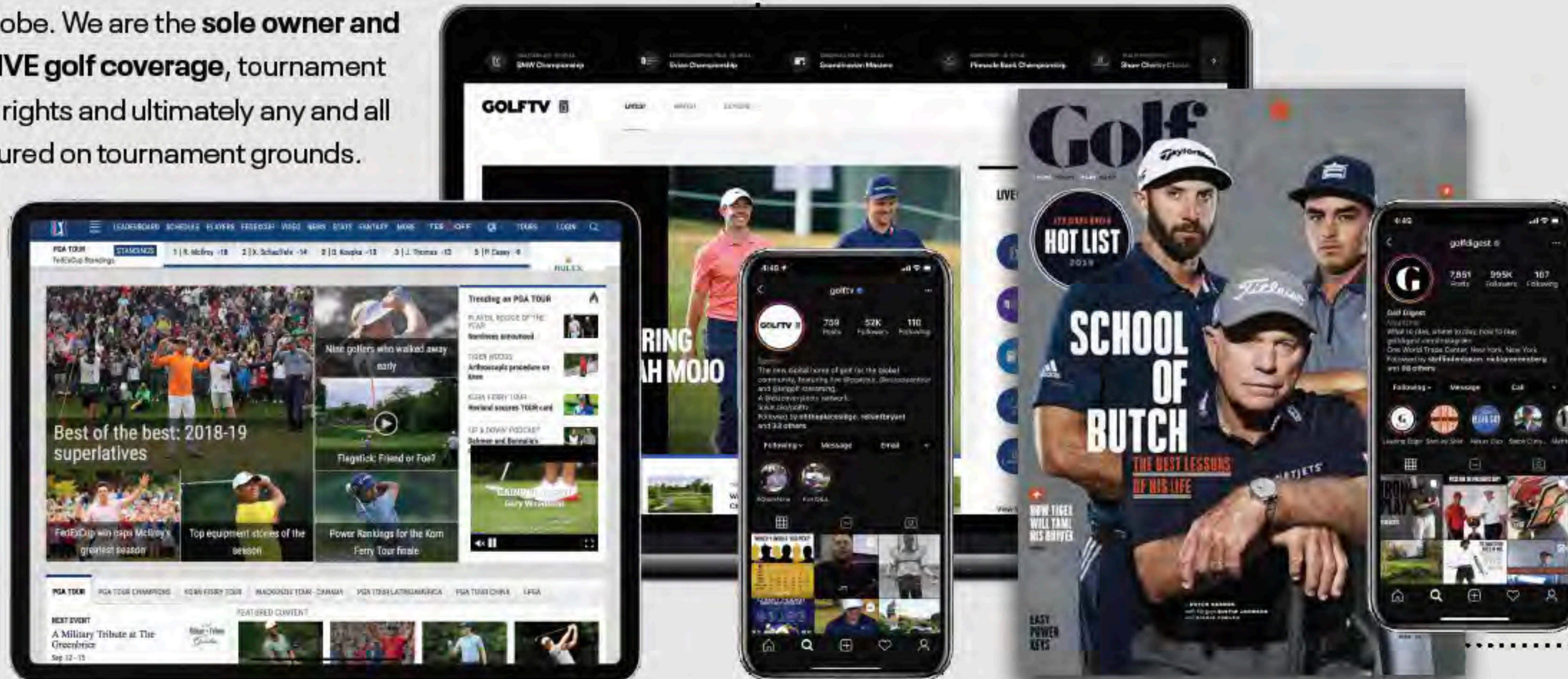


As the world's #1 premiere membership organization for golf professionals, the PGA TOUR co-sanctions more than 130 tournaments around the globe. We are the **sole owner and provider of LIVE golf coverage**, tournament rights, player rights and ultimately any and all content captured on tournament grounds.

## GOLFTV



A **global streaming** platform delivering live coverage of every PGA TOUR tournament in over 180 countries (excluding the U.S. + China).



## Golf Digest

The preeminent authority on how, what and where to play and **Official Marketing Partner of the TOUR**, the **ONLY** other golf media OMP that can tap into official rights to tournament trademarks, coverage and content.
















# 360 DEGREE INTEGRATED MARKETING PARTNERSHIPS





# GOLF SCHEDULE PROVIDES YEAR ROUND OPPORTUNITIES

THE '20-'21 SEASON WILL FEATURE 50 TOURNAMENTS - INCLUDING 7 MAJORS, AN OLYMPICS, THE FEDEX CUP & THE RYDER CUP

	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST
	<b>YEAR-ROUND PGA + EUROPEAN TOUR EVENTS</b>											
<b>LIVE EVENTS</b>	  <ul style="list-style-type: none"> <li>• Safeway Open</li> <li>• Spanish Masters</li> <li>• Portugal Masters</li> <li>• Irish Open</li> </ul>	<ul style="list-style-type: none"> <li>• Sanderson Farms Championship</li> <li>• Shriners Hospital for Children's Open</li> <li>• CJ Cup</li> <li>• ZOZO Championship</li> <li>• Scottish Open</li> <li>• BMW PGA Championship</li> </ul>	 <ul style="list-style-type: none"> <li>• Bermuda Championship</li> <li>• Houston Open</li> <li>• RSM Classic</li> <li>• Kenya Open</li> </ul>	<ul style="list-style-type: none"> <li>• Mayakoba Golf Classic</li> <li>• Australian PGA Championship</li> </ul>	<ul style="list-style-type: none"> <li>• Sentry Tournament of Champions</li> <li>• Sony Open</li> <li>• The American Express</li> <li>• Farmers Insurance Open</li> </ul>	<ul style="list-style-type: none"> <li>• Waste Management Phoenix Open</li> <li>• AT&amp;T Pebble Beach Pro-AM</li> <li>• The Genesis Invitational</li> <li>• WGC Mexico</li> <li>• The Honda Classic</li> </ul>	 <ul style="list-style-type: none"> <li>• Arnold Palmer Invitational</li> <li>• The Honda Classic</li> <li>• WGC Dell Match Play</li> </ul>	 <ul style="list-style-type: none"> <li>• Valero Texas Open</li> <li>• RBC Heritage</li> <li>• Zurich Classic</li> </ul>	 <ul style="list-style-type: none"> <li>• Valspar Championship</li> <li>• Wells Fargo Championship</li> <li>• AT&amp;T Byron Nelson</li> <li>• Charles Schwab Open</li> </ul>	 <ul style="list-style-type: none"> <li>• The Memorial Tournament</li> <li>• RBC Canadian Open</li> <li>• Travelers Championship</li> </ul>	  <ul style="list-style-type: none"> <li>• Rocket Mortgage Classic</li> <li>• John Deere Classic</li> <li>• 3M Open</li> </ul>	 <ul style="list-style-type: none"> <li>• WGC FedEx St. Jude Invitational</li> <li>• Wyndham Championship</li> <li>• The Northern Trust</li> <li>• BMW Championship</li> </ul>
<b>KEY FRANCHISES</b>	<ul style="list-style-type: none"> <li>• Every Hole at Winged Foot</li> <li>• Podcast - The Explosion of purses on the PGA TOUR</li> </ul>	<ul style="list-style-type: none"> <li>• 2020-2021 Season Preview</li> <li>• The impact of COVID on golf</li> <li>• Live Coverage from the Hot List Summit</li> </ul>	<ul style="list-style-type: none"> <li>• Best New Courses</li> <li>• Best Young Teachers Rankings</li> <li>• Golfers Who Give Back</li> </ul>	 	 <ul style="list-style-type: none"> <li>• SIP - Hot List Expanded Coverage</li> </ul>	<ul style="list-style-type: none"> <li>• Masters Preview</li> </ul>	<div style="background-color: black; color: white; padding: 5px; text-align: center;"><b>MY GAME: TIGER WOODS</b></div>		<ul style="list-style-type: none"> <li>• PGA Championship Preview</li> <li>• US Open and Open Championship Issue</li> </ul>	<ul style="list-style-type: none"> <li>• Dedicated Instruction Issue</li> </ul>	<ul style="list-style-type: none"> <li>• FedEx Cup, Ryder Cup and Game Changers</li> </ul>	





# Golf Digest



# WE ARE: GOLF ALL ACCESS

FOR OVER 70 YEARS, GOLF DIGEST HAS BEEN THE TRUSTED AUTHORITY ON HOW TO PLAY, WHAT TO PLAY AND WHERE TO PLAY. WE ARE PROUD TO BE THE OFFICIAL GOLF PUBLICATION OF THE PGA TOUR AND PGA TOUR CHAMPIONS.

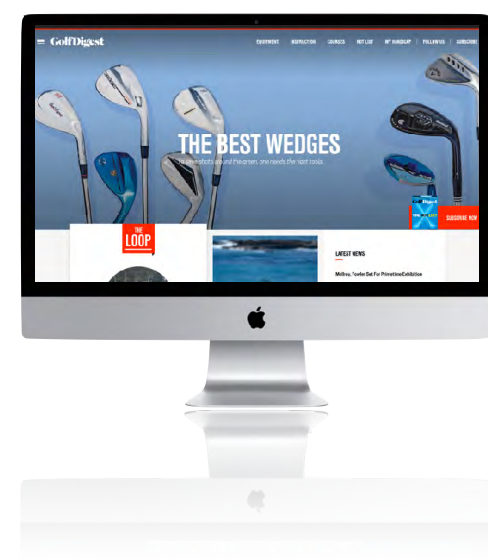
## INSTRUCTION

An All-Access video experience covering every aspect of game improvement



## EQUIPMENT

Annual review of the best equipment and your personal guide for the clubs that will bring out your better golfing self.



## COURSES

The industry's oldest, well-established set of rankings for America's 100 Greatest Course, World's 100 Greatest Courses, 100 Greatest Public, Best in State (U.S.) and Best in Canada.

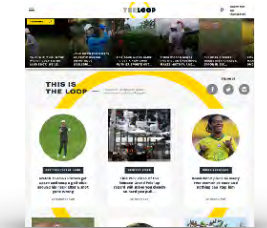


## EDITORIAL, VIDEO & AUDIO

The leading voice and authority in golf offering informative and provocative stories that fuel the unending conversation in golf



GolfWorld.com



TheLoop.com



Golf Digest STIX





# NEW FOR 2021

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- Expanded video based Travel Series with host Matt Ginella
- Revamped Golf Digest Schools - greater access to coaches and personalized instruction
- Editorial coverage of the PGA TOUR footage embedded edit
- "Local Knowledge" Podcasts bringing fans real life stories that have never been told before





# CONCEPT OVERVIEW

In 2021, Discovery Golf and Matt Ginella will offer two impactful travel video series that will leverage our authoritative voice and user engagement to generate mass awareness for your brand among the core golf audience

## JOURNEYS, BY MATTY G

Matt will embark on road trips to some dream destinations. With Matt's passion for the game, he will be able to provide viewers with entertaining content as they explore what the destination has to offer.

8-10 destinations; 1-2 episodes per location; 4-6 minutes per episode

Pilot: <https://youtu.be/N3Lwony2u6Q>

## GINELLA BUDDIES TRIP

Watch as Matt ambushes a series of buddies trips. The series will feature destinations golfers should consider taking a trip with their friends.

8-10 destinations; 1-2 episodes per location; 4-6 minutes per episode

Pilot: <https://youtu.be/N3Lwony2u6Q>



# GOLF DIGEST SCHOOLS

## EXCLUSIVE ACCESS + PREMIUM CONTENT

Welcome to Golf Digest Schools. Relunched in September 2020, this new app lets you take your favorite lessons from the greatest pros and instructors on the go. The subscription based interactive learning platform features hundreds of videos and tips from the best teachers and tour pros to help you refine and improve your game.

**THE BEST IN GOLF INSTRUCTION**

**TOP TEACHERS**  
350+ LESSONS ON EVERY ASPECT OF GAME IMPROVEMENT

**TOUR PLAYERS**  
INSIDE-THE-ROPES INSTRUCTION FROM YOUR FAVORITE PROS

**NEW RELEASES**  
MULTIPLE PROGRAMS ADDED EVERY MONTH

**CUSTOMIZED**  
BUY ONE CLASS OR SUBSCRIBE AND GET THEM ALL

**SWING TIPS**  
ADD POWER AND CONSISTENCY, AND LEARN ALL THE SHOTS AROUND THE GREENS

**PRACTICE DRILLS**  
GET MORE OUT OF YOUR PRACTICE TIME WITH EXPERT ADVICE FROM TOP TEACHERS AND PLAYERS

**TOTAL GAME**  
DOZENS OF PROGRAMS ON FITNESS, STRATEGY, SCORING FOR PLAYERS AT EVERY LEVEL





# GOLF DIGEST DIGITAL EDITION APP

Golf Digest re-launched our digital edition app providing readers on-the-go access to Golf Digest's latest news and magazine coverage and offering partners the opportunity to reach our most avid readers.

## OPPORTUNITIES

### Pre-Content Ads

- Hero unit: Ad unit in a range of sizes slotted at the top of the page position with click-thru to an external advertiser link
- Grid unit: Ad unit in a range of sizes that can be slotted into Latest Issues, Archives or Downloaded tabs with click-thru to an external advertiser link

### Full Page Interstitials

- Full page unit that appears within Latest Issues, Archives or Downloaded tab that can display static image, video or interactive HTML

### In-Content Ads

- 300x250 placement within paragraphs of Latest News articles

### Bottom Banners

- 320x50 sticky units that follow user when scrolling an article appearing at the bottom of the screen in the Latest News tab

### Sponsor mention in weekly podcasts

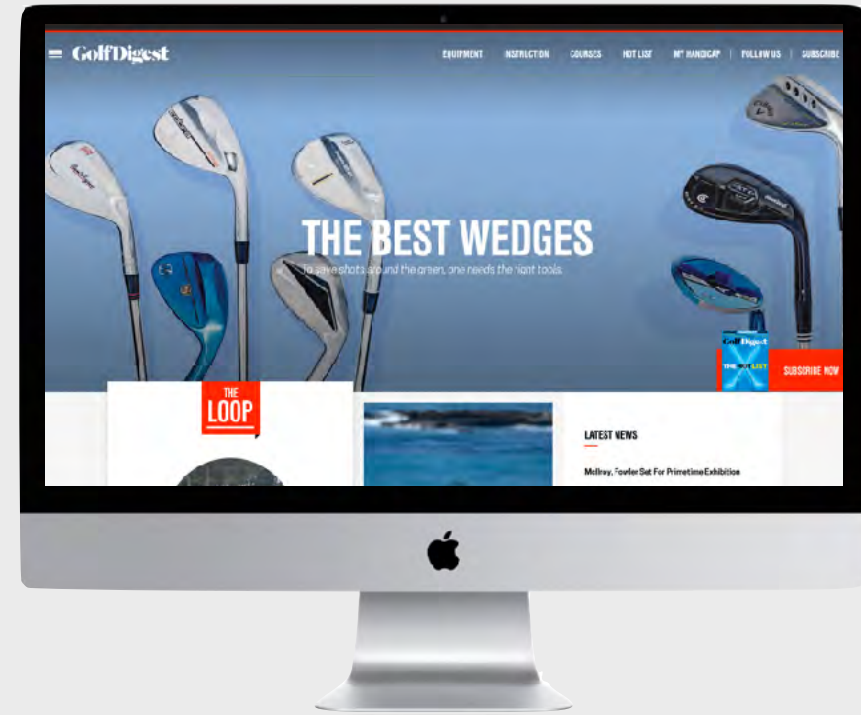


# THE BEST PLACE TO ENGAGE WITH THE GOLF AUDIENCE IS ON GOLF DIGEST



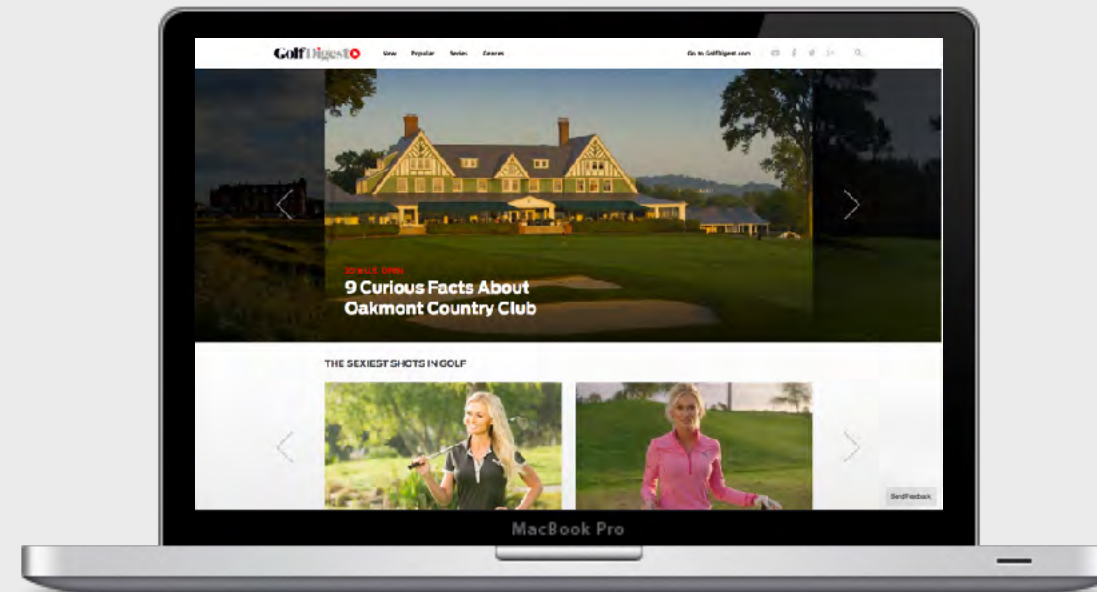
4.6M

Print  
(Reach)



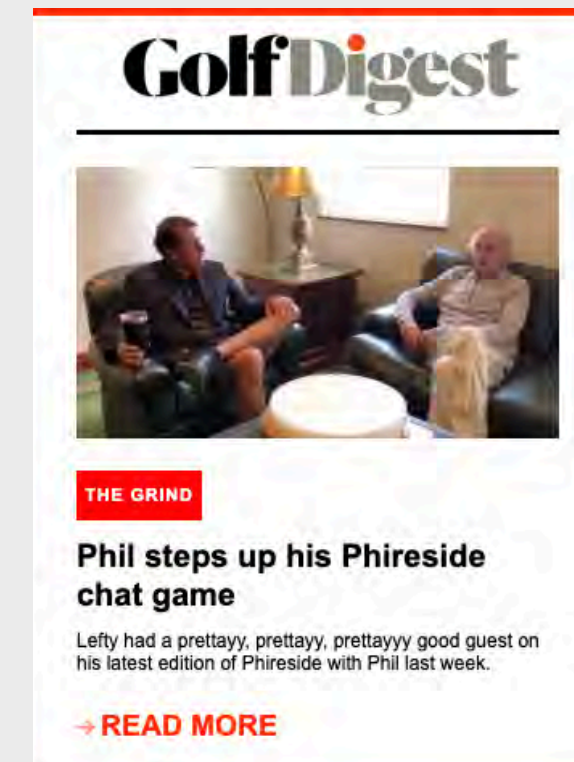
6.3M

Web  
(Avg Monthly UVs)



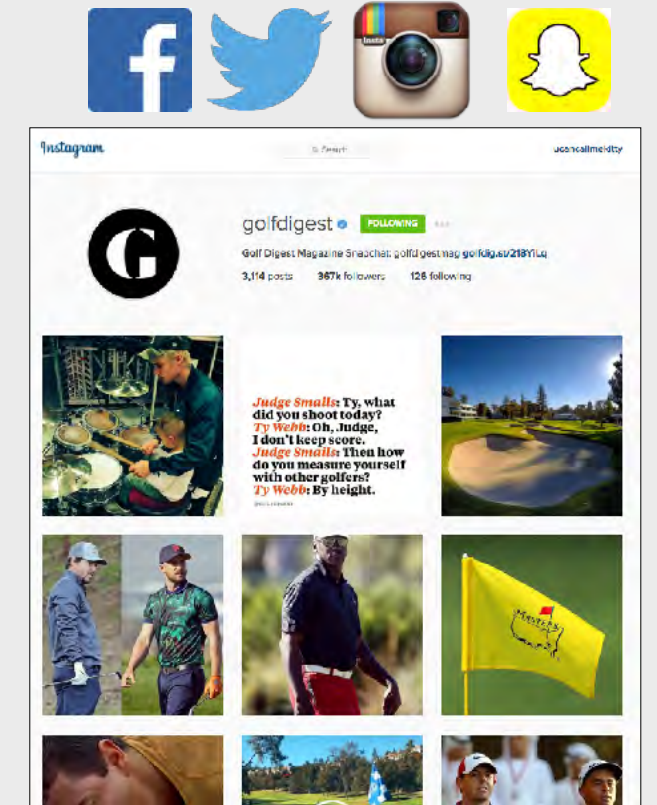
2.9M

Video  
(Avg Monthly Video Impressions)



1.2M

Newsletters  
(Opt-in Database)



2.6M

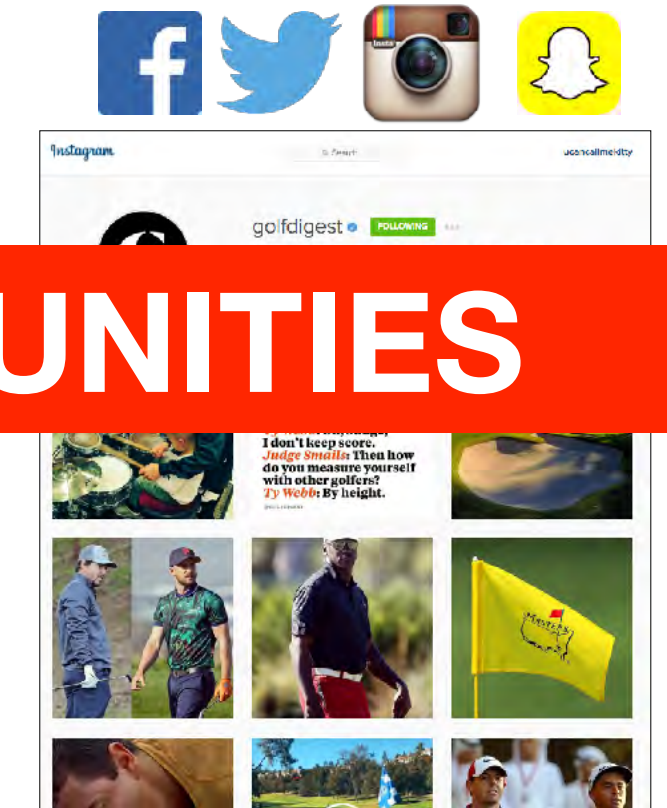
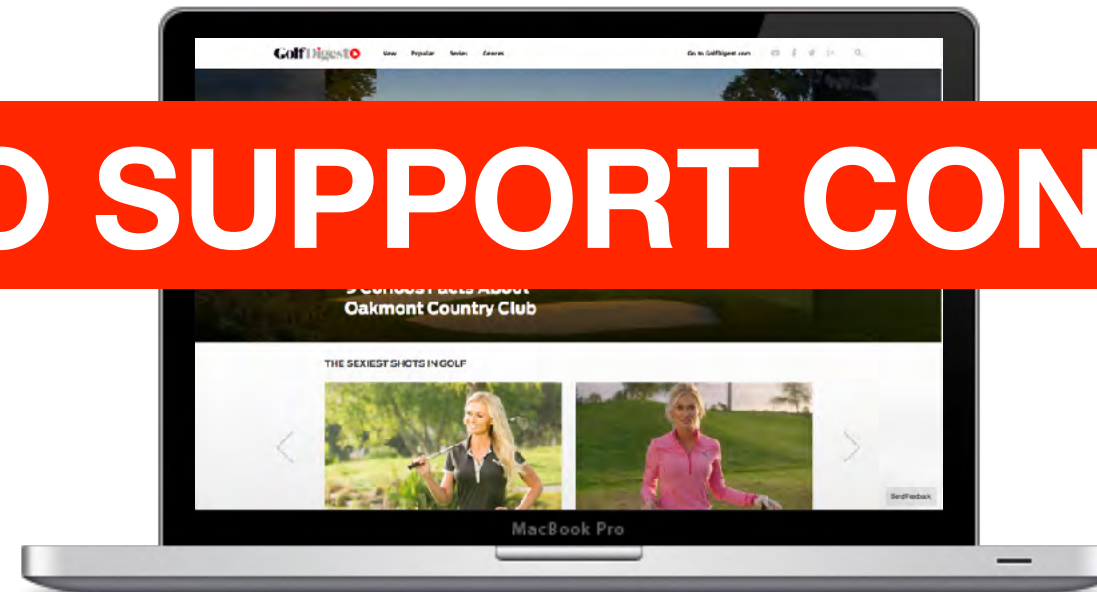
Social  
(Followers)

**TOTAL CROSS-PLATFORM AUDIENCE REACH 17MM+**

Source: Source: 2020 comScore Multi-Platform//GfK MRI Media + Fusion (05-20/F19) weighted to Population (0.00). 2020 comScore Multi-Platform//GfK MRI Media + Fusion (04-20/F19)



# PARTNERSHIP OPPORTUNITIES



**NEED NEW IMAGES TO SUPPORT CONTENT OPPORTUNITIES**

- Traditional run-of-platform display and video (pre-roll) opportunities
- High-impact: Homepage takeovers, Crown (display and video capabilities), Swell, Parallax and Super Billboard units
- Custom content: Episodic video series, native articles, slideshows, gift guides and more
- Social: Organic, targeted (dark) social posts, sponsorship of pre-existing social series (i.e. Shot by Shot)
- Live tournament coverage: Pre-roll and static banners (Available only on GOLF.TV)
- Sponsorship of Key Franchises: Major Moments, Hot List, 100 Greatest, Hot List, Every Hole At, etc.
- Sponsorship of Exclusive Content: My Game: Tiger Woods
- Print: Standard run-of-book as well as high-impact gatefolds, cover stickers, etc. Available only on Golf Digest Print
- Golf Digest IP: Licensing of GD mark to be used at retail, on apparel, equipment and more

Source: Source: 2020 comScore Multi-Platform//GfK MRI Media + Fusion (05-20/F19) weighted to Population (0.00). 2020 comScore Multi-Platform//GfK MRI Media + Fusion (04-20/F19)



# GOLFTV





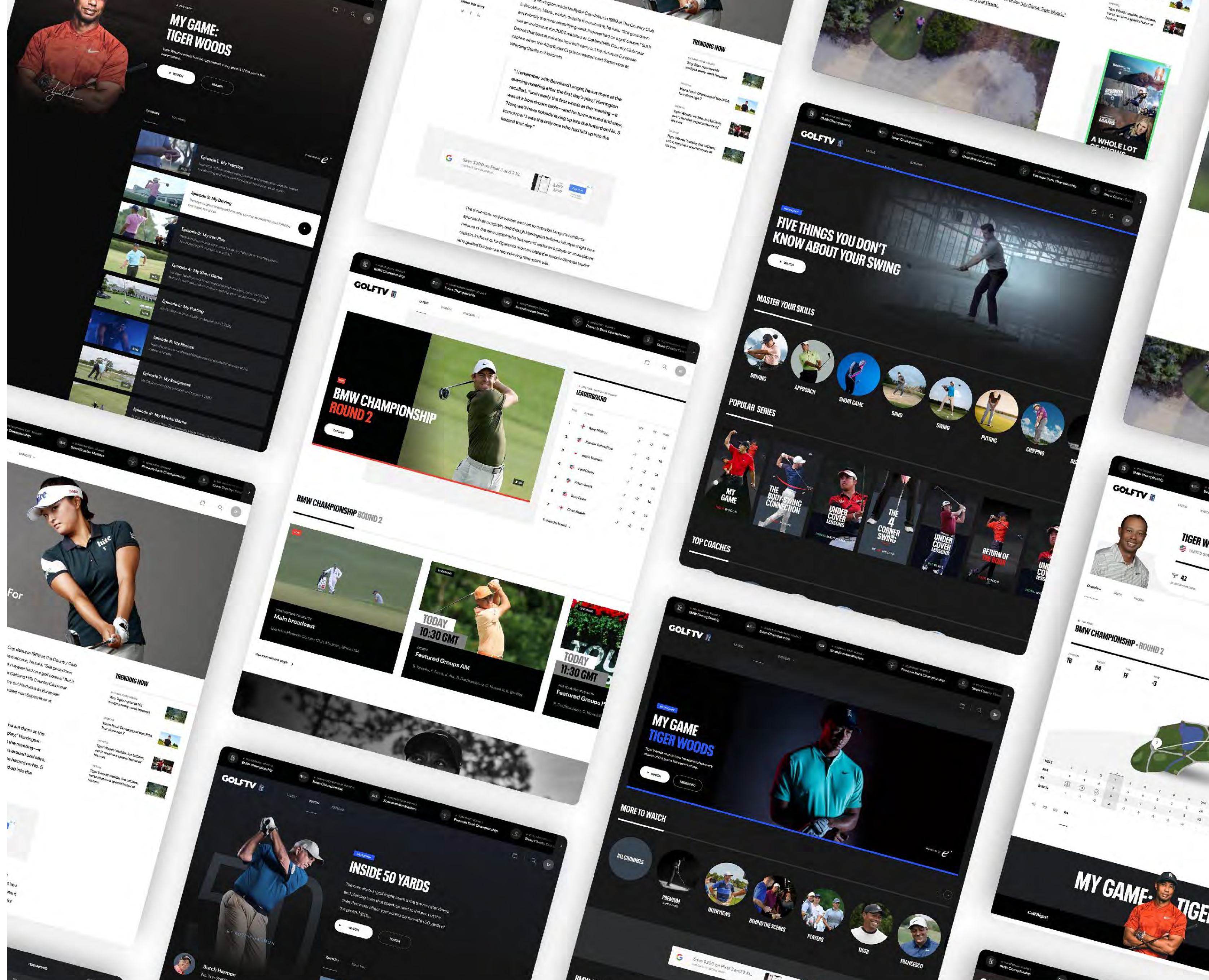
# WHAT IS GOLFTV?

Through a 12 year partnership with the **PGA TOUR**, we've created GOLFTV, the new digital home of golf for the global fan community.



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# GOLFTV







# GOLFTV PILLARS

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## **LIVE TOURNAMENTS**

Over 150 live events and exclusive VOD content

## **GLOBAL REACH**

Available in more than 180 International markets (excl. U.S. and China)

## **EXCLUSIVE CONTENT**

Global Golf Ambassadors: Tiger Woods and Francesco Molinari

## **ORIGINAL BRANDED CONTENT**

Original tournament and player content, Golfing World productions

## **SPECIAL EVENTS**

Consumer events featuring TOUR professionals: The Challenge



# GOLFTV 2.0 DEVELOPMENT

## Landing Pages

- Tournaments Module
- Home Feed
- Watch Home
- Explore Home
- Search
- Tour Pages
- Tournament Pages
- Video Series Pages
- Category Pages
- Channel Pages
- Collection Pages
- Welcome Screen (OTT & APP)

## User Profile & Settings

- Alerts/Notifications

## Subscription & Registration

- Paywalls & Registration Wall
- Subscription & Registration Flows
- In-App Purchase
- Vouchers & Promo Codes
- Partner Login

## Ads

- Display Ads
- Video Ads

## Video Player

- Player Controls
- Related Video
- Leaderboard Module
- Chromecast

## Content Types

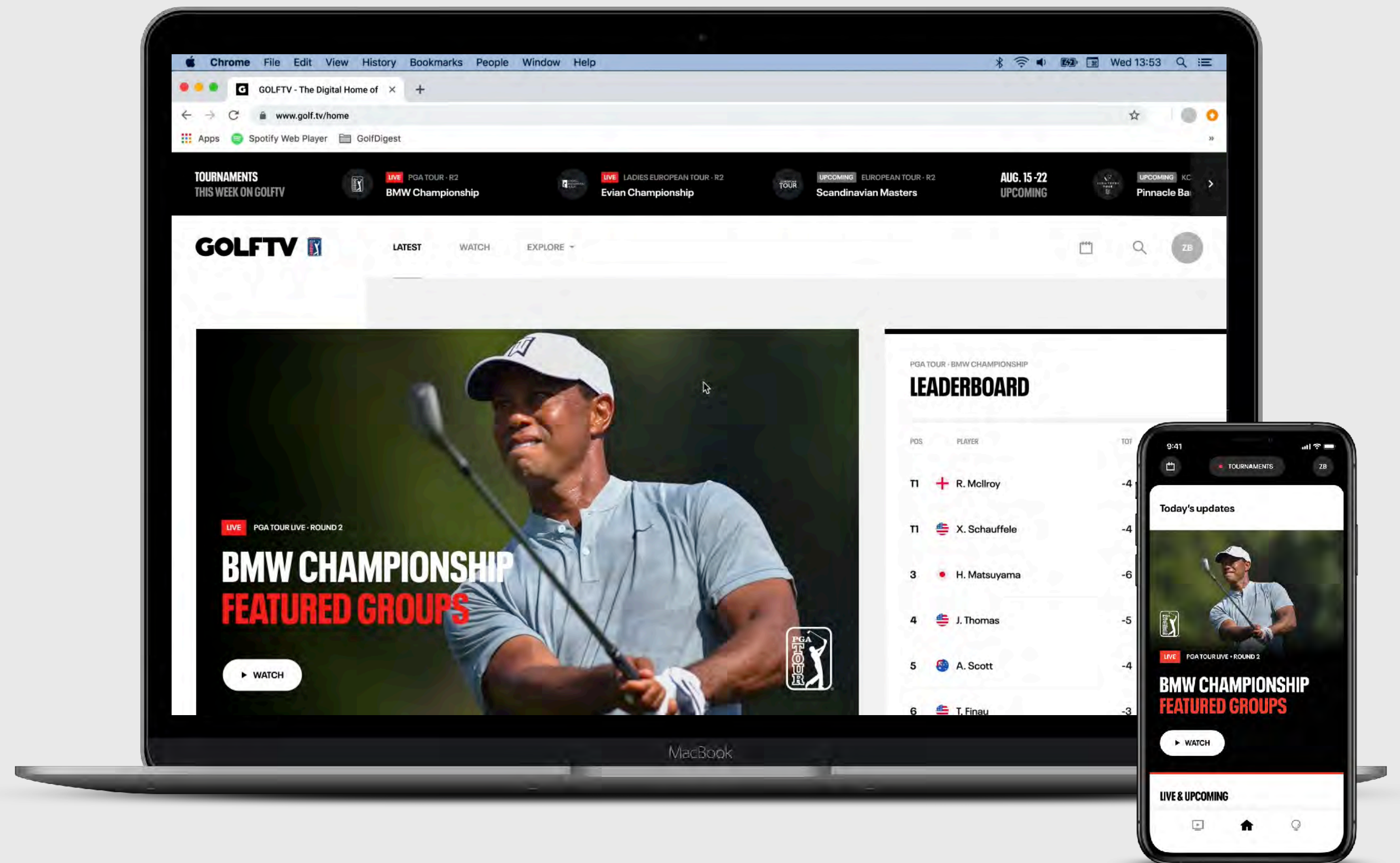
- Live Video
- Replays
- VOD
- Articles

## Schedule

- Broadcast Schedule
- Where To Watch

## Data

- Leaderboard







# EXCLUSIVE PLAYER ACCESS

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# EXCLUSIVE CONTENT

## EXCLUSIVE ACCESS TO GOLF LEGEND TIGER WOODS

The exclusive global content partnership between 15-time major champion Tiger Woods and Discovery Golf is bringing groundbreaking coverage of golf's biggest star to viewers on our platforms around the globe. The multi-year collaboration encompasses several layers of content:

**My Game: Tiger Woods** An unprecedented instruction series that provides a glimpse into Tiger's mind and how he plays the game — we delve into how he thinks and approaches every part of the game, as well as how he executes it.

### Additional exclusive short-form content with Tiger:

- Off-course content: Personal chats about life off tour
- Post-round interviews: during PGA TOUR events
- Insights from Tiger's closest confidants: Hear from Tiger's caddie as well as his friends and team members
- Early-week featured content: Practice days and tournament prep



“

I WANT TO TALK TO GOLFERS EVERYWHERE, DIRECTLY, AND **STRAIGHT FROM ME.** I CAN'T WAIT TO SHARE MY KNOWLEDGE WITH DISCOVERY GOLF.

TIGER WOODS





# EXPERIENTIAL + PREMIUM OPPORTUNITIES



## OUTINGS

Tap into Discovery Golf's vast network of golf course relationships across the country to secure exclusive tee times for your VIPs.

## INTIMATE EVENTS

Create an exclusive night to remember with Discovery Golf.

- ▶ Golf Digest curated panel: A facilitated Q&A session between a Golf Digest editor and golf professional. The topic or theme of the panel would be based on your brand and business.
- ▶ Guest speaker series from a tour professional or teaching instructor and how it correlates to your business

## PRODUCTION

Produce best-in-class creative with Discovery Golf's award-winning content production capabilities

## EDITORIAL EXPERTISE

Access to our editorial team and/or executive team for panels, consulting services and more

## HOSPITALITY

Be our guest at marquee events throughout the 2021 season. Inclusive of VIP accommodations and premium tournament merchandise



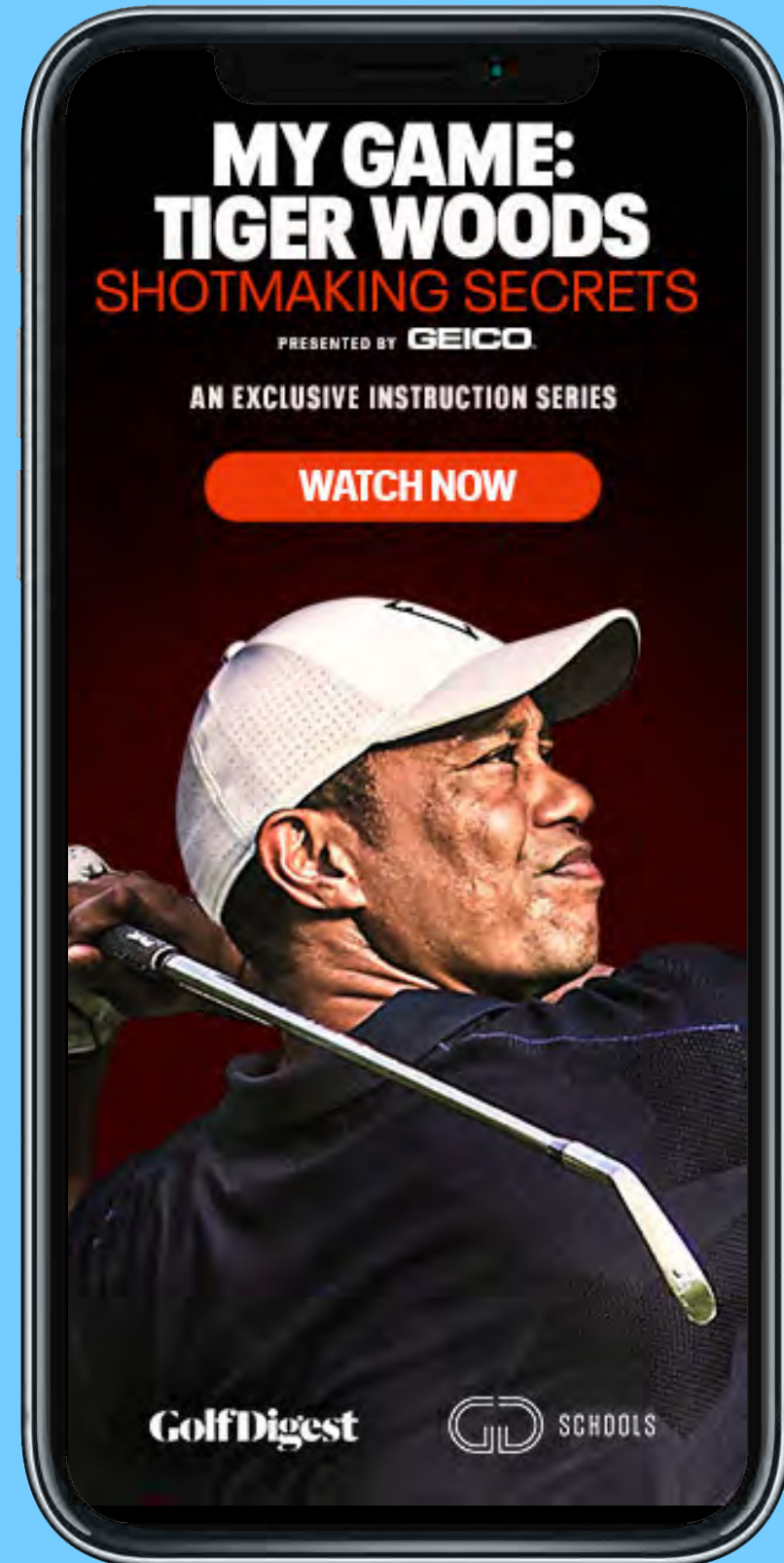


# APPENDIX

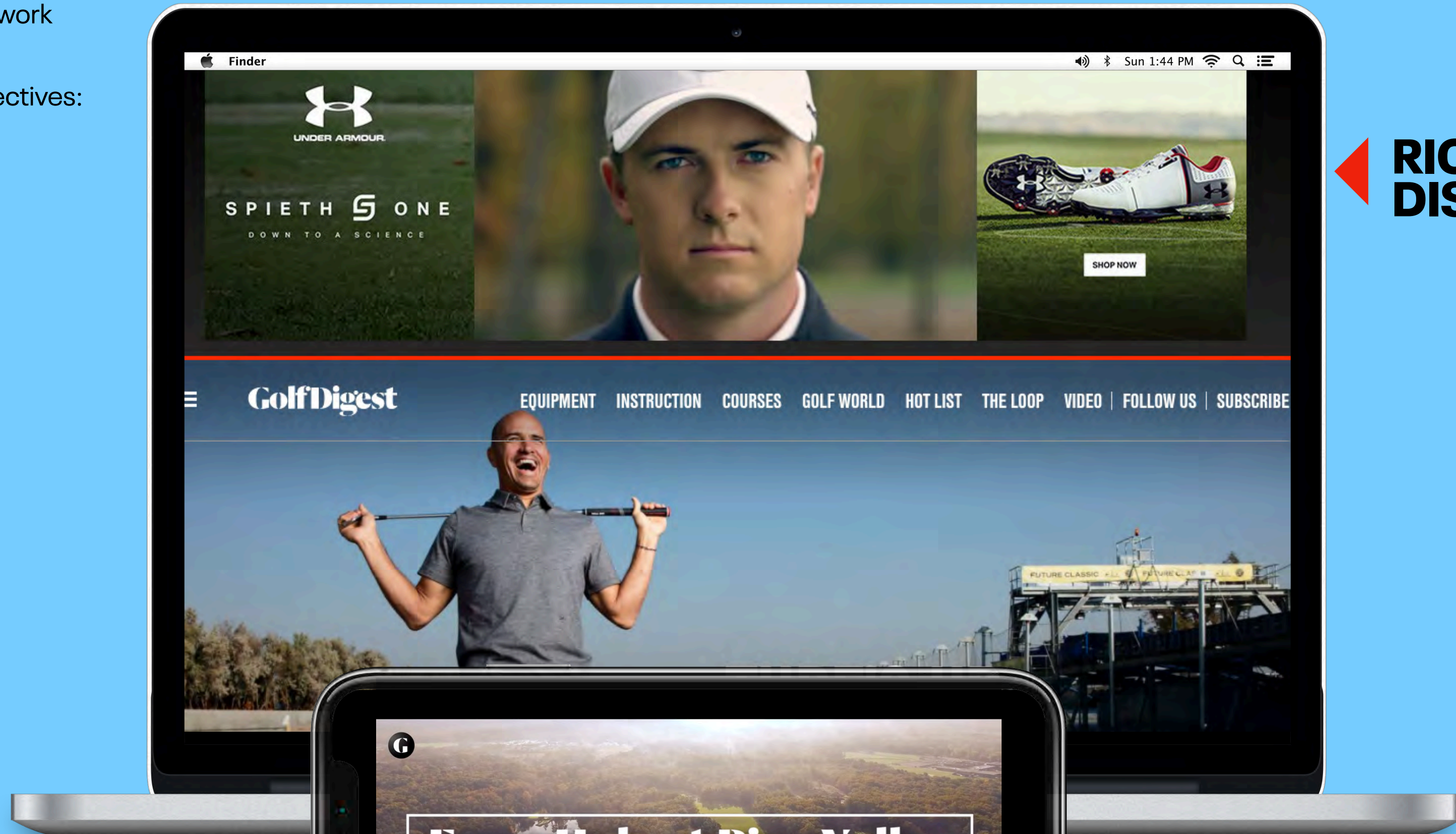
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We take the rights we have brought and work with marketing to package up products positioning them to meet the clients objectives:



▲ LIVE / VOD VIDEO



◀ RICH MEDIA DISPLAY



◀ SOCIAL & VIDEO FRANCHISES



**PRINT**



**BRANDED CONTENT**

**EXPERIENTIAL ACTIVATIONS**





# ORIGINAL CONTENT EXAMPLE

## CLIENT: ELIJAH CRAIG BOURBON

**RFP/KPI:** Find a way to strategically align with the sport of golf & Father's Day to help build awareness and drive sales around Father's Day

**Ideas Presented:** Golf Digest will create a PGA TOUR video compilation that highlights the special bond players have with their families and how the game of golf can serve as a way to draw people together. Creating heartwarming, relevant content will help further align the brand with the golf audience and create a unique way to showcase the EC brand messaging.

**Rationale/Execution:** Deliver a high Share of Voice (SOV) leading up to and on Father's Day. Leverage and monetize our PGA TOUR archived footage rights by allowing EC to present this content to our audience while distributing the content digitally to their target audience M35-54



has never seemed so important.

GolfDigest

Presented by  
**ELIJAH CRAIG**  
BOURBON 



GolfDigest

DiscoveryGolf

GolfDigest GOLFTV 



# SOCIAL MEDIA FRANCHISES

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## RIPE FOR SPONSORSHIP

- ▶ Shot-By-Shot: Quick hit, Instagram stories series hosted by Hally Leadbetter that covers trending moments in golf
- ▶ Travis Fulton's "Oh Sh!t": Social first instruction series with focus on relatable golf problems
- ▶ The Leading Edge hosted by Michael Breed: Weekly short-form series in which pro engages with audience to help solve common swing faults





# SOCIAL MEDIA FRANCHISES

## ORIGINAL TOURNAMENT AND PLAYER CONTENT PRODUCED BY WORLD CLASS PRODUCERS AT GOLFING WORLD

- First Take Birdie
- Trick Shot Challenge
- Quick Nine
- Fan Q&A
- Wayward Drives
- Tournament Coverage
- Caddying With
- Walk and Talk



GOLFTV secured **exclusive distribution rights** to Golfing World, providing **weekly off course content** and an **in-house production facility** at golfing events around the world.





# PRINT THAT MATTERS

The leading voice and authority in golf, Golf Digest makes our community better players, smarter consumers and more discerning travelers while offering the kinds of informative and provocative stories that fuel the unending conversation that is golf.

Median Age:

# 52

Male/Female:

# 81%/19%

Average HHI:

# \$100,700



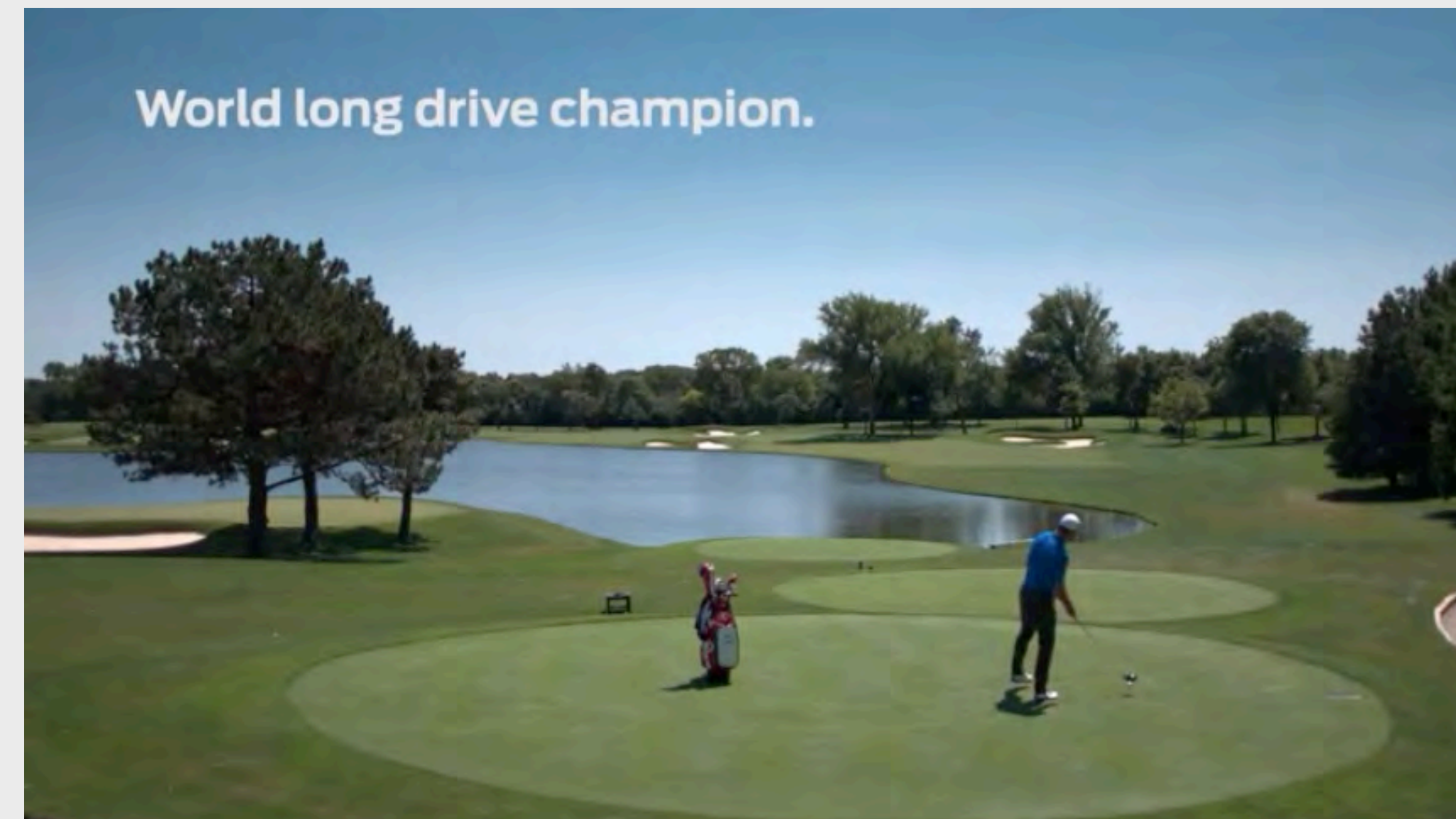
**11 ISSUES | 1.65M SUBSCRIBERS | 4.6M U.S. REACH | 10MM GLOBAL REACH**

Source: MRI April 2020.



# VIDEO FRANCHISES

- ▶ **The Grind (weekly):** Short form, single topic with an emphasis on news and celebrity. Our most successful series in syndication. Never been sponsored.
- ▶ **Major Moments (by event):** Package of preview videos tied to big events that includes event history, player profiles, and analysis
- ▶ **Every Hole At . . . (monthly):** Deep dive visually stunning 18-hole aerial flyover of top-ranked courses.
- ▶ **On The Tee (monthly):** Celebrity interview series, recorded pilot with Reggie Bush

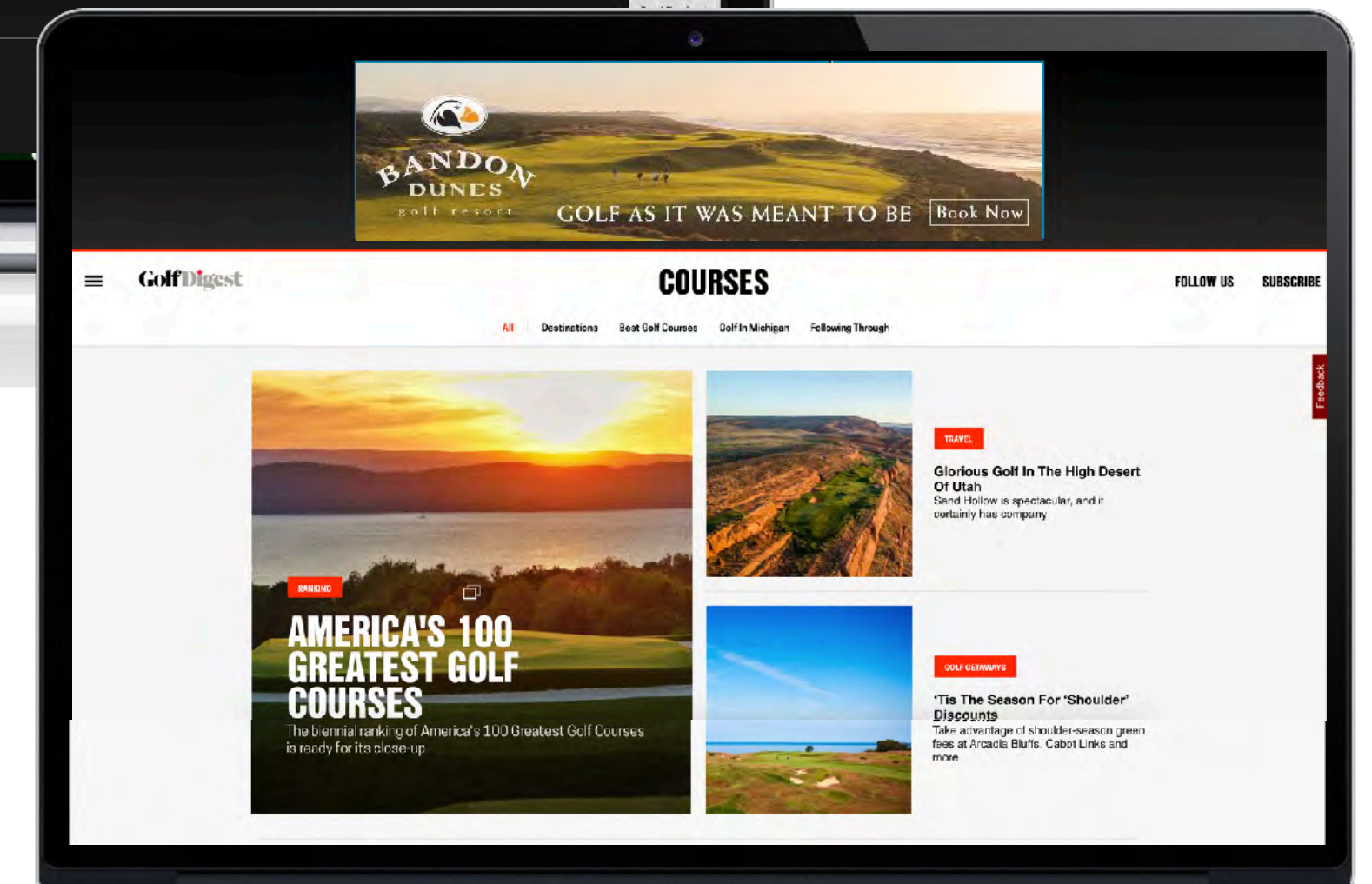
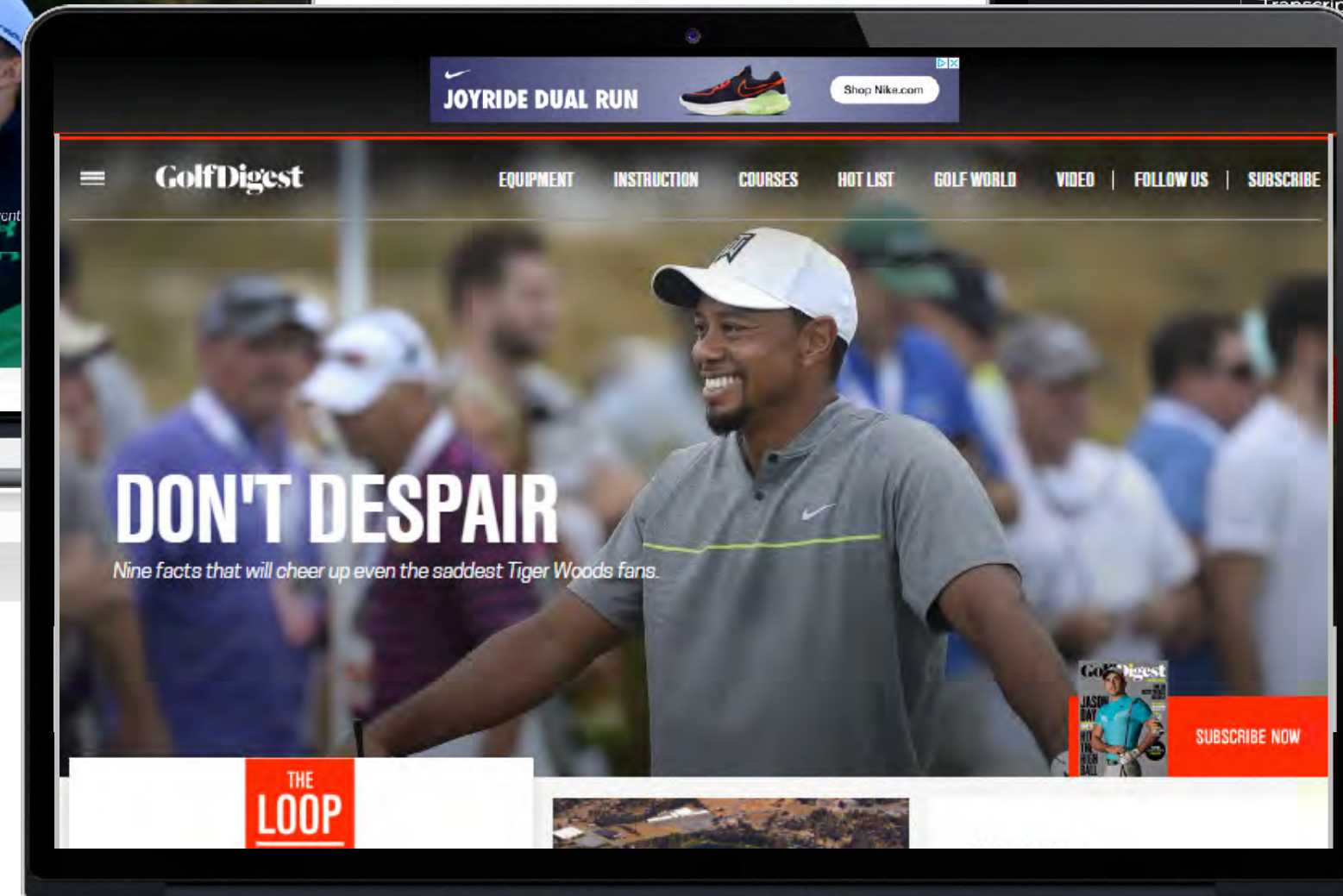
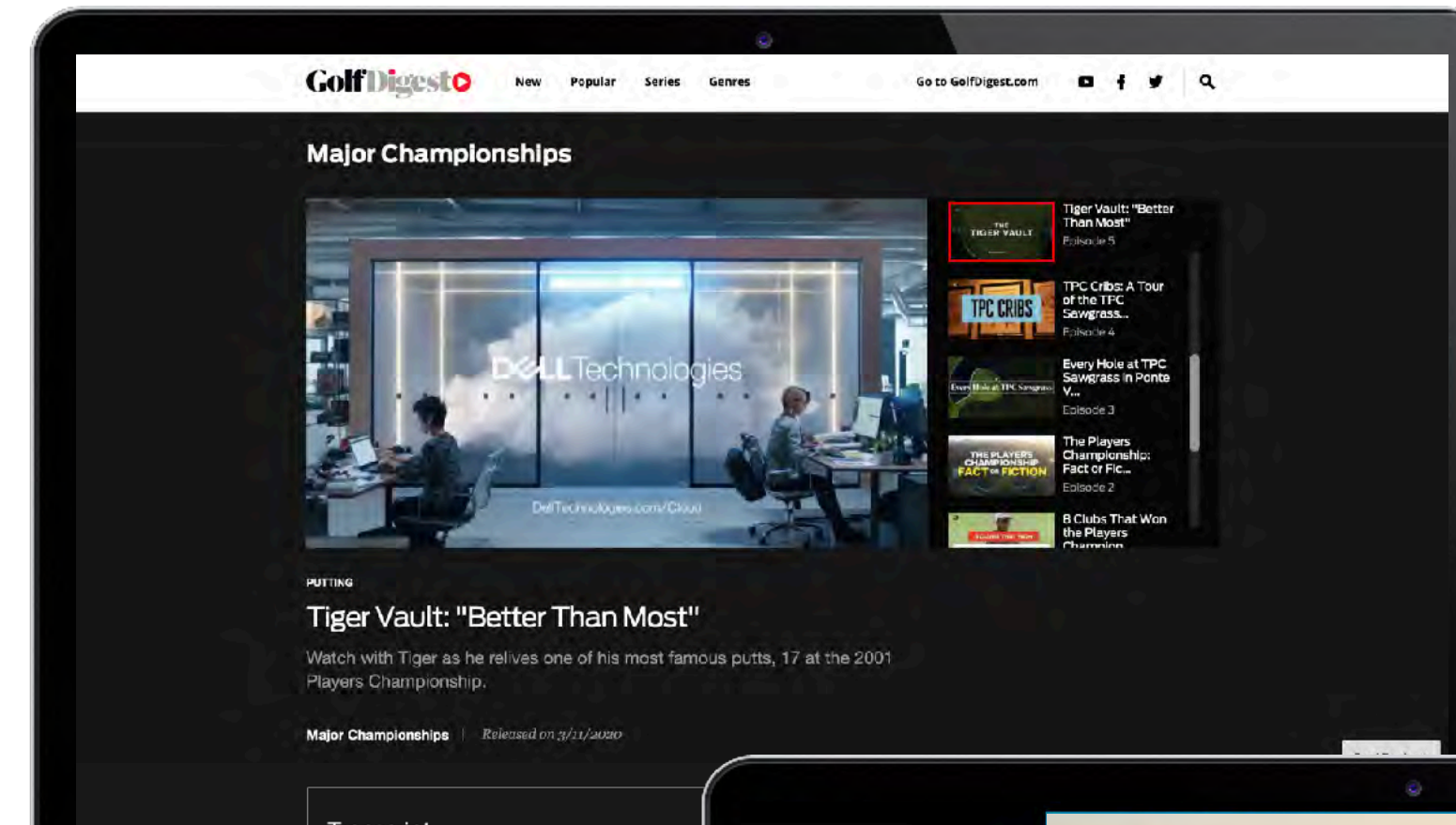
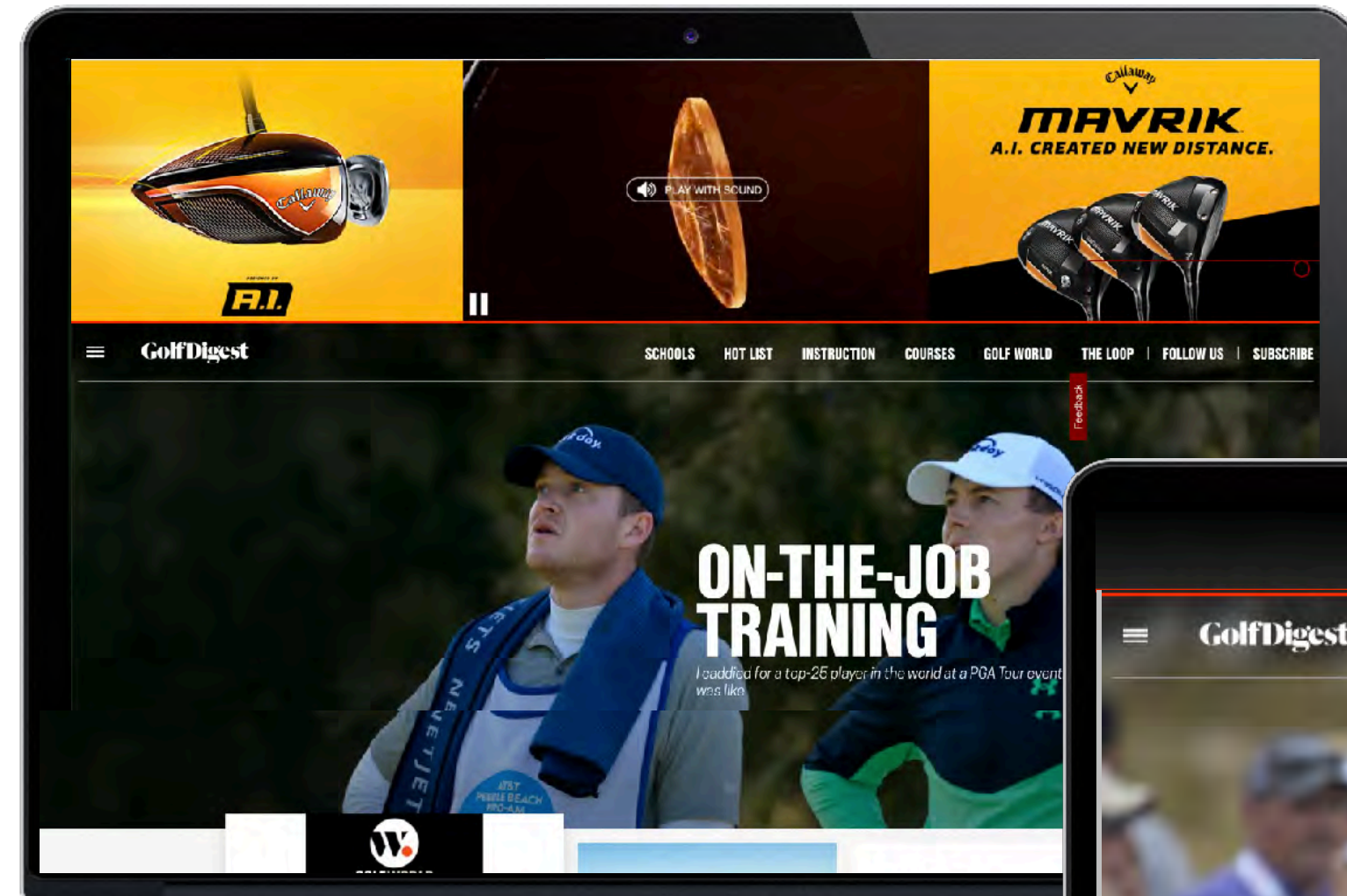




# GOLF DIGEST MEDIA OPPORTUNITIES

## PRE-ROLL PLACEMENTS

## CUSTOM CROWN VIDEO UNIT (1920X520)



## HOMEPAGE TAKEOVER

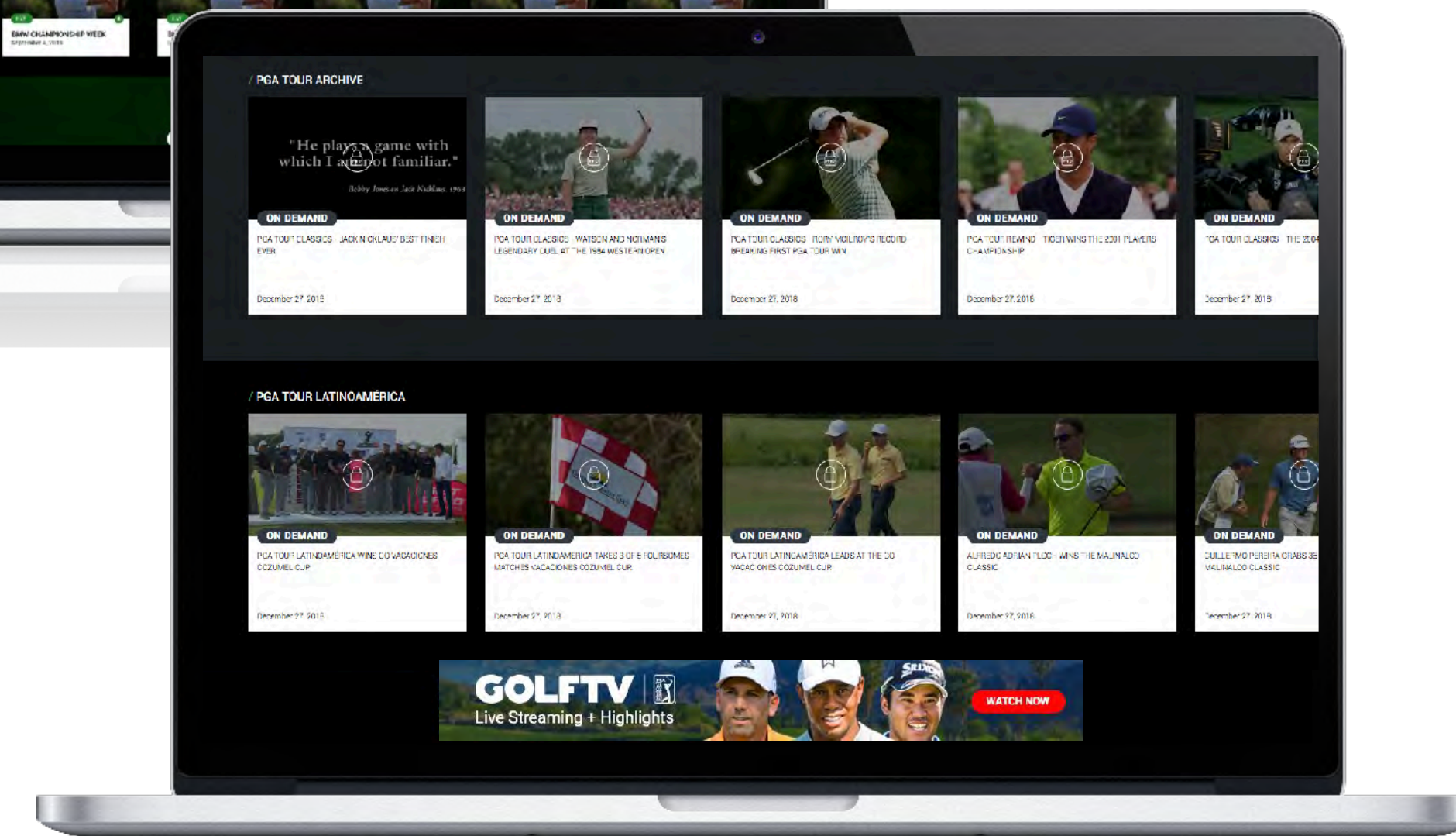
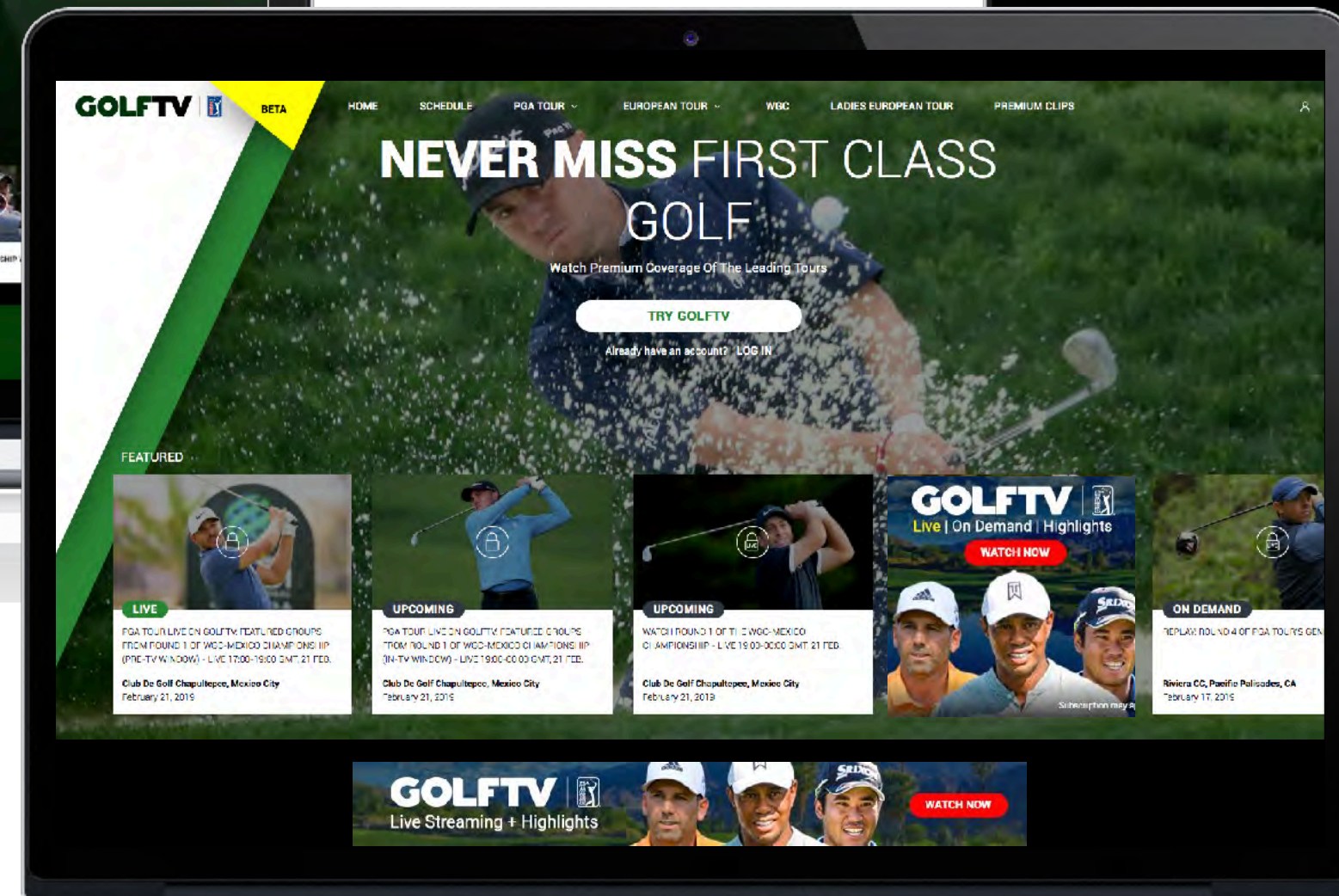
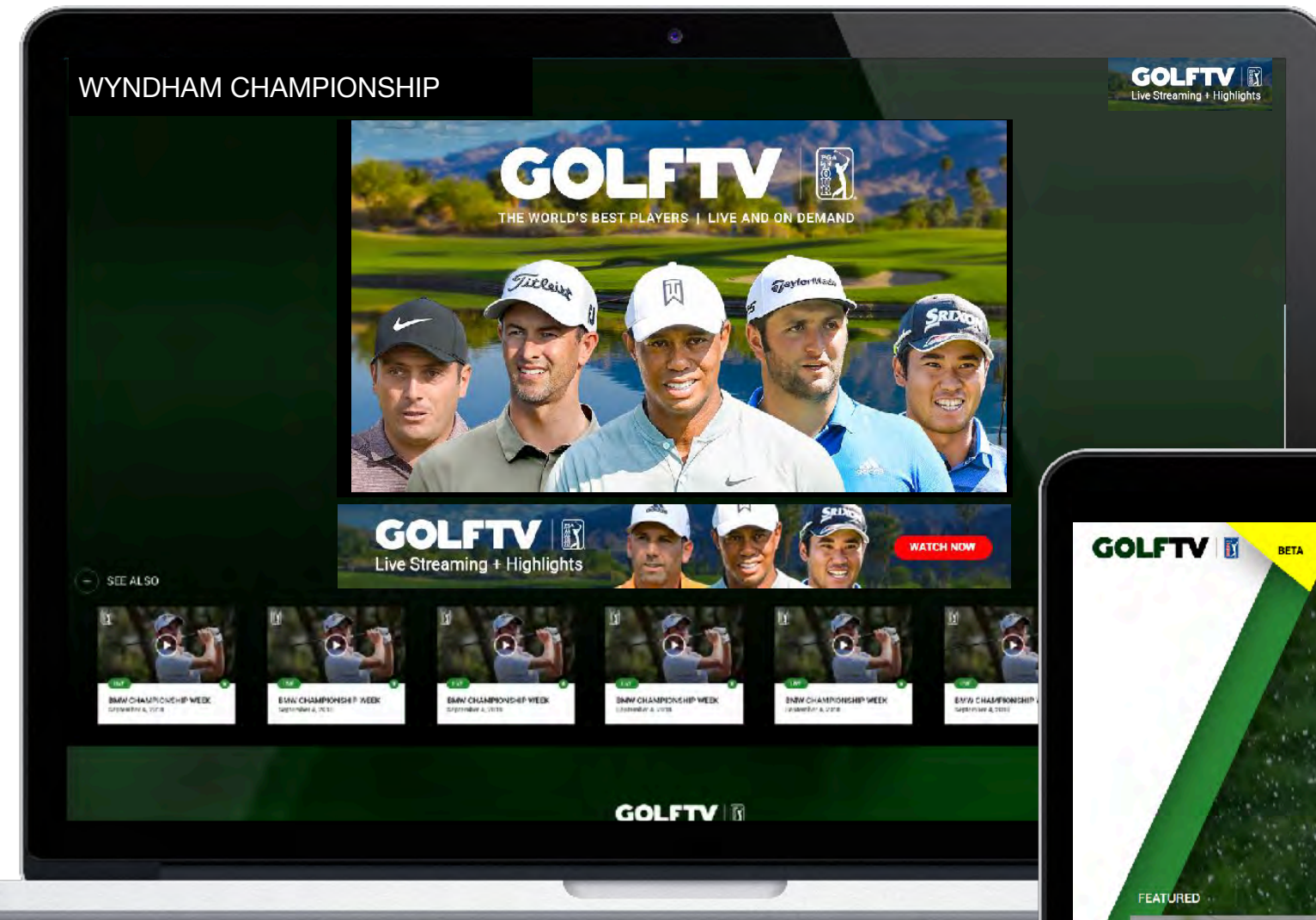
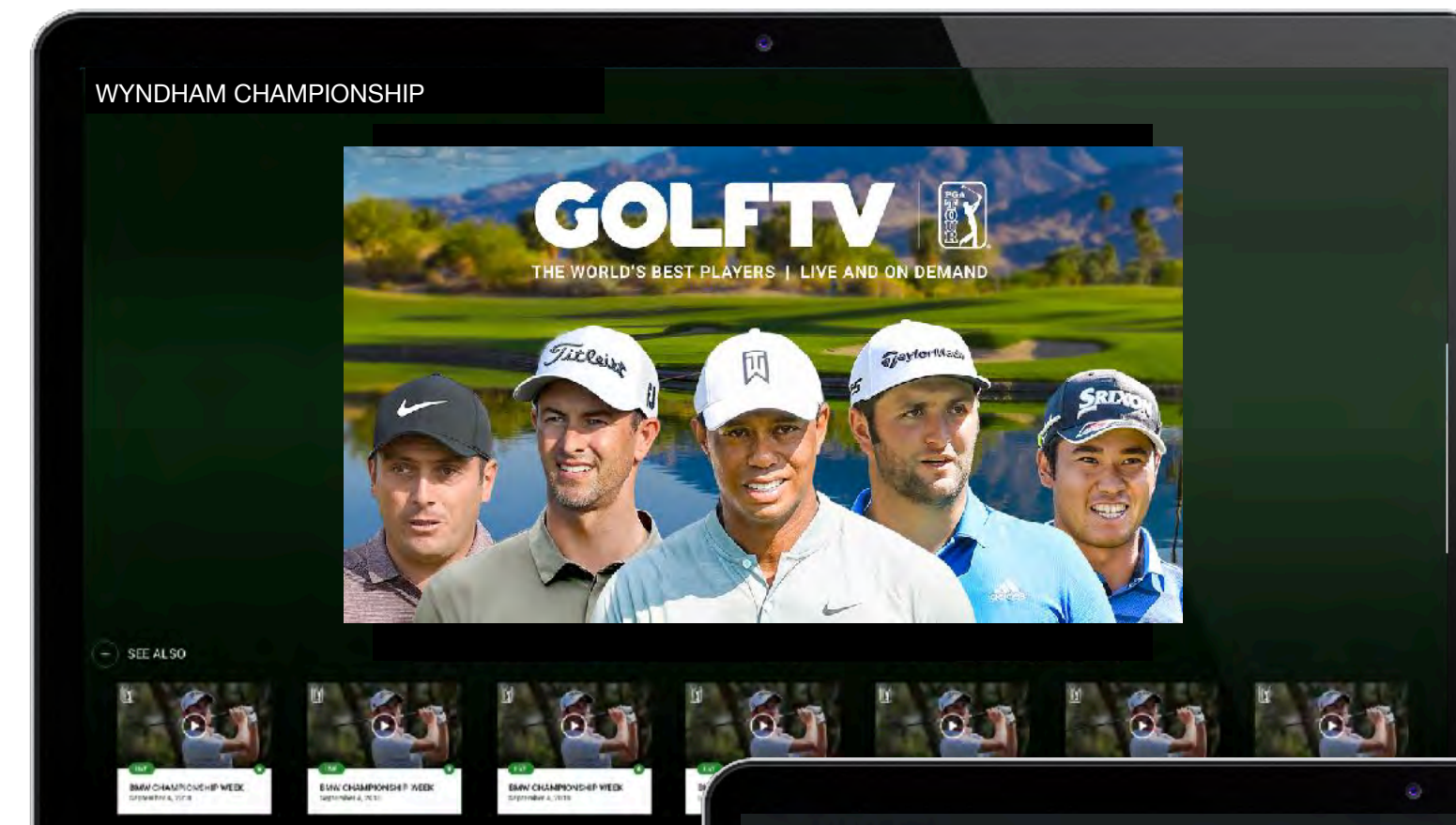
## RUN OF SITE DISPLAY UNITS



# GOLFTV MEDIA OPPORTUNITIES

## RUN OF PLATFORM VIDEO BUNDLE

## LIVE TOURNAMENT BROADCAST SPONSORSHIP



## HOMEPAGE TAKEOVER

## RUN OF PLATFORM DISPLAY BUNDLE



# FACES OF THE BRAND

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**GOLFTV LEAD TOUR CORRESPONDENT HENNI KOYACK**  
**GOLF DIGEST BRAND EDITOR HALLY LEADBETTER**



**Henni Koyack**, a former LET Tour player and award-winning broadcaster (formally of Sky Sports) joined GOLFTV in January to lead our on TOUR original programming with players like Tiger Woods and others.



**Hally Leadbetter** is Golf Digest's Host and Senior Producer of Digital Content. As a former NCAA DII golf champion (Rollins College, 2016) and the daughter of famed teaching pro David Leadbetter, she combines a deep knowledge of the game with quick wit and creativity. Her social media audience is rapidly growing, and she's become known as one of golf's most entertaining and inspiring follows.



Former Golf Channel talent, **Matt Ginella**, was best known as the network's resident travel insider, offering insights into various golf destinations and experiences around the world. Before joining Golf Channel, Ginella was a senior travel editor for Golf Digest and Golf World, sharing information with readers on courses, resorts and amateur golfer "buddies trips" destinations around the country. Matt launched Dawn Productions and chose Discovery Golf to be his distribution partner.





**THANK YOU**