

PGA TOUR BROADCASTER MANUAL

'26

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PGA TOUR OVERVIEW



PROFESSIONAL GOLF INDUSTRY OVERVIEW



THE GOVERNING LEAGUE OF PROFESSIONAL MEN'S GOLF
150+ PROFESSIONAL GOLF EVENTS ACROSS FOUR TOURS:



OTHER ENTITIES:



Organization made up of PGA Teaching Professionals who work daily to grow interest and participation in the game of golf and organizes the PGA Championship major as well as the bi-annual Ryder Cup.



Administers the rules of golf in conjunction with the USGA and organizes the Open Championship (aka British Open) major.



Governs amateur play and the rules of the game. Organizes 13 national championships annually, including the U.S. Open major.



Responsible for running Augusta National Golf Club and organizes the major tournament, The Masters.



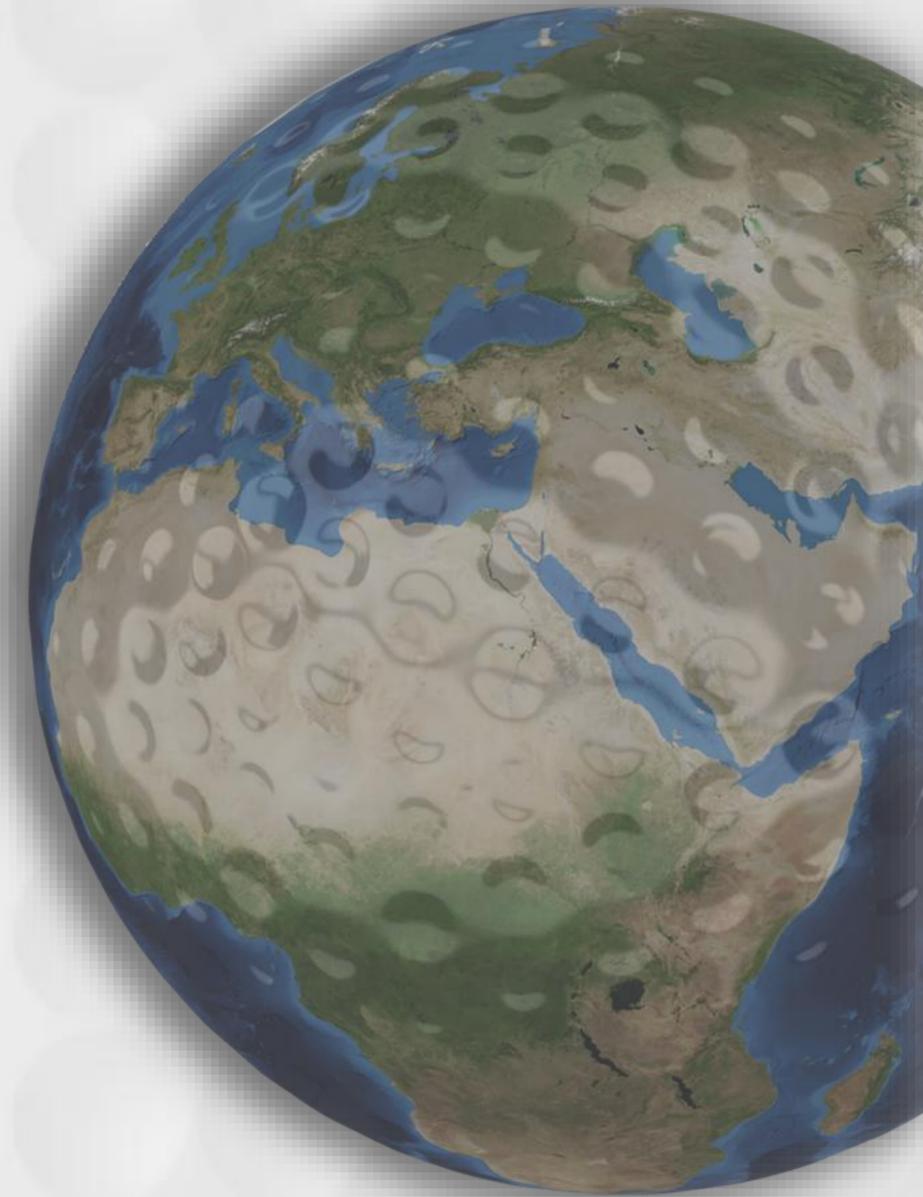
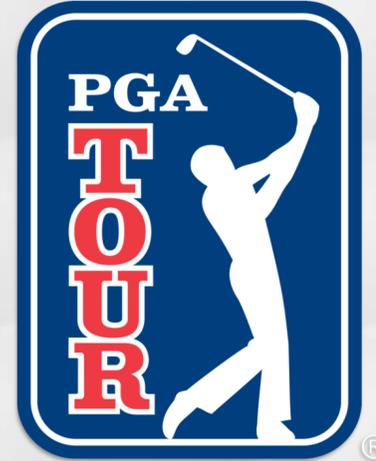
Governing body of professional women's golf and partner with Ladies European Tour in joint venture to grow women's game in Europe. Not part of PGA TOUR.



Men's professional tour based in Europe and organizes Ryder Cup when held in region. Strategic partnership in place with PGA TOUR.



STRATEGIC ALLIANCE



Global Pathway for Competitive Golf

Operational Support & Financial Investment

Strategic Commercial Opportunities



250 ATHLETES

REPRESENTING 28 COUNTRIES

48 Weeks a Year



A TOUR FOR ALL

Aside from the main TOUR, the PGA TOUR operates four other tours to develop young talent and provide opportunities for golf legends.



Formed in 2023 as a jump-start to the PGA TOUR for Division One athletes



Formed in 2023 after the TOUR merged PGA TOUR Canada and PGA TOUR Latinoamérica



Formed in 1989 as the main pathway tour to the PGA TOUR



Formed in 1968 as the world's premier membership organization for touring professional golfers and co-sanctioning tournaments



CHAMPIONS

Formed in 1980 for players aged 50+

International Developmental Tours



Pathway Tour



PGA TOUR

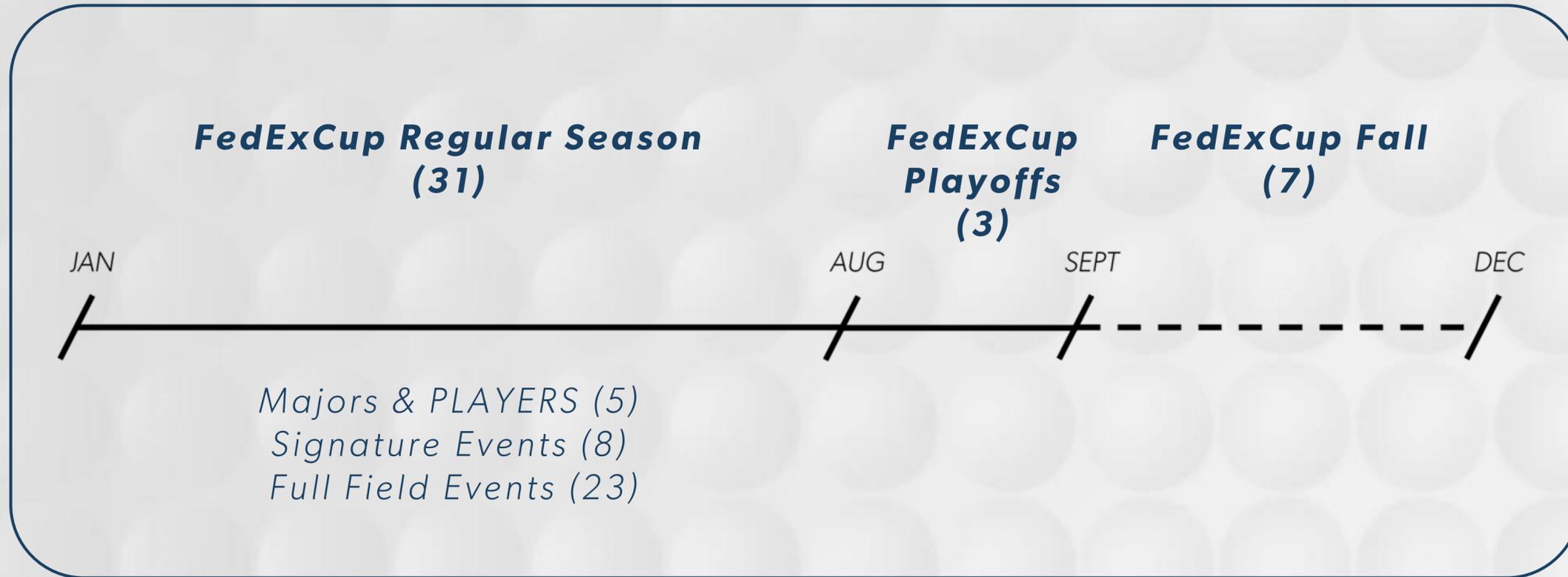


Senior Tour



ENHANCED COMPETITIVE STRUCTURE

2026 SEASON



- Calendar Year Schedule
- Signature & Full Field Events
- Aon Next 10 and Aon Swing 5, eligibility pathways for players to play Signature Events via the FedExCup standings
- Enhanced FedExCup Playoffs with Reduced Fields
 - Reimagined FedExCup Fall Competition



2026 PGA TOUR LIVE PROGRAMMING

January	15-18	Sony Open in Hawaii
	22-25	The American Express
	28-31	Farmers Insurance Open
February	5-8	WM Phoenix Open
	12-15	AT&T Pebble Beach Pro-Am
	19-22	The Genesis Invitational
March	26-1	Cognizant Classic
	5-8	Arnold Palmer Invitational presented by Mastercard
	5-8	Puerto Rico Open
	12-15	THE PLAYERS Championship
	19-22	Valspar Championship
April	26-29	Texas Children's Houston Open
	2-5	Valero Texas Open
	16-19	RBC Heritage
	23-26	Zurich Classic of New Orleans
	30-3	Miami Championship
May	7-10	Truist Championship
	7-10	ONEflight Myrtle Beach Classic
	21-24	THE CJ CUP Bryon Nelson
	28-31	Charles Schwab Challenge
	4-7	the Memorial Tournament presented by Workday
June	11-14	RBC Canadian Open
	25-28	Travelers Championship
	2-5	John Deere Classic
	9-12	Genesis Scottish Open ^
July	9-12	ISCO Championship
	16-19	Corales Puntacana Championship
	23-26	3M Open
	30-2	Rocket Classic
	6-9	Wyndham Championship
August		FEDEXCUP PLAYOFFS
	4-10	FedEx St. Jude Championship
	11-17	BMW Championship
	18-24	TOUR Championship

Marquee Events **Signature Events** ^ Co-sanctioned with DP World Tour

Projected FedExCup Fall Schedule

September	Procore Championship
October	Sanderson Farms Championship
	Baycurrent Classic
November	Bank of Utah Championship
	World Wide Technology Championship
	Butterfield Bermuda Championship
	The RSM Classic
Challenge Season Schedule	
December	Hero World Challenge
	Grant Thornton Invitational
	*Mexico Open will be played in the Fall in 2026 PNC Championship



COVERAGE FROM THURS- SUN,
APPROX. 13:00 – 18:00 EST

CONTENT AVAILABLE
WORLDWIDE THROUGH
PARTNERSHIP WITH
EUROVISION

ALL ROUNDS OF EVENTS
PRODUCED IN HD BY PGA
TOUR ENTERTAINMENT



2026 PGA TOUR CHAMPIONS LIVE PROGRAMMING



CHAMPIONS

FORMED 1980

FOR PLAYERS AGED 50+

25 EVENTS ON SCHEDULE

4 TERRITORIES

ESTIMATED 230+ HOURS

COVERAGE OF ALL EVENTS

COVERAGE FROM FRIDAY-SUNDAY, APPROX. 14:00 – 17:00 EST (CAN VARY)

BACKHAUL US NETWORK TELECAST

BREAK FILL NOT PROVIDED AND SPONSORSHIP FROM NOT REMOVED – EDITING REQUIRED

1-HOUR HIGHLIGHTS DELIVERED FOR 23 EVENTS VIA IMAGEN

Jan	19-25	Mitsubishi Electric Championship at Hualalai
Feb	9-15	Chubb Classic
Mar	2-8	James Hardie Pro Football Hall of Fame Invitational
	16-22	Cologuard Classic
	23-29	Hoag Classic
Apr	20-26	Mitsubishi Electric Classic
	27-3	Regions Tradition
May	4-10	Insperity Invitational
	18-24	Trophy Hassan II
Jun	1-7	American Family Insurance Championship
	8-14	Principal Charity Classic
	22-28	DICK'S Open
Jul	6-12	Kaulig Companies Championship
	27-2	Portugal Invitational
Aug	10-16	Boeing Classic
	17-23	Rogers Charity Classic
	24-30	The Ally Challenge
Sep	7-13	Sanford International
	14-20	PURE Insurance Championship
Oct	28-4	Jefferson Lehigh Valley Classic
	5-11	Constellation FURYK & FRIENDS
	12-18	SAS Championship
	19-25	Stifel Charity Classic
	26-1	Simmons Bank Championship
Nov	9-15	Charles Schwab Cup Championship
	30-6	Skechers World Champions Cup
Dec	14-20	PNC Championship



2026 KORN FERRY TOUR LIVE PROGRAMMING



FORMED IN 1990
 MAIN PATHWAY TOUR
 DEVELOP YOUNG TALENT

ESTIMATED 70+ HOURS

COVERAGE OF 7 OF 26
 EVENTS

COVERAGE FROM FRIDAY-
 SUNDAY, APPROX. 14:00 –
 17:00 EST (CAN VARY)

BACKHAUL US NETWORK
 TELECAST

BREAK FILL NOT PROVIDED
 AND SPONSORSHIP FROM
 NOT REMOVED – EDITING
 REQUIRED

1-HOUR HIGHLIGHTS
 DELIVERED FOR ALL
 TELEVISED EVENTS VIA
 IMAGEN

Jan	8-14	The Bahamas Golf Classic at Atlantis Paradise Island (Sun - Wed)
Jan	15 - 18	The Bahamas Great Abaco Classic at The Abaco Club (Sun - Wed)
Mar	23 - 29	Club Car Championship at The Landings Golf & Athletic Club
Jun	1-7	BMW Charity Pro-Am
Aug	27-2	Utah Championship
Aug	17-23	AdventHealth Championship
Sep	7-13	Simmons Bank Open for The Snedeker Foundation
Sep	14-20	Nationwide Children's Hospital Championship
Oct	28 - 4	Compliance Solutions Championship Korn Ferry Tour Championship presented by Virginia's
Oct	5-11	Richmond Region



THE PLAYERS[®]

*STRONGEST
FIELD*

*ICONIC
COURSE*

*BIGGEST
PURSE*

***THE MOST ANTICIPATED EVENT
ON THE PGA TOUR***

12-15 MARCH 2026



2026 FEDEXCUP PLAYOFFS

FEDEX ST. JUDE CHAMPIONSHIP 13-16 AUGUST

BMW CHAMPIONSHIP 20-23 AUGUST

TOUR CHAMPIONSHIP 27-30 AUGUST



**TOP 70 IN POINTS
QUALIFY FOR PLAYOFFS**

**SERIES OF 3
EVENTS**

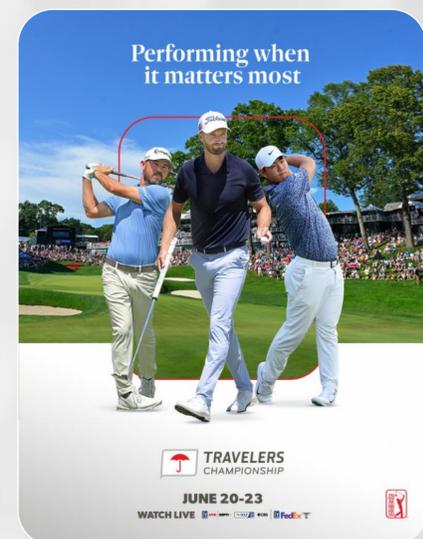
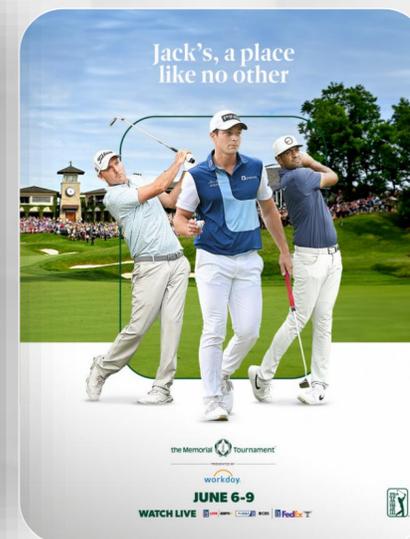
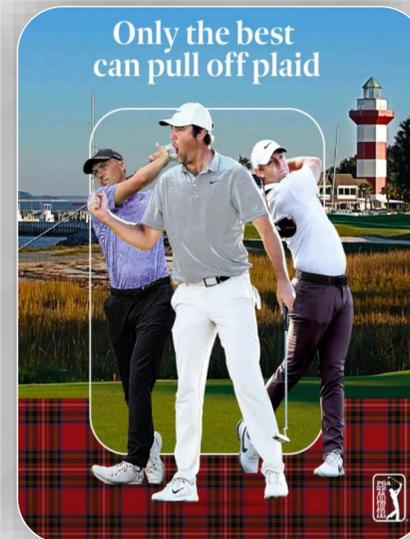
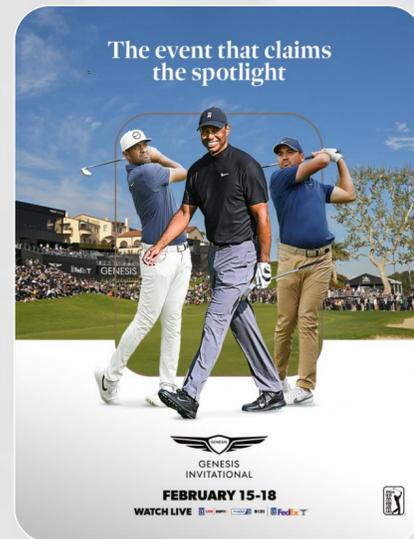
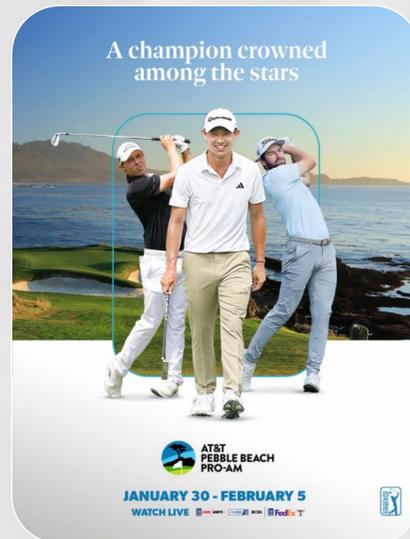
**\$25M BONUS TO
WINNER OF FEDEXCUP**



CULMINATION OF THE FEDEXCUP, A SEASON LONG POINTS COMPETITION ACROSS 43 PGA TOUR EVENTS

SIGNATURE EVENTS

2026 Season



**Miami
Championship**



BETTER COMPETITION | MORE DRAMA | UNPRECEDENTED ENGAGEMENT

Imagery is from previous marketing toolkits. 2026 assets will be provided.





PRESIDENTS CUP™

**ESTIMATED
27 HOURS**

**LIVE WORLD FEED OF ALL
ROUNDS INCLUDING OPENING
AND CLOSING CEREMONIES
AVAILABLE IN HD**

**2X30 & 2X60
MIN PREVIEW
SHOWS**

**NEXT EVENT:
MEDINAH COUNTRY CLUB
CHICAGO, IL, USA
SEPTEMBER 2026**

**FUTURE EVENT:
KINGSTON HEATH GOLF CLUB
MELBOURNE, VICTORIA, AUSTRALIA
SEPTEMBER 2028**

THE PRESIDENTS CUP IS A BIENNIAL EVENT BETWEEN TEAMS FROM THE UNITED STATES AND THE REST OF THE WORLD



LIVE
TOURNAMENT
PROGRAMMING



A NEW ERA IN GOLF MEDIA



- The World Feed is produced from the PGA TOUR's new media facility – PGA TOUR Studios (Ponte Vedra Beach, FL)
- Largest golf footage library in the world
- Multimedia facility that has redefined how the PGA TOUR creates and delivers content to golf fans across the globe
- Latest media technologies and designed to produce storytelling assets on a grand scale
- State-of-the-art, 165,000-square-foot PGA TOUR Studios - 5x Larger than the previous facility



Studios	12
Control Rooms	13
Data Center Racks	120
Audio Control Rooms	13
Edit Finishing Rooms	4
Audio Post Rooms	4
Edit Collaboration Rooms	14
Studios with LED Walls	6
Voiceover Rooms	8
Screening Room Seats	34



TALENT:

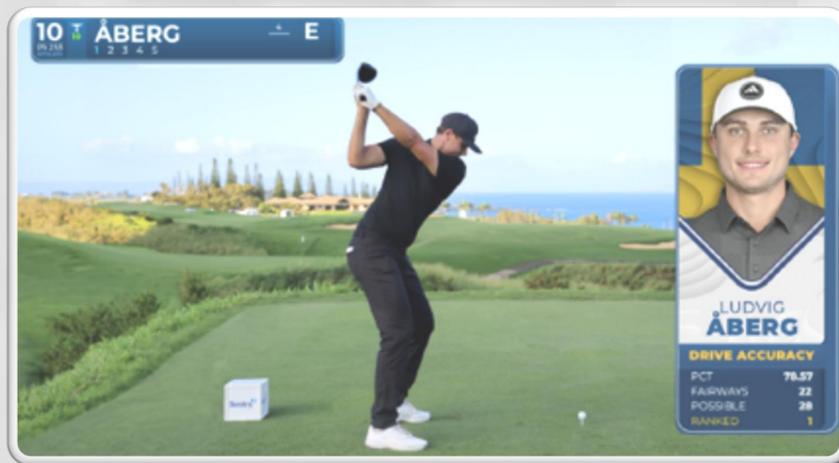
- Each week the World Feed has a four-person team including Host, two Analysts and a Walking reporter.
- Our talent pool is made up of six nationalities including former players and Major winners
- Opposite events have a three-person team

PRODUCTION ELEMENTS:

- Break patterns: 4 x 2-minute break opportunities per hour
- SCTE markers included
- Imperial measurements (Yards/Feet)
- A soft reset of the World Feed is included on Saturday and Sunday as the US network comes on air
- Fully Ofcom compliant – Integrated commercial elements
- AD Line is available on audio channels 5 & 6 of the World Feed

CONTENT & STORYTELLING:

- The World Feed provides the TOUR an opportunity to tell the story of each tournament from an international perspective
- Production will be fully controlled by the TOUR
- More international player coverage will help drive deeper fan engagement
- Dedicated international cameras at select events
- On-camera talent, walk and talks will be included if editorially relevant
- Enhanced graphics with the ability to add regional specific leaderboards



- World Feed graphics are designed by the PGA TOUR creative team.
- Adjusted color palette for THE PLAYERS Championship and FedExCup Playoffs.
- Consistent graphics with PGA TOUR LIVE feeds for seamless transitions.
- World Feed uses the latest U.S. broadcast technology for international viewers.
- Some U.S. network graphics may be included.
- Graphics produced with ROSS Xpression 12.1 on Windows 11, available to broadcasters if needed

OPENING GRAPHICS



Example - [Click here](#)

CLOSING GRAPHICS



Example - [Click here](#)

SHOT TRACER - AERIAL



Example - [Click here](#)

SHOT TRACER - TEE SHOT



Example - [Click here](#)

FULL PAGE ANIMATION - SPONSOR



Example - [Click here](#)

LEADERBOARD - WITH HEADSHOT



Example - [Click here](#)

MINI LEADERBOARD



Example - [Click here](#)

LOWER 3RD SCORECARD GRAPHIC



Example - [Click here](#)

WORLD FEED GRAPHICS

PLAYER HIGHLIGHT PACKAGE



Example - [Click here](#)

SCORECARD



Example - [Click here](#)

FULL-PAGE CAREER



Example - [Click here](#)

SIDE SLAB - PLAYER PROFILE



Example - [Click here](#)

INTERNATIONAL WINNERS - HEADSHOTS



Example - [Click here](#)

POWER RANKINGS - SEASON vs WEEK



WORLD FEED GRAPHICS PARAMETERS

THRU 10 SCHEFFLER T1 -5

1	2	3	4	5	6	7	8	9	36
3	3	5	4	2	5	4	1	4	33
10	11	12	13	14	15	16	17	18	36
4									

TOTAL PUTTS

ROUND 1	ROUND 2	ROUND 3	TODAY
31	30	26	23

SPONSOR CHIP



LUDVIG ÅBERG 8 -14

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	36	
4	4	2	4	4	4	4	3	5	34	4	3	3	3	4	4	5	3	4	33

THE SENTRY ROUND 4

1	SCHEFFLER	-23	10
2	ÅBERG	-22	9
3	FINAU	-21	8
	HOVLAND	-21	8
5	N. TAYLOR	-19	7

LIVE ESPN

MAIN FEED



ADDITIONAL LIVE FEEDS

Produced by PGA TOUR Entertainment in conjunction with ESPN+

Feed B **MAIN FEED**

Transitions to Featured Group during the World Feed window

The most comprehensive tournament coverage prior to the World Feed, showcasing the best action from across the course using a mix of Feeds C-E along with additional cameras dedicated to the Main Feed. Includes two studio announcers, and a dedicated walking reporter.

Feed C **FEATURED GROUPS**

Transitions to Featured Group during the World Feed window

Every shot from each player in the group, with two booth announcers and one walking announcer calling the action.

Feed D **FEATURED GROUPS**

Transitions to Featured Hole during the World Feed window

Coverage following two concurrent featured groups, with two booth announcers and one walking announcer.

Feed E (Bonus Feed) **FEATURED HOLES**

Transitions to Featured Hole during the World Feed window

Exclusive coverage of key par 3 holes and the course's iconic, signature holes.

For ALL feeds:

- Full graphics package
- Two booth announcers with English commentary
- Break positions
- 3x2:00 min breaks per hour will be "covered" with a leaderboard graphic or beauty
- Feeds are continuous, production team will do a reset at the beginning of World Feed coverage



BACKHAUL PROGRAMMING

The Backhaul is the live feed taken directly from the domestic broadcast truck.

Consists of almost everything that airs domestically including graphics & sponsored elements.

The backhaul does NOT include content produced for domestic commercial breaks.



- 25 events (Fri-Sun)
- 2 events (Thurs-Sat)
- Break fill is not provided and sponsorship from U.S. partners is not removed
- Editing is required to pull up the breaks and remove sponsorship

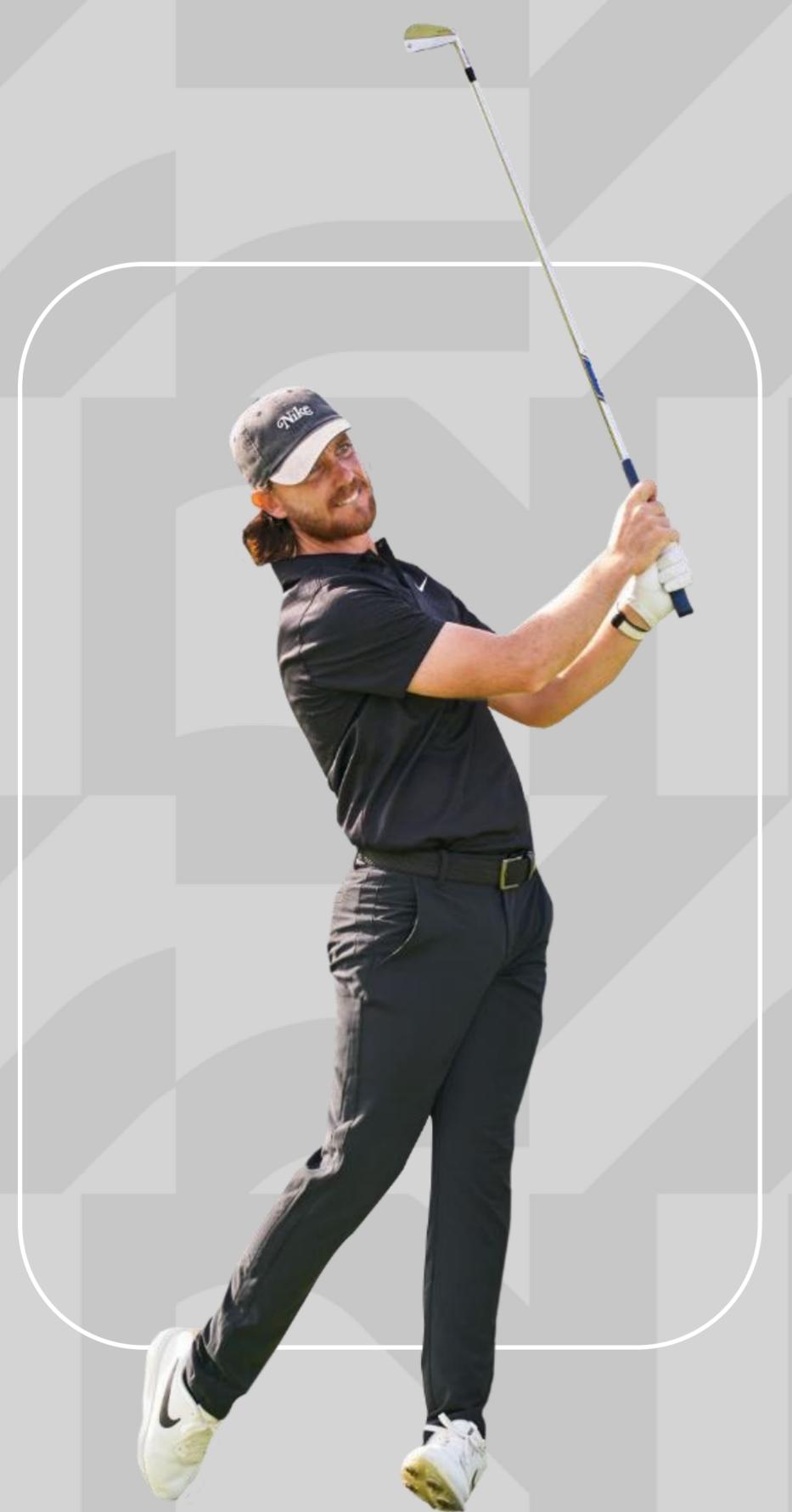


- 6 events (Thurs-Sun)*
- 2 events (Sun-Wed)
- Break fill is not provided and sponsorship from U.S. partners is not removed
- Editing is required to pull up the breaks and remove sponsorship

*Projected number of events televised



Ancillary
CONTENT



1 - HOUR HIGHLIGHTS



PGA TOUR

- *Projected 43 programs*
- *Produced utilizing telecast, additional footage, & commentary*
- *Bridge narrator starts and finishes each episode and fills gaps*
- *Four (4) one second dips for commercial breaks*



CHAMPIONS

PGA TOUR Champions

- *25 programs*
- *Utilizes same format as PGA TOUR 1-hr Highlights excluding bridge narration and additional footage*



Korn Ferry Tour

- *Projected 8 programs*
- *Utilizes same format as PGA TOUR 1-hr Highlights excluding bridge narration and additional footage*

Available via SRT/Fiber and Imagen

Content and hours are subject to change



ANCILLARY PROGRAMMING



The CUT

- Available via SRT/Fiber and Imagen
- Magazine style program providing viewers with behind-the-scenes coverage of players & tournaments
- Recaps each event on tour and other features

42 x 30-minute program

On the Range

- Live show produced for Signature Events (except for Sentry), WM Open, PLAYERS, Wyndham and FEC Playoffs on Wednesday (practice day)
- Previews before the players head out to course, expert analysis and interviews
- 13 episodes per year

13 x 90-minute program

Review Shows

- Re-cap of the FedExCup and PGA TOUR Champions season
- Encompasses player features and other stories related to the season
- Includes four (4) one second dips to black for commercial breaks

2 x 30-52 minute program

Special Programs

- Stylized programs focusing on a variety of topics relevant to the golf world
- Includes some documentary style shows

15+ x 30-60 minute program

Official Films

- Released at various times during year
- Documentary style program chronicling the key storylines from select events:
 - THE PLAYERS
 - FedExCup Playoffs
 - Presidents Cup

2-3 x 52-minute program

Available via SRT/Fiber and/or Imagen

Content and hours are subject to change



SHORT FORM CONTENT

Shot of the Day

Delivered after every round, the Shot of the Day is video of the best shot from that day's PGA TOUR tournament round.

Round Recaps

Delivered after the day's telecast. Video recap of the most important competition shots from the round.

Shots of the Week

Compilation of the Top 5 shots from that week's competitions. Shots may come from across all Tours.

Top 10s

Lists of Top 10s (best shots, memorable moments, etc)

Tournament Features

Miscellaneous features, produced on a weekly basis, based on current events and developing storylines.

PGA TOUR INTERVIEWS AND PRESS CONFERENCES

Daily Tournament Interviews

Select player interviews following the completion of a player's round.

Select player interviews from Tuesday and Wednesday of tournament week.

Press Conferences

Usually includes previous year's champion and marquee players.

Full winner's press conference that takes place in the media center. International winners will be asked for a separate, native-language interview.

CONTENT FROM OTHER TOURS

PGA TOUR Champions & Korn Ferry Tour

Round Recaps and Interviews



Available via [Imagen](#)

Content and hours are subject to change

CONTENT DELIVERY



WEEKLY CONTENT SCHEDULE EXAMPLE

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
1-Hour Highlight Program	The Cut	Specials	LIVE Coverage = World Feed + X4 PGA TOUR LIVE Feeds			
	CHAMPS & KFT 1-Hour Highlight Program	World Feed Packet	Localized Post Round Interviews			
	Pre-Tournament Conferences		Round Recaps/Daily Highlights			
			Other Short-Form Content			
			Telecast Notes		International Winner Elevation	

- *The TOUR supports international broadcasters' elevation efforts on a weekly basis by sharing relevant tournament information, short and long form content, live programming, and an international media team that can help broadcast partners promote local heroes.*
- *Specials include Official Films, Year In Review programs and other content that may be produced and made available to partners throughout the year.*

Content and hours are subject to change



PGA TOUR Delivery Schedule

- *All delivery times are included in the PGA TOUR International Delivery Schedule*
- *Updates are delivered via email, and the latest version is always available on the [International Media Website](#)*

PGA TOUR Programming is available through SES

- *Feed synopsis are found on SES-360 SCORE**
- *Within the U.S. programming is delivered via fiber with drops at the following locations:*
 - *The Switch – 60 Hudson*
 - *Waterfront/Encompass*
 - *Lumen (VYVX) - Hawley Teleport*

Outside the U.S. programming is delivered via fiber at the following locations:

- *IMG – Stockley Park*
- *BT Tower*
- *Outside the U.S. programming is delivered via the following satellites:*
 - *Europe – Astra 1 Sports*
 - *Asia – Apstar 7*

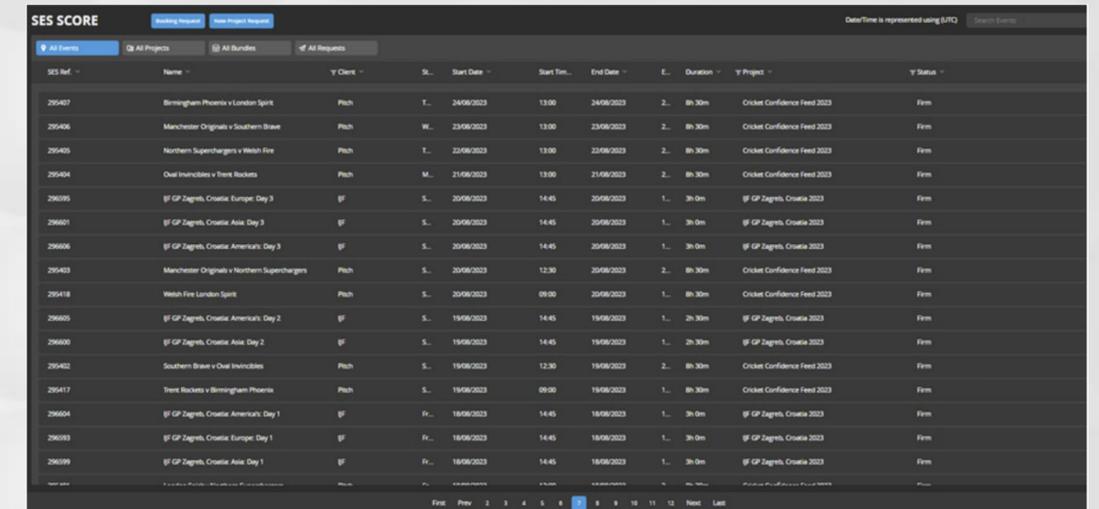
*PLEASE SEE SLIDE 31 FOR MORE INFORMATION REGARDING SCORE



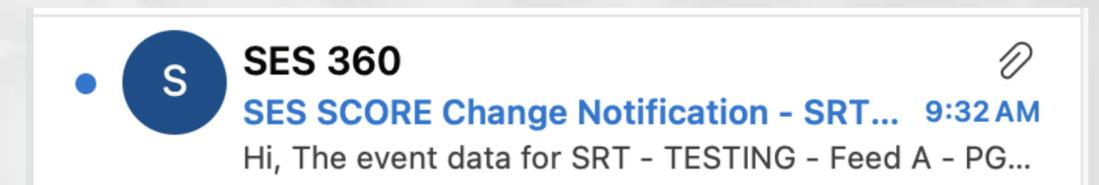
SES-360 SCORE

SES SCORE is an innovative media platform that enables rights holders to seamlessly book and manage content across multiple delivery methods within a single system. SCORE eliminates the need for separate platforms and streamlines every aspect of the distribution process for media rights holders.

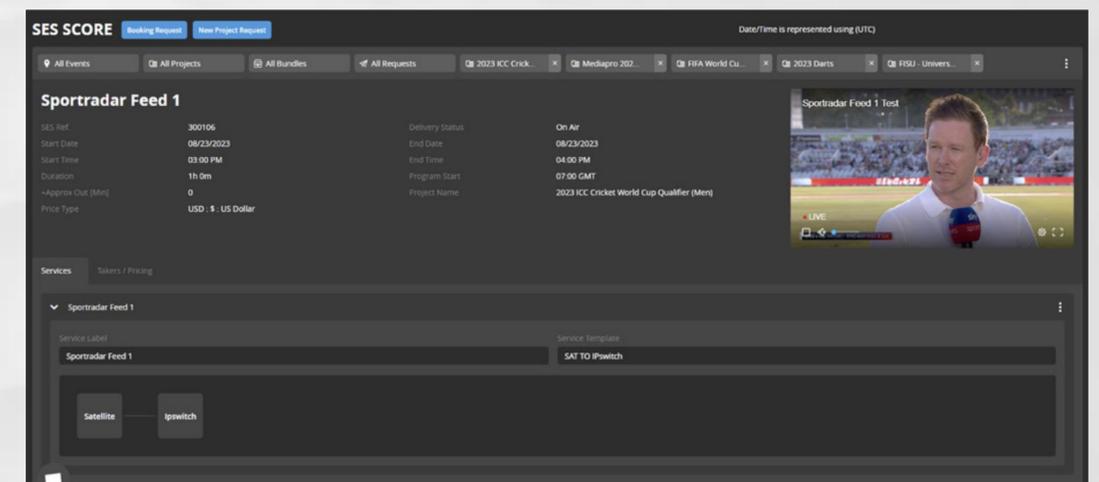
- **Multiple Delivery Methods:**
Content delivery is available via satellite, IP, or fiber, enabling selection of the most suitable method for any infrastructure and audience requirements.
- **A La Carte Management:**
All aspects of distribution—including bookings, feeds, and delivery methods—can be managed efficiently from a single, intuitive dashboard.
- **Visibility and Transparency:**
Provides broadcasters with visibility into available content, costs, and the status of all feeds and bookings. This transparency streamlines planning, acquisition, and overall distribution management.
- **Automation and Efficiency:**
Advanced automation simplifies the management of bookings, reducing manual effort and minimizing the risk of errors throughout the distribution process.



SES Ref.	Name	T Client	St.	Start Date	Start Time	End Date	E.	Duration	T Project	T Status
295407	Birmingham Phoenix v London Spirit	Pitch	T.	24/09/2023	13:00	24/09/2023	2.	8h 30m	Cricbet Confidence Feed 2023	Firm
295408	Manchester Originals v Southern Brave	Pitch	W.	23/09/2023	13:00	23/09/2023	2.	8h 30m	Cricbet Confidence Feed 2023	Firm
295405	Northern Superchargers v Welsh Fire	Pitch	T.	22/09/2023	13:00	22/09/2023	2.	8h 30m	Cricbet Confidence Feed 2023	Firm
295404	Chel Invincibles v Trent Rockets	Pitch	M.	21/09/2023	13:00	21/09/2023	2.	8h 30m	Cricbet Confidence Feed 2023	Firm
296095	IF GP Zagreb, Croatia Europe Day 3	IF	S.	20/09/2023	14:45	20/09/2023	1.	3h 0m	IF GP Zagreb, Croatia 2023	Firm
296091	IF GP Zagreb, Croatia Asia Day 3	IF	S.	20/09/2023	14:45	20/09/2023	1.	3h 0m	IF GP Zagreb, Croatia 2023	Firm
296096	IF GP Zagreb, Croatia America's Day 3	IF	S.	20/09/2023	14:45	20/09/2023	1.	3h 0m	IF GP Zagreb, Croatia 2023	Firm
295403	Manchester Originals v Northern Superchargers	Pitch	S.	20/09/2023	12:30	20/09/2023	2.	8h 30m	Cricbet Confidence Feed 2023	Firm
295418	Welsh Fire London Spirit	Pitch	S.	20/09/2023	09:00	20/09/2023	1.	8h 30m	Cricbet Confidence Feed 2023	Firm
296093	IF GP Zagreb, Croatia America's Day 2	IF	S.	19/09/2023	14:45	19/09/2023	1.	3h 0m	IF GP Zagreb, Croatia 2023	Firm
296090	IF GP Zagreb, Croatia Asia Day 2	IF	S.	19/09/2023	14:45	19/09/2023	1.	3h 0m	IF GP Zagreb, Croatia 2023	Firm
295402	Southern Brave v Chel Invincibles	Pitch	S.	19/09/2023	12:30	19/09/2023	2.	8h 30m	Cricbet Confidence Feed 2023	Firm
295417	Trent Rockets v Birmingham Phoenix	Pitch	S.	19/09/2023	09:00	19/09/2023	1.	8h 30m	Cricbet Confidence Feed 2023	Firm
296094	IF GP Zagreb, Croatia America's Day 1	IF	R.	18/09/2023	14:45	18/09/2023	1.	3h 0m	IF GP Zagreb, Croatia 2023	Firm
296092	IF GP Zagreb, Croatia Asia Day 1	IF	R.	18/09/2023	14:45	18/09/2023	1.	3h 0m	IF GP Zagreb, Croatia 2023	Firm
296099	IF GP Zagreb, Croatia Asia Day 1	IF	R.	18/09/2023	14:45	18/09/2023	1.	3h 0m	IF GP Zagreb, Croatia 2023	Firm



SES 360
SES SCORE Change Notification - SRT... 9:32 AM
Hi, The event data for SRT - TESTING - Feed A - PG...



SES SCORE Booking Request View Project Request

2023 ICC Crick... Medipro 202... FIFA World Cu... 2023 Darts... FSU - Univers...

Sportradar Feed 1

SES Ref.	300106	Delivery Status	On Air
Start Date	06/23/2023	End Date	06/23/2023
Start Time	03:00 PM	End Time	04:00 PM
Duration	1h 0m	Program Start	07:00 GMT
Agency Out (Min)	0	Project Name	2023 ICC Cricket World Cup Qualifier (Men)
Price Type	USD - \$ - US Dollar		

Services: **Sportradar Feed 1**

Service Label: Sportradar Feed 1 Service Template: SAT TO IPswitch

Satellite IPswitch



To learn more and register, please contact pgatour@ses.com

KEY CONTACTS - SES

Transmission Problems:

pgatour@ses.com

KEY CONTACTS - WORLD FEED

World Feed AD Listen line:

Audio PID 5/6

Transmission Problems - PGA TOUR Entertainment TOC:

+1 904 940 7129

KEY CONTACTS - PGA TOUR CHAMPIONS & KORN FERRY TOUR EVENTS

AD Listen Only Line:

Provided on satellite document each week

KEY CONTACTS - PGA TOUR BROADCAST SERVICES

Dustin Atkatz – Director, Broadcast Services

T: +1 904-940-7021 E: dustinatkatz@pgatourhq.com

Maggie Schwartzman – Manager, Broadcast Services

T: +1 904 803 8610 E: maggieschwartzman@pgatourhq.com

Nick Ursini – Production Specialist, Broadcast Services

T: +1 203 314 8561 E: nickursini@pgatourhq.com



FTP DELIVERY: IMAGEN

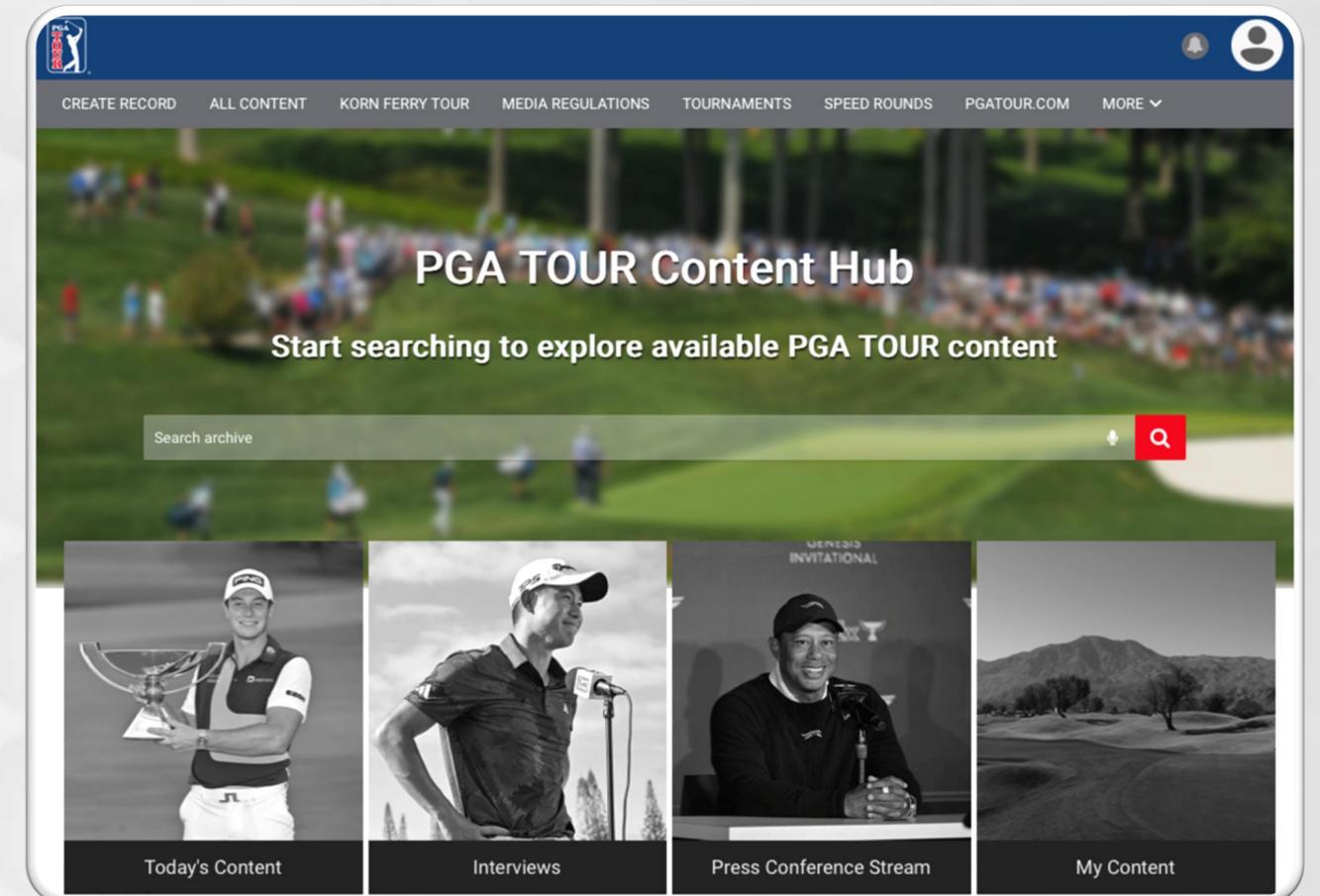
URL: <https://pgatour.imagencloud.com/>

The following content is available via Imagen:

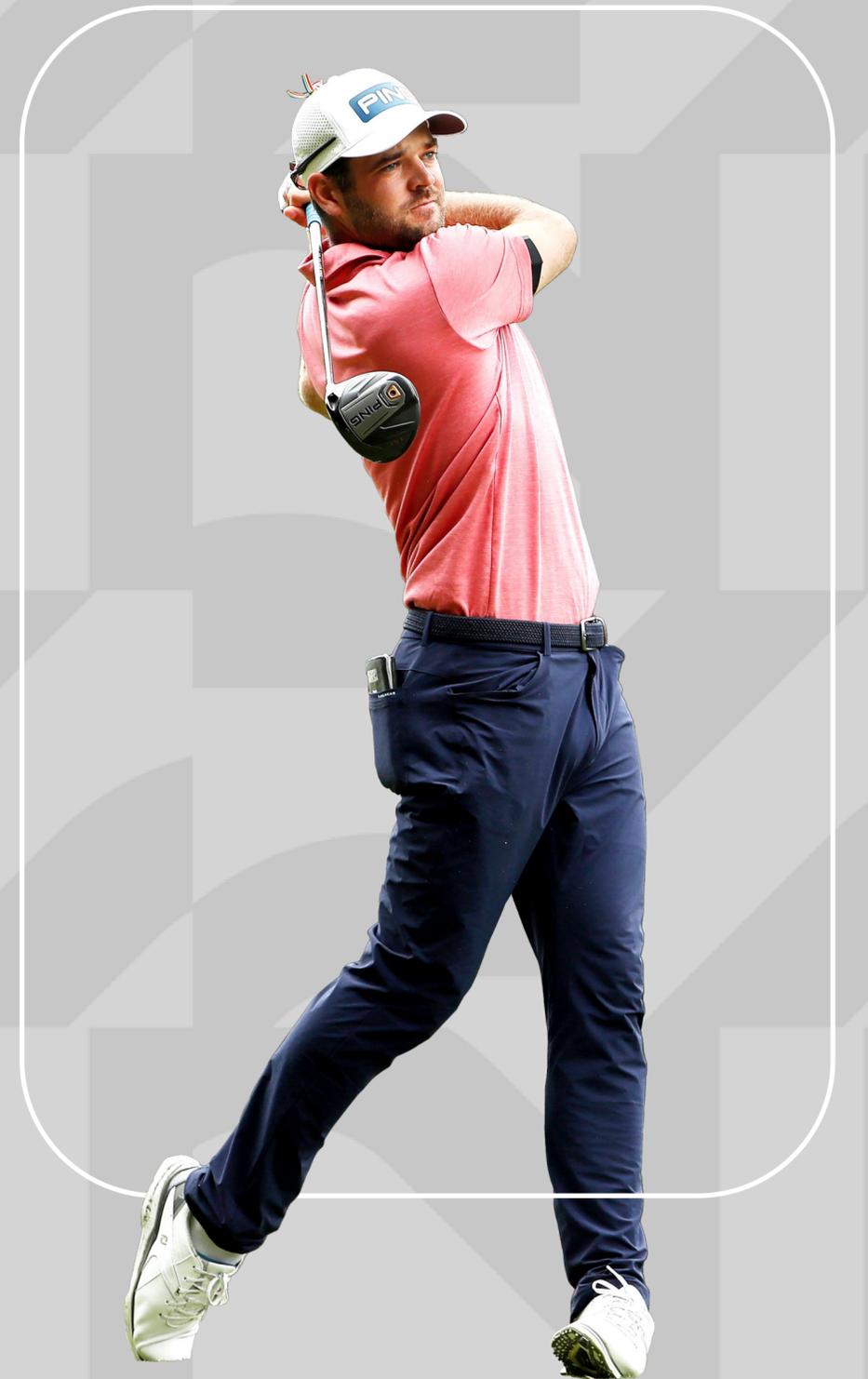
- All Short Form Content
- Ancillary Programming
- 1-Hour Highlights
- PGA TOUR Promos

Scripts, rundowns and music cue sheets are located on the International Broadcaster Website

Please Contact Maggie Schwartzman at maggieschwartzman@pgatourhq.com for Login Credentials



PROMOTIONAL
SUPPORT



PROMOTIONAL SUPPORT

TOUR will provide the following to enhance your marketing campaign:

- *:15 and :30 event tune-ins provided for PGA TOUR tournaments*
- *:30 FedExCup Season Excitement spots provided throughout the year*
- *Marquee and Signature Event marketing toolkits including Digital, Print and Social assets*
- *Scripts, rundowns, music cue sheets and other relevant information is available on the International Broadcaster Website*

Marketing Requirements:

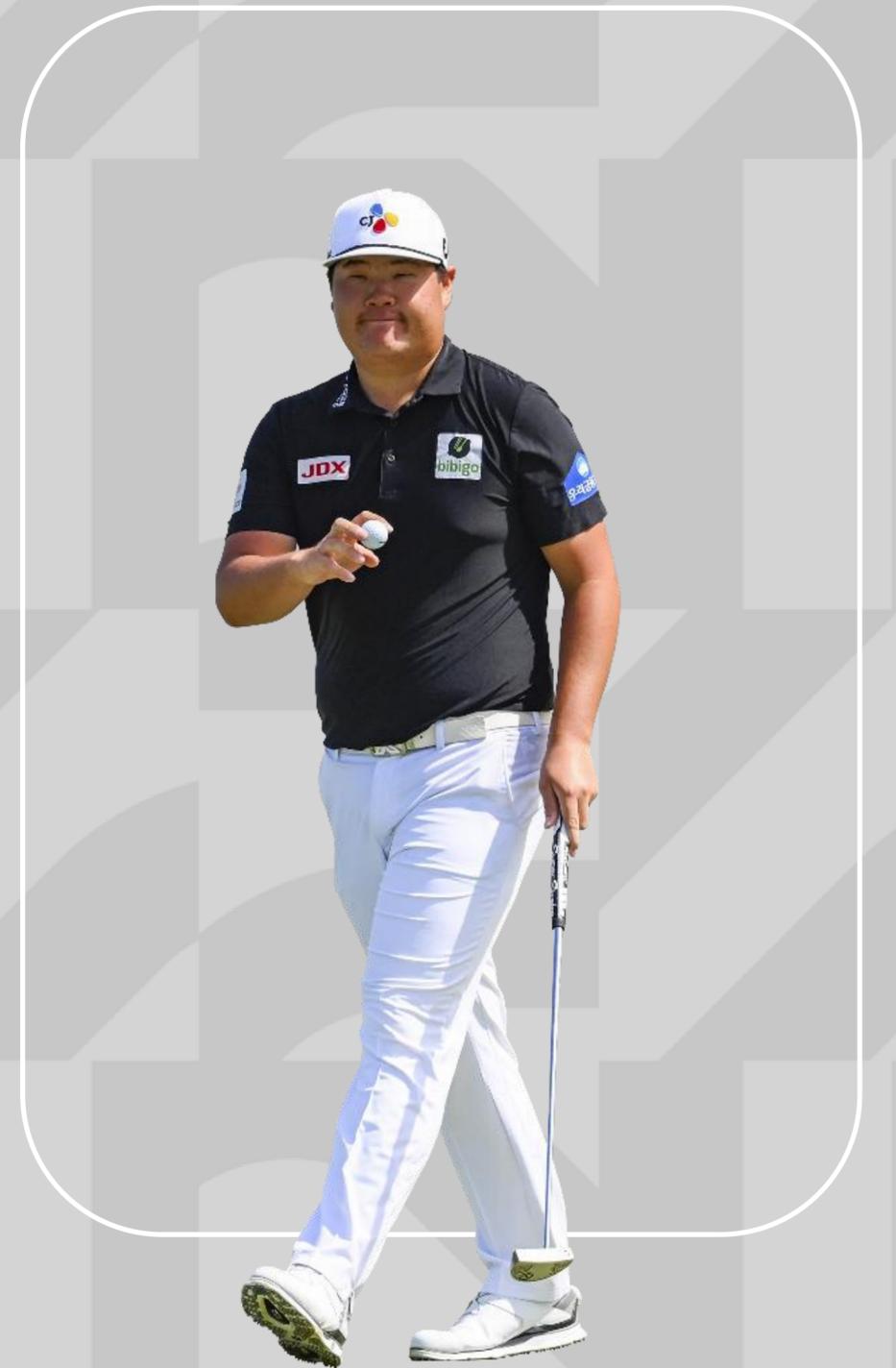
- *Use of players may be used only to promote the PGA TOUR programming, not the broadcaster generally.*
- *All promotional pieces must use at least three or more players shown in equal prominence.*
- *If the promotion is tournament specific, the broadcaster may only use players who have committed to play in the tournament.*
- *Broadcaster may not imply a player's endorsement of any product or service.*
- *Any use of PGA TOUR licensed marks must adhere to brand standards for PGA TOUR licensed marks.*
- *Broadcaster should ensure that players' sponsors are up-to-date.*

Title Sponsor Exclusivity - PGA TOUR Title Sponsors are protected within their category for the live coverage of their respective event

- *Cannot sell a presenting sponsorship within the Sponsor's category unless first offered to the Sponsor and they decline the opportunity or do not respond within 30-days*
- *Category details and contact information is provided by the PGA TOUR in December each year*
- *Category details can also be found in the under the Resources tab on the International Broadcaster Website*



ADDITIONAL **RESOURCES**



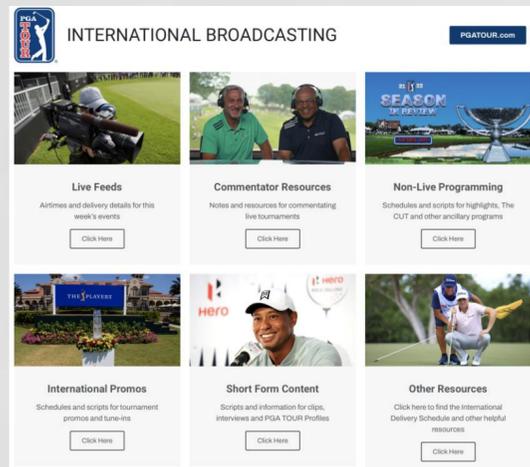
RESOURCEFUL WEBSITES

International Media Website

Provides all information regarding international broadcasting

Resources Available:

- Airtimes and delivery details for this week's events
- Notes and resources for commentating live tournaments
- Schedules and scripts for ancillary programs, Tune-ins, and Interviews



<https://internationalmedia.pgatour.com>

PGA TOUR Media

Provides information regarding all PGA TOUR, Korn Ferry Tour, and PGA TOUR Champions tournaments.

Resources Available:

- Onsite Media Credential Registration
- Logos for TOURs and Tournaments
- Player Headshots
- FedExCup Standings
- Tournament Specific Information:
 - Notes, hole locations, tee times, pre-tournament press conference schedule, stats and information
- Media regulations and title sponsor exclusivity
- Links to Official Media Guides
 - Digital media guides are updated on a weekly basis. Print versions of the media guides are now available through FedEx Office. [Click here](#) to place international book orders, login information below:

PGA TOUR DIGITAL MEDIA GUIDE



<https://pgatourmedia.pgatourhq.com/>

Tournament Tracker

Data to enhance broadcast commentators through real time ShotLink data on scoring and statistics

Features Include:

- Hole Info
- Player Info – Track individual players
- StatCenter – Find any statistic
- Customized leaderboards
- Every page includes a real-time Mini-Leaderboard and Breaking News section so you can always stay on top of important developments

Please Note: The information can only be used through commentary

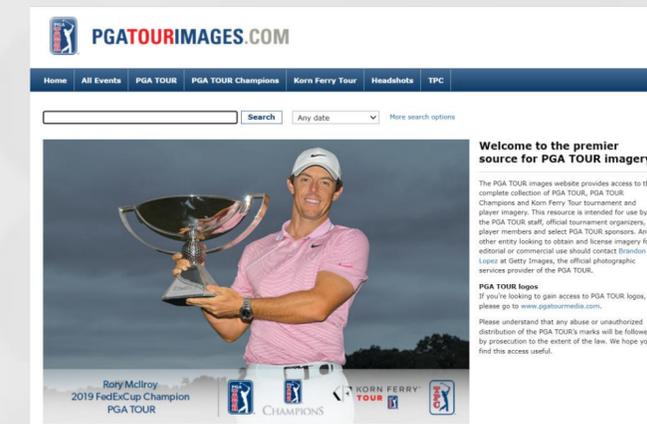
POS	PLAYER	PROJ PTS RNK	TOTAL	THRU	TODAY
1	Fleetwood, Tommy		-10	F	-10
T2	Johanson, Dustin		-8	F	-8
T2	McIlroy, Rory		-8	F	-8
4	Steele, Brendan		-7	F	-7
T5	Watson, Bubba		-6	F	-6
T5	Grillo, Emiliano		-6	F	-6
T5	Kizzire, Patton		-6	F	-6
T5	Covey, Paul		-6	F	-6
T9	Nix, Kevin		-5	F	-5
T9	Matsumoto, Hidetsugu		-5	F	-5

<https://tracker.shotlink.com/>

PGA TOUR Images

Access to tournament imagery which can be used strictly for the purpose of promoting upcoming tournament broadcasts produced and delivered by the PGA TOUR

- If you are interested in acquiring tournament imagery, please contact your account manager.



<http://www.pgatourimages.com>



ANCILLARY PROGRAMMING

World Feed Broadcaster Support

- A newsletter delivered before the start of the tournament outlining storylines and content pieces that may be available during a given tournament week. Short form content is made available via Imagen for partners to use in their telecast.
- Items include:
 - Futurecaster Information
 - Storytelling Narratives
 - Content Plans
 - International Players in the field
- Email is delivered by the following individuals:
 - Maggie Schwartzman at maggieschwartzman@pgatourhq.com
 - Nick Ursini at nickursini@pgatourhq.com

Production Resources

- **Native Language Interview Requests**
 - For specific pre-tournament and post-round native language interview requests from International players, Please contact
 - Maggie Schwartzman at maggieschwartzman@pgatourhq.com
 - Nick Ursini at nickursini@pgatourhq.com
- **Additional Footage of Native Players**
 - Additional footage of native players may be procured upon request, this is subject to broadcaster rights and availability. Contact Maggie Schwartzman for additional details.



ON-SITE COMMENTARY & PRODUCTION OPPORTUNITIES



- *March 12 – 15, 2026*
- *Announcer booths in PGA TOUR Studios*
- *Ability to add walking announcer for commentary*



- *August 13 – 30, 2026*
- *Announcer booths in trailers*
- *Ability to add walking announcer for commentary*



PRESIDENTS CUP™

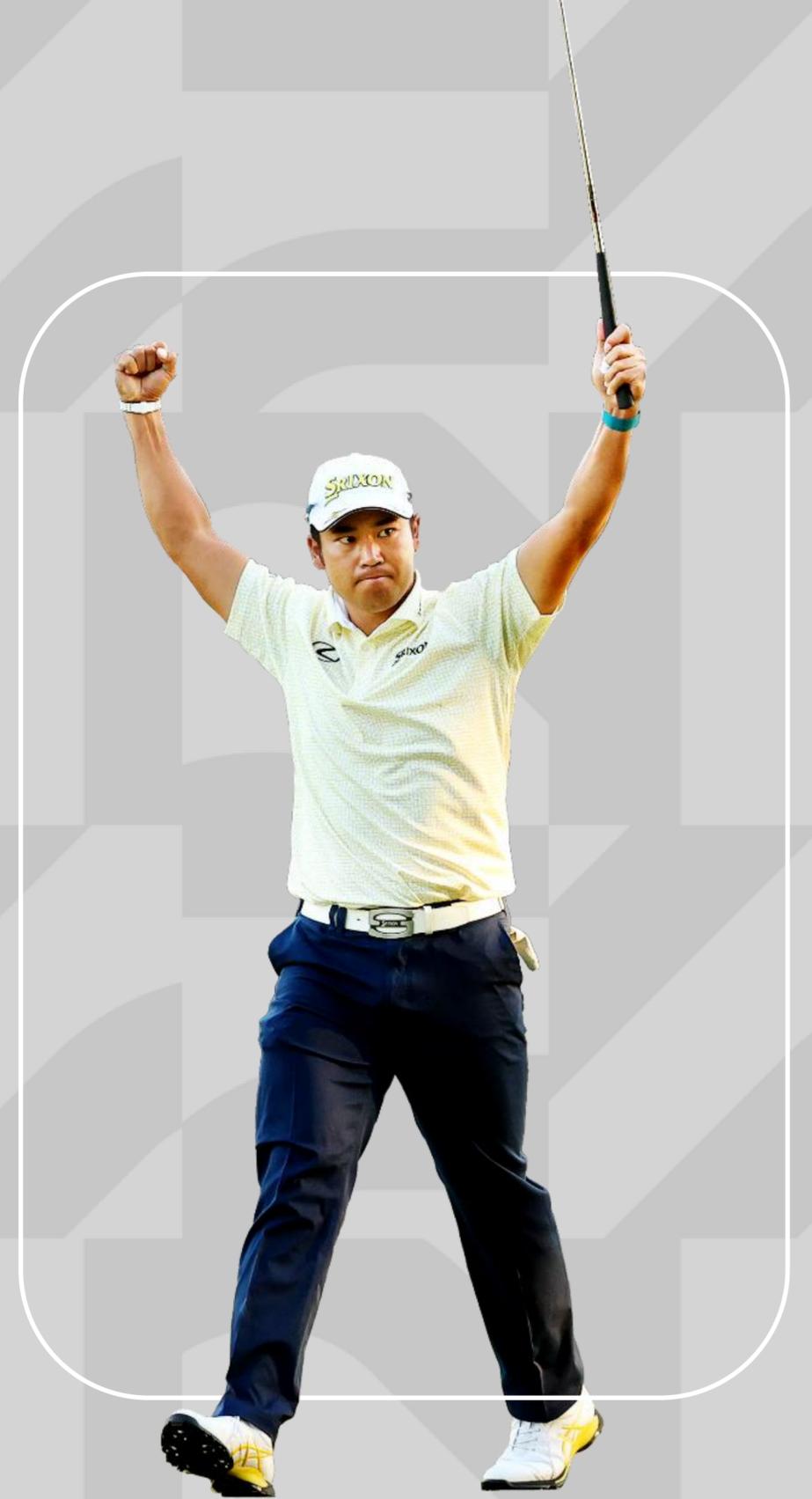
- *September 2026*
- *Announcer booths in trailers*
- *Focus on International markets excluding Europe*
- *Ability to add walking announcer for commentary*

Advantages

- Adds to the authenticity and creditability of the production
- Create stronger sense of inclusion and access to the action for viewers
- Provide a behind the scenes look at the tournament
- Access to players and personalities for interviews



INTERNATIONAL
MEDIA
CONTACTS



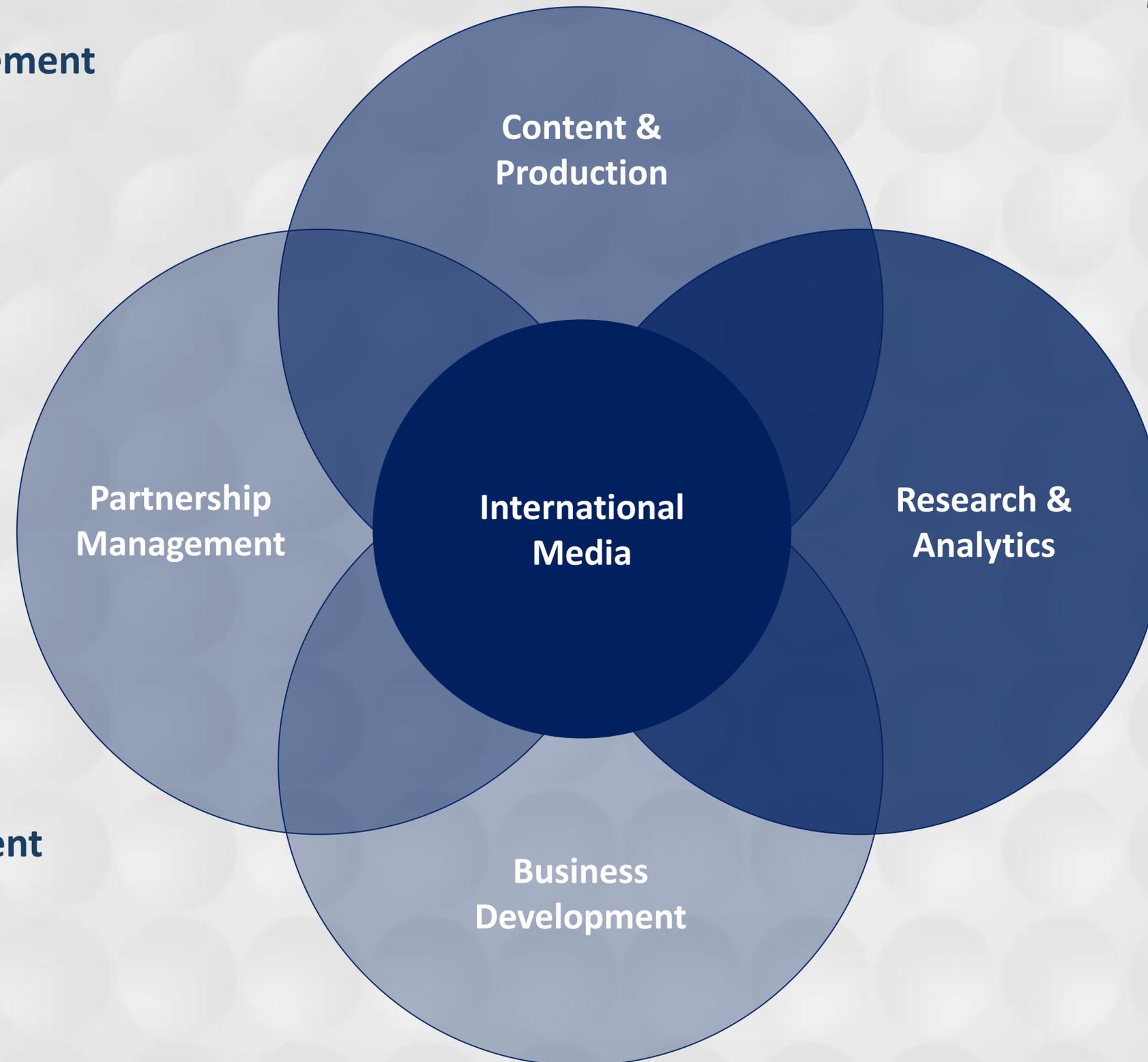
TEAM STRUCTURE

Partnership Management

Kate Sharp
Irene Acosta Plata
Huw ap Simon 
Shuto Tamura 
Chloe Zhang 
Rebecca Stanislawczyk
Jason Lee 
Eva Elder 
Grace Kehoe

Business Development

Thierry Pascal 
Tom Gracey 
Chiyo Yanagita 



Broadcast Services

Dustin Atkatz
Maggie Schwartzman
Nick Ursini



Research & Analytics

Dan Smith 
Jane Drake



TEAM CONTACTS

Headquarters: Ponte Vedra Beach, Florida

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- Irene Acosta Plata – Sr. Manager, Client Services International Media
T: +1 786 477 3646 E: ireneacostaplata@pgatourhq.com
- Rebecca Stanislawczyk – Client Services Specialist, International Media
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- Grace Kehoe – Client Services Coordinator, International Media
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EMEA Office: London

- Huw ap Simon – Director, Client Services, EMEA
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- Eva Elder – Client Services Coordinator, International Media
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- Jason Lee – Client Services Coordinator, International Media
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Broadcast Services

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- Maggie Schwartzman – Manager, Broadcast Services International Media
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