

WORLD FEED MANUAL



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TOUR



MISSION STATEMENT

The launch of a dedicated International World Feed marks a significant milestone in our mission to further support our international broadcasters and fans globally.

Produced from our state-of-the-art media facility, PGA TOUR Studios, the TOUR will have complete control over all production aspects. Including an international commentary team, consistent graphics and dedicated international cameras. This will allow us to produce a more tailored product to enhance storytelling and drive deeper fan engagement.

"No example is more powerful than our new World Feed that will make its debut in March at THE PLAYERS. For the first time, we will be able to customize our broadcasts for markets around the world. As the game and our membership becomes increasingly global, we will now be able to present the PGA TOUR to fans everywhere from Seoul to Stockholm in more localized, relevant ways."

Jay Monahan (PGA TOUR, Commissioner)

THE TEAM

We will leverage expertise across the following departments to deliver a best-in-class world feed that provides an internationally relevant product

BROADCASTING

Currently supporting our domestic broadcasters and network coverage. This team will support the management of the World Feed, deliver timely communication while reacting to business and fan feedback. They will look to enhance the coverage with latest technology and analytics, while ensuring the integrity of the product and PGA TOUR brand are upheld.

Key Contacts

Jon Freedman (SVP - Broadcasting)
Daryl Martins (Sr. Director)

PGA TOUR STUDIOS

Already producing our PGA TOUR Live coverage, the Studios team will oversee production of the World Feed, execute business requirements and manage all elements of live production and talent

Key Contacts

Greg Hopfe (SVP & Exec Producer)
Marc Davis (Senior Producer)
Kenzie Summers — AD
Bradley Peacock — ISO Producer
Ariana Savich — Font Coord
Cherie Smith — Graphics Operator
Erin Adamczyk — Talent Crewer

PARTNERSHIP MANAGEMENT

Primary day-to-day contact for broadcast partners. The partnership team will be focused on relaying important World Feed updates while understanding partner requirements and market by market consumption trends

Key Contacts

Stephanie Delgado (Sr. Director)
Huw ap Simon (Sr. Manager)
Irene Acosta Plata (Sr. Manager)
Chloe Zhang (Sr. Manager)
Shuto Tamura (Manager)
Rebecca Stanislawczyk (Coordinator)
Jason Lee (Coordinator)
Eva Elder (Coordinator)

INTERNATIONAL CONTENT

7- day/week partner support for footage, interviews and other content requests. On-site coordination and airtime schedule communication

Key Contacts

Dustin Atkatz (Director)
Maggie Schwartzman (Manager)
Nick Ursini (Specialist)



A NEW ERA IN GOLF MEDIA



- The World Feed will be fully 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 will redefine 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

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 will have 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!

HOSTS



Matt Adams

Matt is a New York Times bestselling author, NBC Sports and Golf Channel host and reporter, as well as a host for PGA TOUR Entertainment/ESPN+, European Tour Productions and the founder of the largest golf news show in the world, the Fairways of Life show.



Brian Katrek

Brian is one of golf's original content creators. Starting in 1998, he hosted many of the original online audio and video projects for the PGA TOUR. Currently, Brian is the play-by-play host of Major Championships, and TGL on Sirius/XM and hosts PGATOUR Live on ESPN+.



Ned Michaels

Michaels is a golf host and on-course golf reporter for PGA TOUR Live. Prior to his broadcasting career, he spent six years as a member of the Asian and European Tours, claiming three tournament titles.



Myan Patel

Myan is a versatile play-by-play broadcaster who first joined the PGA TOUR in 2022 at the age of 23. Patel can be seen hosting PGA TOUR LIVE on ESPN+ or heard on the live play-by-play team for PGA TOUR Radio.

*Opposite events will only have a three-person team

HOSTS



Taylor Zarzour

Taylor currently serves as the play-by-play commentator for college football on the SEC Network and additionally a college football play-by-play broadcaster for ESPN. Zarzour also acts as the radio voice for golf's major championships, splitting duties as co-lead play-by-play for Sirius XM PGA Tour Radio.



JOHN SWANTEK

John has been part of the PGA TOUR family since 1996 as a producer and host. He was the long-time voice of Inside the PGA TOUR on Golf Channel and currently holds down several hosting and play-by-play duties; including PGA TOUR Live on ESPN+, Champions Tour telecasts on Golf Channel, and the Tale of the TOUR podcast.

ANALYSTS



Nick Dougherty

Nick is a three-time winner on the European Tour, other career highlights include European Tour Rookie of the year in 2002, and his 7th placed finish at the US Open in 2007. After retirement Nick started working for Sky Sports Golf as a presenter.



Daniel Chopra

Daniel is a highly accomplished professional golfer with 15 worldwide victories, including two PGA TOUR titles and three Korn Ferry Tour wins, Chopra has established himself as a formidable competitor on the global stage.



Inci Mehmet

Inci joined the Ladies European Tour in 2016 at the age of 20, in 2019 she went onto working in the golf media, most notably with Sky Sports Golf.



Brendon de Jonge

Brendon is a professional golfer on the PGA TOUR with career highlights including the 2008 Korn Ferry Tour Player of the Year and representing the international team at the 2013 Presidents Cup.

ANALYSTS



Matt Every

Matt has won both on the PGA TOUR and the Nationwide Tour. Other career highlights include winning the Ben Hogan Award (best amateur in the world) in 2006.



Rob Lee

Rob is a former European Tour player who holds the record for lowest nine holes score on Tour. He shot 27 not once, but twice, during the Johnnie Walker Monte Carlo Open in 1985 and the Portuguese Open (which he won) two years later. Rob now works for Sky Sports as a Host and Analyst.



Henni Zuel

Henni was the youngest ever golfer to play on the Ladies European Tour at just 13 years old. She retired from professional golf in 2015 and later started working for the Sky Sports Golf team.



Steve Scott

Steve's professional golf career includes victories on the Canadian Tour and appearances at the 1997 Masters Tournament and the 1996 U.S. Open. Beyond his playing career, Scott has worked for ESPN, Fox Sports, Golf Channel and PGA TOUR Live as an analyst and on-course reporter.

ANALYSTS



Laura Davies

Davies has 87 professional wins to her name, including 45 on the LET and four Majors. She won the LET Order of Merit a record seven times and was made a Dame by Queen Elizabeth II in the 2014 honours list for services to golf. Laura now works for Sky Sports as a commentator and expert analyst.



Andres Gonzales

Gonzales has played on the Canadian Tour, Web.com Tour, and PGA TOUR. He won the 2009 Saskatchewan Open on the Canadian Tour. He later won the 2012 Soboba Golf Classic and 2014 Utah Championship on the Korn Ferry Tour.



Billy Kratzert

Billy is a four-time PGA TOUR winner; he began working as a golf commentator in 1997. He has also served as an in-studio analyst for PGA TOUR Live. Previously, Kratzert has filled several roles for GOLF Channel, as an analyst, tower announcer and reporter.



James Nitties

James' playing career stems across multiple tours worldwide, including two seasons on the PGA TOUR and six seasons on the Korn Ferry Tour and claimed 5 world-wide wins. Since transitioning to the broadcasting world, he has worked as analyst for both PGA TOUR and the Korn Ferry Tour.

ANALYSTS



Craig Perks

Craig is a former professional golfer who previously won the 2002 Players Championship. Following his retirement from playing in 2007, he became a commentator on the Golf Channel.



Andrew Coltart

Andrew turned professional in 1991 and went onto have an active playing career on the European Tour which included two victories and playing in The Ryder Cup at Brookline in 1999. Since 2011, Andrew has been working for the Sky Sports Golf team.



Jay Townsend

Former professional golfer, Jay's career highlights include, playing on the DPWT and winning the 1989 Trustbank Tournament of Champions. Jay embarked on a career in broadcasting in 1999 and has previously worked at the BBC, European Tour Productions and the PGA TOUR Live.

WALKING REPORTERS



Rich Beem

Former Major Champion Rich Beem won the PGA Championship at Hazeltine National in 2002. He also won three times on the PGA TOUR, in 2015 Rich joined Sky Sports as an Analyst and Walking Reporter



Emilia Doran

Emilia represented the US on two Curtis Cup teams, five Arnold Palmer Cup teams and participated in five Augusta National Women's Amateur Championships. She currently works as a studio analyst and on-course commentator on Golf Channel, PGA TOUR Live, and SiriusXM Radio



David Howell

Five-time winner on the European Tour, in 2006 David secured the 2006 HSBC Champions title in Shanghai, out-scoring playing partner and then World Number One Tiger Woods. He was also a member of Europe's victorious Ryder Cup team in 2004 and 2006.



John Maginnes

John played on the PGA TOUR for nearly a decade. While recovering from elbow surgery in 2004, he filled a commentator position for PGA TOUR. Two decades later, he currently co-hosts a show on SiriusXM and features on TOUR's live coverage on ESPN+.

WALKING REPORTERS



Colin Swatton

Colin is a renowned golf coach; his career highlights include coaching PGA TOUR's Jason Day from a teenager all the way to becoming a major champion and world No.1.



Gary Christian

Gary has experienced every level of competitive golf. His journey culminated in becoming one of the oldest true rookies in the history of the PGA TOUR. Following an injury, he became an on-course commentator and analyst for Sky Sports, ESPN, Golf Channel, PGA TOUR Live and NBC Sports.



Paul Gow

Paul is a professional golfer; career highlights include winning the Nationwide Tour three times and reaching the playoffs at the PGA TOUR's B.C. Open in 2001. John joined Fox Sports as a sports host following his retirement from professional golf.



Wayne Riley

Wayne turned professional at the age of 15, initially playing on the PGA Tour of Australasia. He went onto play on the European Tour and recorded six professional wins across his career including the Scottish Open. He started working for Sky Sports in 2005 as a Walking Reporting.

TALENT GRID – MARCH > MAY

TOURNAMENT	DATES	HOST	ANALYST	ANALYST	WALKER
THE PLAYERS	MAR 10-16	JOHN SWANTEK	CRAIG PERKS	BILLY KRATZERT	COLIN SWATTON
VALSPAR CHAMPIONSHIP	MAR 17-23	BRIAN KATREK	JAY TOWNSEND	BRENDON DE JONGE	JOHN MAGINNES
TEXAS CHILDREN'S HOUSTON OPEN	MAR 24-30	MATT ADAMS	JAMES NITTIES	ANDRES GONZALES	EMILIA DORAN
VALERO TEXAS OPEN	MAR 31- APR 6	NED MICHAELS	DANIEL CHOPRA	NICK DOUGHERTY	WAYNE RILEY
THE MASTERS- APRIL 7-13					
RBC HERITAGE	APR 14-20	JOHN SWANTEK	PAUL GOW	BRENDON DE JONGE	COLIN SWATTON
CORALES PUNTACANA CHAMPIONSHIP	APR 14-20	BRIAN KATREK	CRAIG PERKS	STEVE SCOTT	NO WALKER
ZURICH CLASSIC OF NEW ORLEANS	APR 21-27	BRIAN KATREK	PAUL GOW	ROB LEE	DAVID HOWELL
THE CJ CUP BYRON NELSON	APR 28-MAY 4	TAYLOR ZARZOUR	PAUL GOW	ROB LEE	RICH BEEM
TRUIST CHAMPIONSHIP	MAY 5-11	JOHN SWANTEK	BILLY KRATZERT	JOHN MAGINNES	GARY CHRISTIAN
MYRTLE BEACH CLASSIC	MAY 5-11	MYAN PATEL	STEVE SCOTT	JAMES NITTIES	NO WALKER

CONTENT AND STORYTELLING

- The World Feed will provide the TOUR an opportunity to tell the story of each tournament from an international perspective
- Production will be fully controlled by the PGA TOUR
- More international player coverage will help drive deeper fan engagement in each market
- Dedicated international cameras at select events
- No on-camera talent, walk and talks included if editorially relevant
- Enhanced graphics with the ability to add regional specific leaderboards



PRODUCTION ELEMENTS

- New break patterns: 4 x 2-minute break opportunities per hour
- SCTE markers included
- Imperial measurements (Yards/Feet)
- A soft reset of the World Feed will be included on Saturday and Sunday as the US network comes on air, this same reset is currently delivered via the EIF
- CEO message will be removed for all tournaments, except PLAYERS
- Fully Ofcom compliant – Integrated commercial elements
- AD Line will be available on audio channels 5 & 6 of the World Feed



GRAPHICS

- New World Feed graphics designed by the PGA TOUR creative team
- Season long graphics will run throughout the year, except for THE PLAYERS Championship and the FEDEXCUP Playoffs which will have a different colour palette
- Graphics will be consistent with the PGA TOUR Live feeds, providing a seamless transition to the other additional live feeds available
- The World Feed will benefit from all the tracing and technology currently available on our domestic U.S. broadcast ensuring our international audience are benefiting from the latest innovation and enhancements
- Please note some U.S. networks graphics maybe included to ensure these elements are featured in the World Feed
- ROSS Xpression 12.1 on Windows 11 has been used to produce our new graphics. These files can be provided to broadcasters should they need access.

GRAPHICS – OPENING/CLOSING

OPENING GRAPHICS



Example – Click [here](#)

FULL PAGE ANIMATION - SPONSOR



Example – Click [here](#)

PLAYER HIGHLIGHT PACKAGE



Example – Click [here](#)

CLOSING GRAPHICS



Example – Click [here](#)

GRAPHICS – LEADERBOARD

LEADERBOARD - WITH HEADSHOT




MAVERICK McNEALY

THE GENESIS INVITATIONAL
SAN DIEGO, CALIFORNIA

	FINAL ROUND	TOTAL	THRU	TODAY
1	MAVERICK McNEALY	-11	11	-8
2	PATRICK RODGERS	-9	7	-1
	DENNY MCCARTHY	-9	7	-2
4	SCOTTIE SCHEFFLER	-7	11	-4
	LUDVIG ÅBERG	-7	8	-1
	PATRICK CANTLAY	-7	8	-3
7	TOMMY FLEETWOOD	-5	8	-1
	NICK TAYLOR	-5	12	-3
9	HIDEKI MATSUYAMA	-4	12	-2
	DANIEL BERGER	-4	15	-4

Example – Click [here](#)

SCORECARD



HIDEKI MATSUYAMA

THE GENESIS INVITENTIAL
TORREY PINES (SOUTH)

FINAL ROUND

1	2	3	4	5	6	7	8	9	
4	4	3	4	4	5	4	3	5	36
4	5	2	3	4	4	3	3	5	33

10	11	12	13	14	15	16	17	18	
4	3	4	5	4	4	3	4	5	36
4	4	4	5	4	6	3	3	4	37

FAIRWAYS	GREENS	PUTTS	LONGEST DRIVE	
6/14	14/18	28	308	70

Example – Click [here](#)

MINI LEADERBOARD



THE GENESIS INVITATIONAL
FINAL ROUND

1	RODGERS	-8	1
2	ÅBERG	-7	2
	McNEALY	-7	5
	MCCARTHY	-7	1
5	SCHEFFLER	-5	5

Example – Click [here](#)

LOWER 3RD SCORECARD GRAPHIC



SCOTTIE SCHEFFLER T3 -7

1	2	3	4	5	6	7	8	9	
4	3	3	4	3	4	3	3	5	36

THE GENESIS INVITATIONAL
FINAL ROUND

1	ÅBERG	-8	3
	McNEALY	-8	6
	RODGERS	-8	3
4	SCHEFFLER	-7	7
	MCCARTHY	-7	3

Example – Click [here](#)

GRAPHICS - TECHNOLOGY

SHOT TRACER – TEE SHOT



Example – Click [here](#)

SHOT TRACER - SIDE SLAB



Example – Click [here](#)

SHOT TRACER - AERIAL



Example – Click [here](#)

HOLE BREAKDOWN



Example – Click [here](#)

GRAPHICS – PLAYER INSIGHTS

FULL-PAGE CAREER SUMMARY



Example – Click [here](#)

SIDE SLAB – PLAYER PROFILE



Example – Click [here](#)

INTERNATIONAL WINNERS - HEADSHOTS



Example – Click [here](#)

POWER RANKINGS - SEASON vs WEEK



GRAPHICS PARAMETERS

Out of Safe

18

2024 Golf Grnd

1 2 3 4

SCHEFFLER

1

-20

ROUND 1

31

ROUND 2

30

ROUND 3

26

TODAY

23

TOTAL PUTTS

SPONSOR CHIP

Graphic Gutter

9

LUDVIG ÅBERG

8

-14

1

2

3

4

5

6

7

8

9

10

11

12

13

14

15

16

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18

36

4

4

2

4

4

4

4

3

5

34

4

3

3

3

4

4

5

3

4

33

Ticker

3rd Baseline

LIVE

FEATURED GROUP

RESOURCES/COMMUNICATION

To coincide with the launch of the World Feed, we will introduce our new international media website. This will be your one-stop destination for all information related to the World Feed, including airtimes, commentator resources, ancillary programming, scripts, and promos.

<http://internationalmedia.pgatour.com/>

Starting PLAYERS week our team will also start sending out a new information pack on a Wednesday which will include airtimes, talent list, featured groups, international storylines and ShotLink fact sheets.

FREQUENTLY ASKED QUESTIONS

When will the World Feed start?

The new World Feed will be produced from Round 1 of THE PLAYERS Championship. Until then we will continue to make the EIF available in its existing format. The EIF will not be available beyond THE PLAYERS Championship (only the World Feed). The World Feed will be produced for PGA TOUR and opposite events. The backhaul feed will continue to be made available for Champions and Korn Ferry tournaments when available.

Will the World Feed broadcast hours be different to the EIF?

Like the EIF, the World Feed airtimes will mirror the U.S. telecast hours and available on the international delivery schedule.

How do we access the World Feed?

Our global transmission provider, Eurovision, will continue handle distribution, access will be the same as the EIF.

What about the audio configuration, is anything changing?

The audio layout will remain the same with 6 channels of audio including a full mix, international sound, and the AD line.

What happens if there is a weather delay?

The World Feed team will provide rain fill if needed, just like they do with the EIF. In this case, we will air the prior day's world feed, if that is not available the prior year's EIF will be used.

How will we be notified of changes?

The AD line will continue to be the most up-to-date tool for real-time information about the live telecast. Just like with EIF, if there is an advance airtimes change, email communication will also be sent.

Will we see the talent on-camera?

On-camera talent appearances will be very limited. We anticipate only seeing the on-site reporters during interviews or very special circumstances. The goal is to serve fans with more golf action than ever.



FREQUENTLY ASKED QUESTIONS

How will the content and storytelling differ once the World Feed launches?

Currently, the EIF is based on our U.S. network feed, once the World Feed launches, we will still focus on storylines unfolding at the top of the leaderboard, but we will have the opportunity to cover more international players throughout our coverage. This will be further leveraged with a mix of graphics, editorial insights, data and player footage which we believe will drive deeper fan engagement.

Will the World Feed have its own graphics package?

Currently the EIF graphics switch each week depending on whether NBC or CBS are airing the coverage in the US. The World Feed will benefit from an upgraded graphics package which has been designed in house at the PGA TOUR. These graphics will be delivered consistently week-to-week and will offer broadcasters a more seamless transition between our early additional live feeds and our new World Feed.

Will the World Feed have new talent?

Yes, the World Feed will have its own international talent team. Each week there will be a Host, 2 Analysts and a walking reporter. There will be a mixture of nationalities represented including former players and Major winners!

Do you plan to measure distance in yards or meters?

Like the EIF we will continue to use the imperial measurement system.

Will the World Feed include any commercial or sponsorship brands?

Yes, some commercial elements will be subtly integrated into the World Feed and the feed will be fully Ofcom compliant. We will also continue to have Title and Proud Partner sponsors visibility through the feed as we do now through the EIF.

Will the break patterns change?

The feed will be continuous but there will be the opportunity for broadcasters to take convenient breaks, currently the EIF provides 6 x 2 min breaks per hour, for the World Feed this will change to 4 x 2 min breaks per hour. SCTE markers will also be available.

Will you continue to include CEO interviews from the title sponsors?

We plan to reduce this dramatically to provide more live coverage of the action on the course



TECHNICAL SUPPORT

Transmission Problems – Eurovision Washington D.C.

+41 (22) 717 2790

sportsbookings@euovision-us.net

Decoder Authorization Issues—Eurovision Geneva:

+41 22 717 2790

Programming Re-Feeds: (Transmission Fees may apply)

pgarefeed@eurovision.net



KEY CONTACTS

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