



 **Discovery** | SPORTS

Golf Digest **GOLFTV** 

2022 GENERAL PRESENTATION

A RECORD-BREAKING YEAR FOR GOLF AROUND THE WORLD

**RECORD
BREAKING**

+2.3M More adults played on-course in Great Britain and Ireland last year

\$13.9B Global sales of equipment and apparel up 3% in 2020.

Equipment sales

\$4.1B Global sales of golf balls are on the rise and projected to reach this value by 2027.

\$1.2B The main drivers of global golf shoes accounted for this combined 2020 market size.

\$1.8B In China, one of the worlds largest emerging markets, golf equipment is forecast to reach this size by 2027.

Global golf fast facts

Japan and **US** responsible for 2/3 of world golf equipment market.

Korean golfers spend more on golf equipment (per capita) than any other country.

Sweden experienced the fastest growing golf country, **up over 50%**.

"For golf participation to have grown in the way it has in the context of the external pressures it has faced is nothing short of amazing. We now know that the growth wasn't only down to existing golfers playing more, but also significantly boosted by new players coming into the sport." — Sports Marketing Surveys Director Richard Payne

WHY GOLF: PARTICIPATION IS SOARING IN THE U.S.

2020 had **500M+** rounds of golf played... **60M** more than '19 **(+14%)**

36.9M
golf participants **(+7.9%)**

15% Juniors

31% Women

26% Minorities

8% are Beginners

Private club play **(+20%)**

Public facilities play **(+12%)**

More than 400K women took up or returned to golf in 2020 35% in junior or beginner ranks

630K youth aged 6-17 began playing golf in 2020 for a total of 3.1M junior golfers

U.S. Total U.S. Golf Retail Equipment Sales: \$388M in July \$331M in August — Both single month records since 1997

Golf Equipment Sales Retail equipment sales in 2020 **+10%**

Golf Nets and Screens: Sales **+221%** year over year



THE DISCOVERY SPORTS GOLF BRAND UMBRELLA



PGA TOUR:

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.



European Tour:

The European Tour is **Europe's premier golf organization** for golf professionals and ultimate digital destination for tournament reporting among global golf fans.



Eurosport:

Always-on home of sports in Europe, dedicated to delivering premium LIVE and on-demand sports content, news, opinion, scores, analysis, access and storytelling. Over 640 hours of LIVE Golf coverage throughout the year, and exclusive PGA TOUR highlights programming.



Eurosport:

Always-on home of sports in Europe, Discovery+: The definitive non-fiction subscription streaming service providing the largest-ever content offering of any new streaming service with 55,000 episodes to watch including the best in food, home, lifestyle, nature, adventure, true crimes and more, all in one place.

DISCOVERY SPORTS GLOBAL REACH



GLOBAL DIGITAL SPORTS LEADER WITH UNRIVALED REACH

 **Discovery** | SPORTS **181MM+**
      

SPORTS FANS REACHED PER MONTH ON DIGITAL PLATFORMS



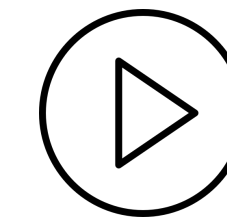
6.8M

SOCIAL INTERACTIONS
PER MONTH



8 MINS

AVG. DWELL TIME
PER USER



580MM

VIDEO VIEWS
PER MONTH

DISCOVERY GOLF GLOBAL REACH

173.2MM

1.3M



AMU
Social (F/T/IG)
Newsletters

23.4M



AMU
Social (F/T/IG/YT)
Newsletters
eBlasts
Print

7.8M



Linear

23.1M



AMU
Social (F/T/IG/YT)
Newsletters
eBlasts

117.5M



AMU
Linear

ACCESS TO GLOBAL GOLF AMBASSADOR TIGER WOODS

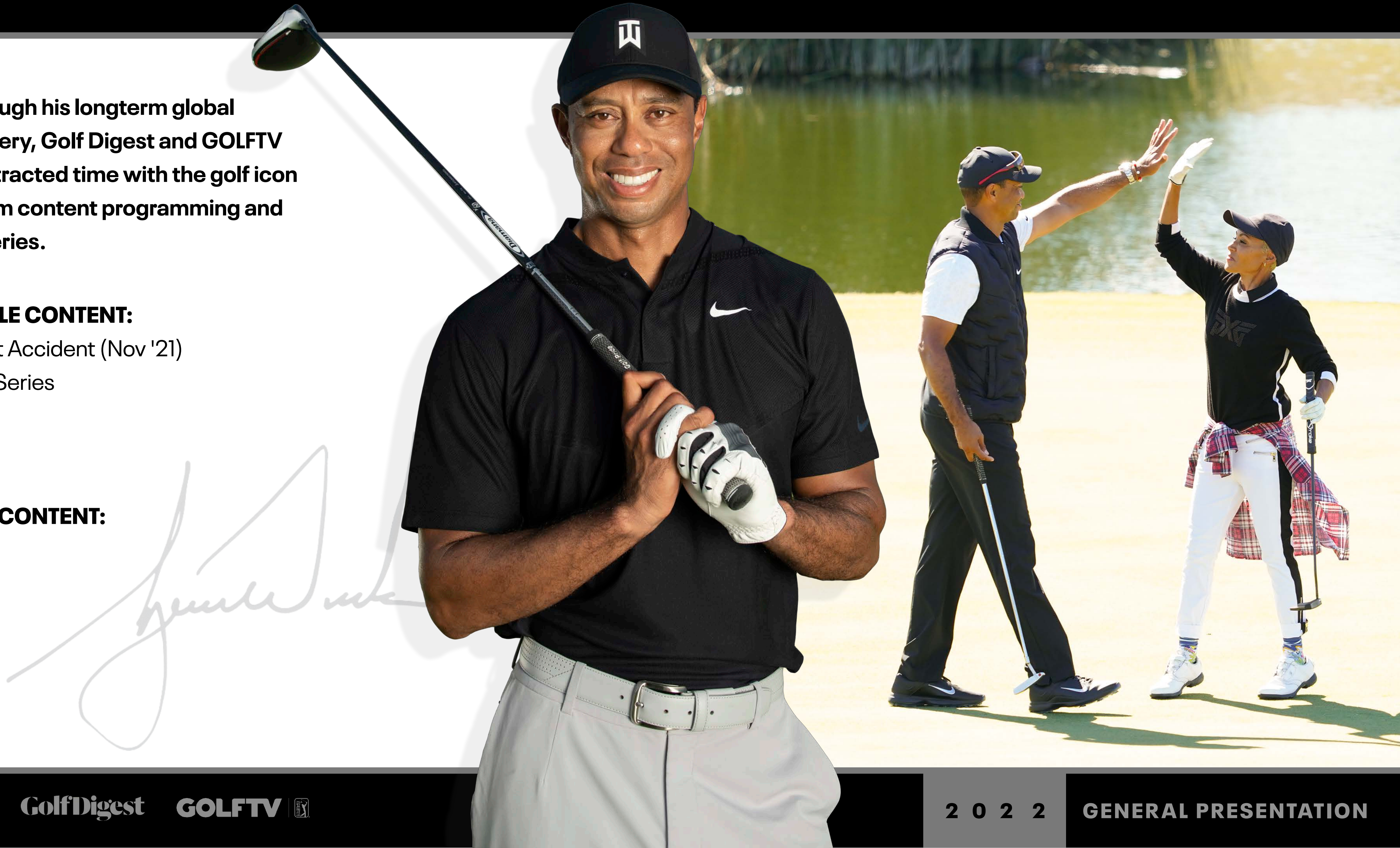
Made possible only through his longterm global partnership with Discovery, Golf Digest and GOLFTV have leveraged our contracted time with the golf icon to deliver all-new custom content programming and buzz-worthy editorial series.

DISCOVERY-LED SAMPLE CONTENT:

- Exclusive Interview Post Accident (Nov '21)
- Tiger Celebrity Playing Series
- Tiger Vault
- My Game Series

PARTNER-LED SAMPLE CONTENT:

- Tiger's Course Insights
- Tiger's Craziest Shots
- 578 Days with Tiger



Golf Digest

UNRIVALED ACCESS TO GOLF'S LEADING AUTHORITIES



Best-in-class teachers, players and editors:

Teaching Professionals

- Butch Harmon
- David Leadbetter
- Cameron McCoormick
- Todd Anderson
- Jim McLean
- Dave Stockton
- Hank Haney
- Michael Breed

Playing Editors

- Chief Playing Editor:
- Tiger Woods
- Collin Morikawa
- Phil Mickelson
- Jordan Spieth
- Francesco Molinari

Content Creators

- Editor-In-Chief: Jerry Tarde
- Editorial Director: Max Adler
- Editorial Director, Digital : Sam Weinman
- Executive Editor: Peter Morrice
- Equipment Editors: Mike Stachura, Mike Johnson
- Tour Writers: John Feinstein, Joel Beall, Daniel Rapaport
- Columnist: Jim Nantz

GOLF DIGEST PROVIDES DIRECT ACCESS TO THE BEST IN THE BUSINESS



#1 PROFESSIONAL GOLF ORGANIZATION

OFFICIAL MARKETING PARTNER
OF THE PGA TOUR



#1 RETAILER

OFFICIAL RETAIL PARTNER
OF DICK'S SPORTING GOODS

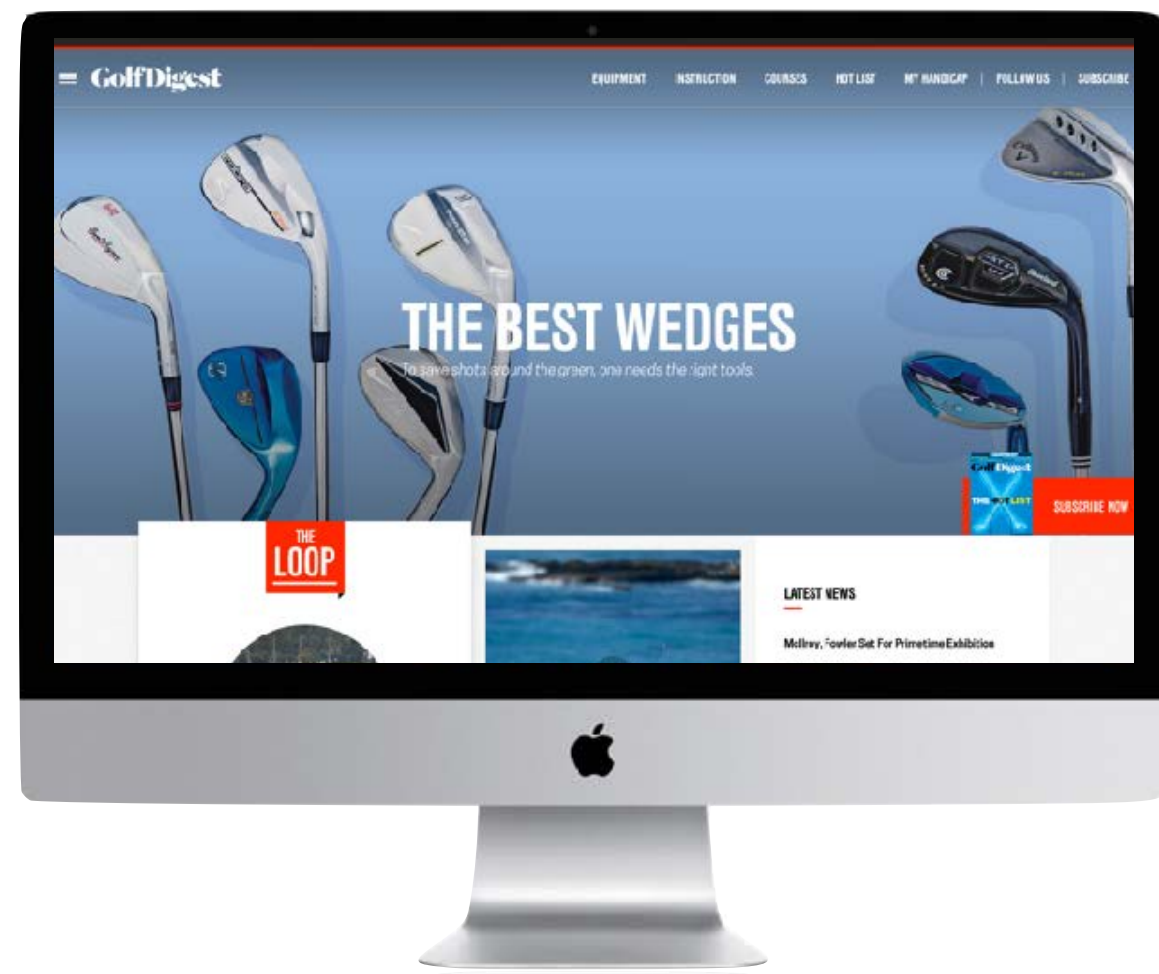


#1 PLAYER

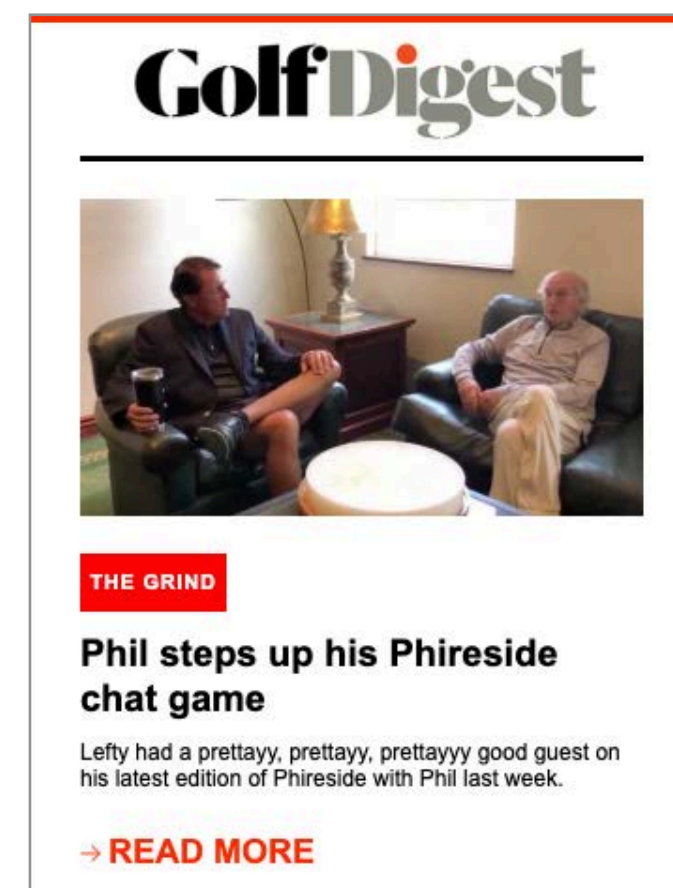
GLOBAL GOLF AMBASSADOR
TIGER WOODS

GOLF DIGEST STANDALONE REACH

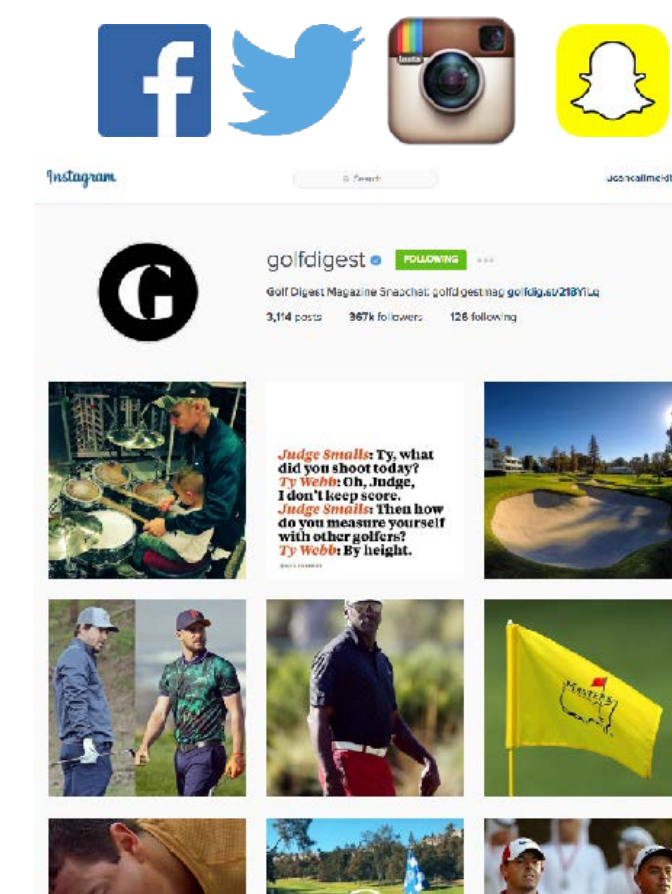
23.4M



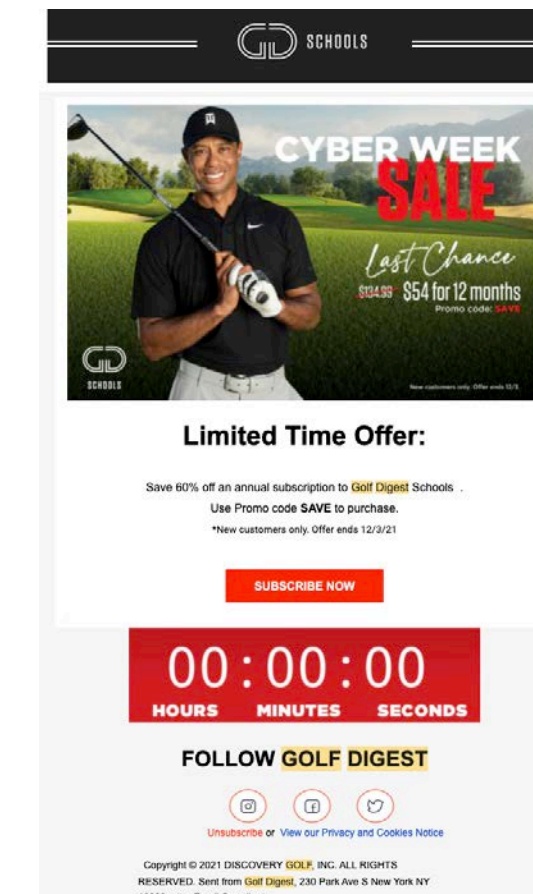
Average monthly uniques **8MM**



Newsletters **7MM**



Social (F/T/IG/YT) **3MM**



eBlasts **1.8MM**



Print **3.6M**

GOLF DIGEST AUDIENCE: AFFLUENT AND AVID GOLFERS



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Have an HHI of \$500K+



194

INDEX

Household net worth of \$1MM+



260

INDEX

Have flown in a private jet in the past year



477

INDEX

Belong to a country club



162

INDEX

Involved in business expenditures exceeding \$1MM



166

INDEX

Purchase designer or luxury brands



356

INDEX

Is a BDM at a medium sized business



171

INDEX

Spent \$8k n a foreign vacation