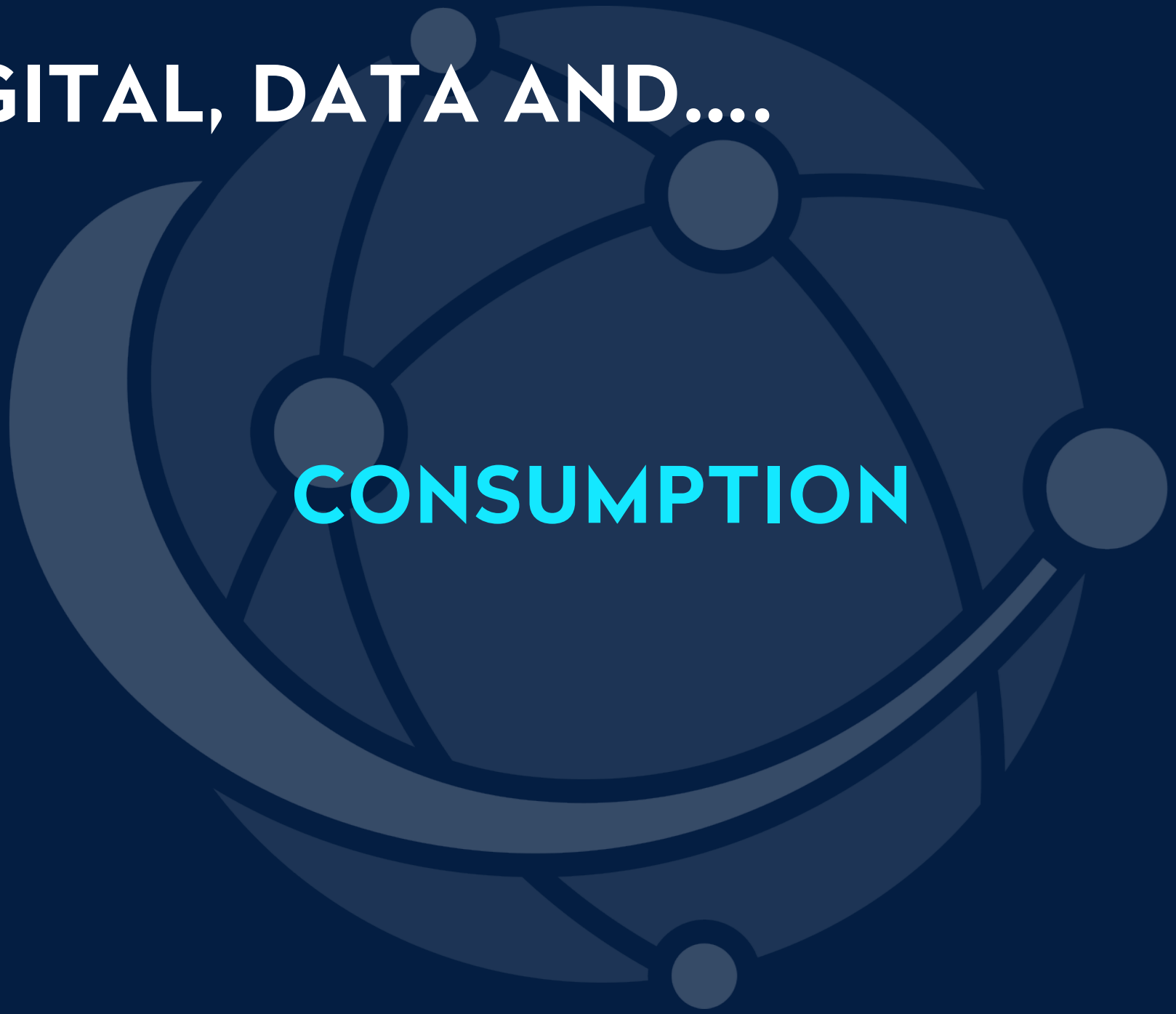
The R&A International Golf Conference 2023

GOLF'S GOLDEN OPPORTUNITY

Charlie Beall, Consulting Partner - Seven League, IMG

R&A

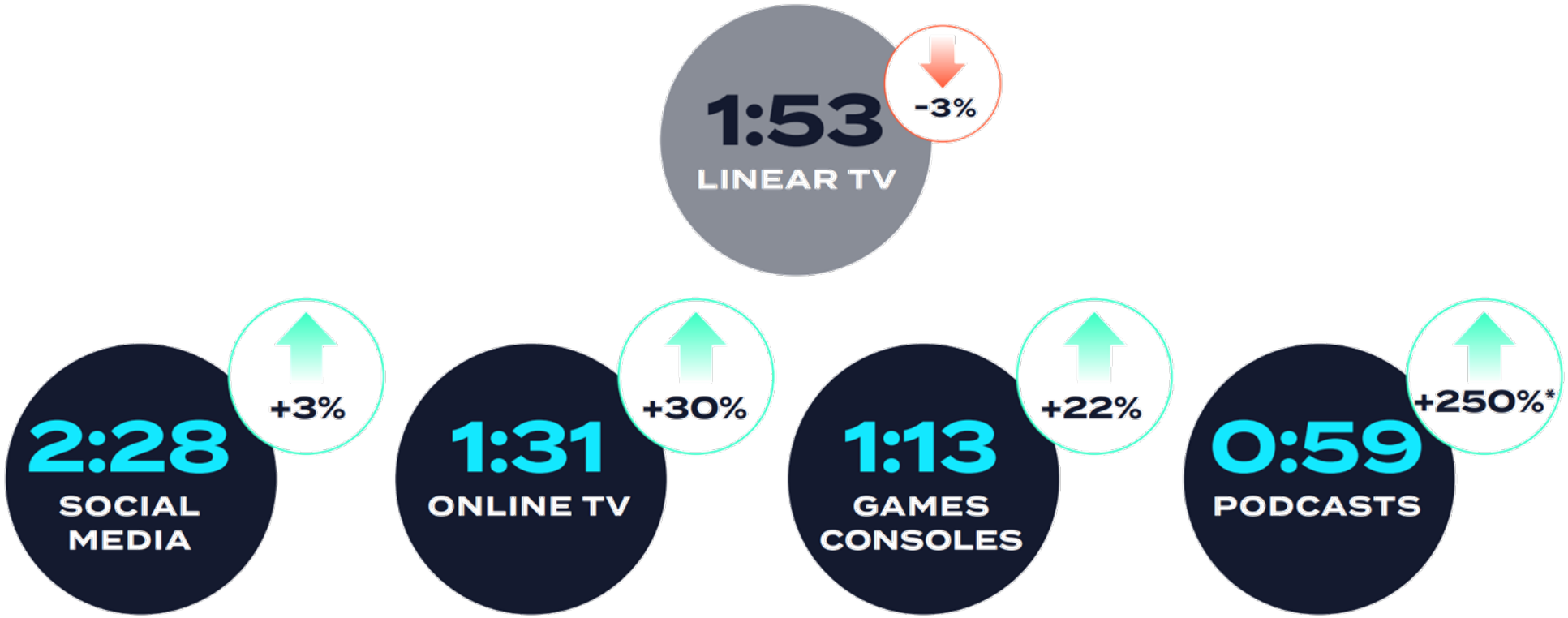
DIGITAL, DATA AND....



CONSUMPTION

PGA

AVERAGE DAILY TIME SPENT, BY PLATFORM (H:MM)



SOURCE: GWI, 2018–2022
*SINCE 2019

ibai Schedule Videos Clips

LA VELADA DEL AÑO II.

Special Events Spanish

LIVE

Follow Subscribe

2,486,487 1:51:04 Host

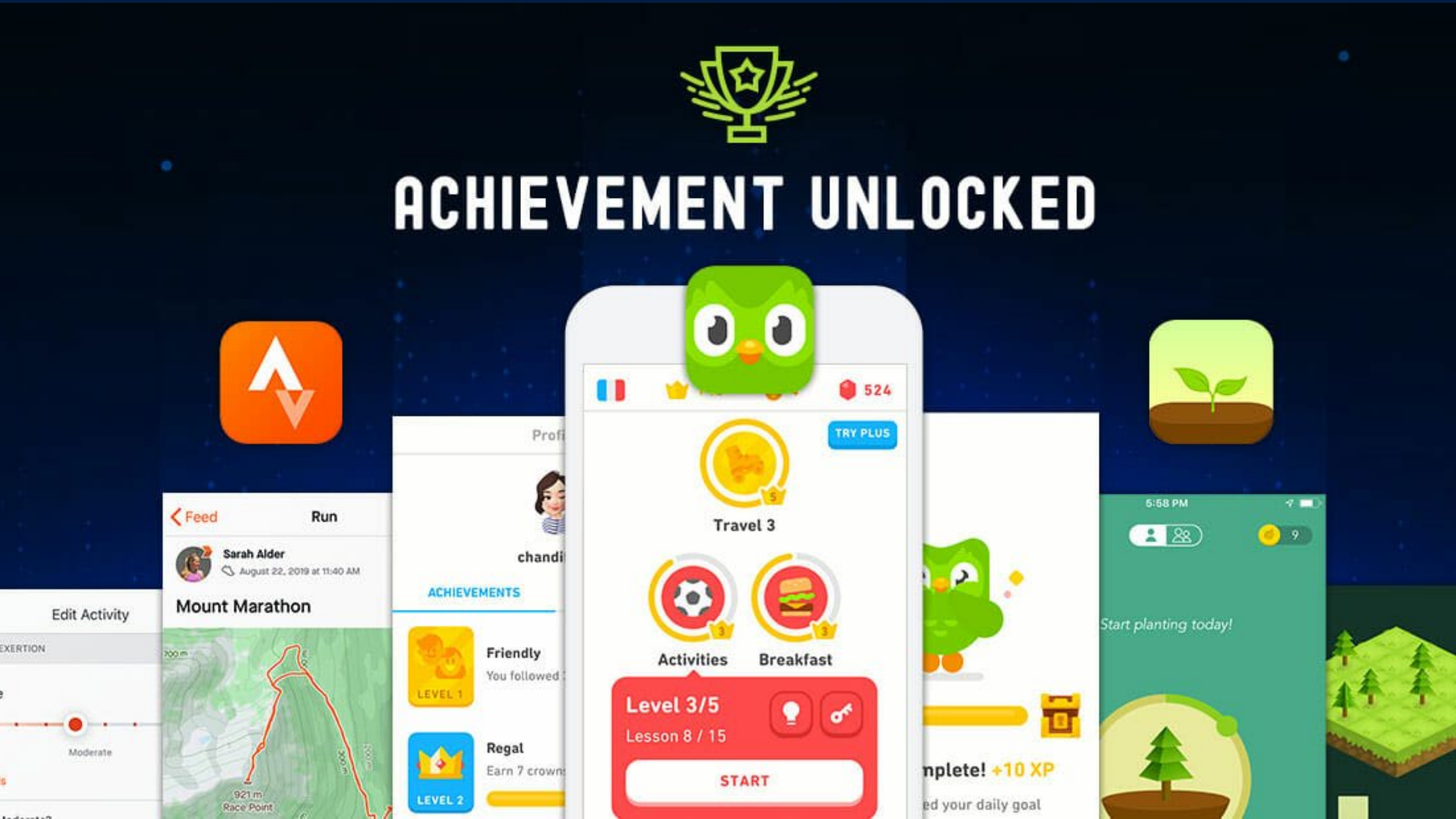
AT&T LTE
7:27 PM
YOUR FAN IQ: -
Earn More Fan IQ
RANK: -
View Your Stats
Gamecast
Playcall
05:30
PREVIOUS PLAY:
BALL ON SAL 18
1ST & 10
14 - 0
18 SECONDS REMAINING - PICK A PLAY
HEY SAILOR 30R
AT&T
7:27 PM
YOUR FAN IQ: 31
Earn More Fan IQ
RANK: Rookie
View Your Stats
Gamecast
Playcall
PREVIOUS PLAY:
05:30
BALL ON SAL 18
1ST & 10
14 - 0
18 SECONDS REMAINING - PICK A PLAY
HEY SAILOR 30R

FORMULA 1
DRIVE TO SURVIVE
SEASON 4 CONFIRMED
COMING 2022
NETFLIX

DIGITAL, DATA AND....

PARTICIPATION

The Economist
The Fed: more rate pain awaits
Alibaba and the 40 officials
Why dodgy money loves London
How to save America's Supreme Court
MAY 7TH-13TH 2022
The quantified self
How data can help you live longer


ACHIEVEMENT UNLOCKED
Feed
Run
Sarah Alder
August 22, 2019 at 11:40 AM
Mount Marathon
Edit Activity
Moderate
921 m
Race Point
ACHIEVEMENTS
Friendly
LEVEL 1
Regal
LEVEL 2
524
TRY PLUS
Travel 3
Activities
Breakfast
Level 3/5
Lesson 8 / 15
START
5:58 PM
Start planting today!

STOP

DIGITAL, DATA AND....

THE BUSINESS MODEL OF SPORT

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The NFL accounted for 82 of top 100 most-watched US broadcasts in 2022

Sport Business Journal

Most-watched telecasts for 2022

NFL | Other | Politics | College football

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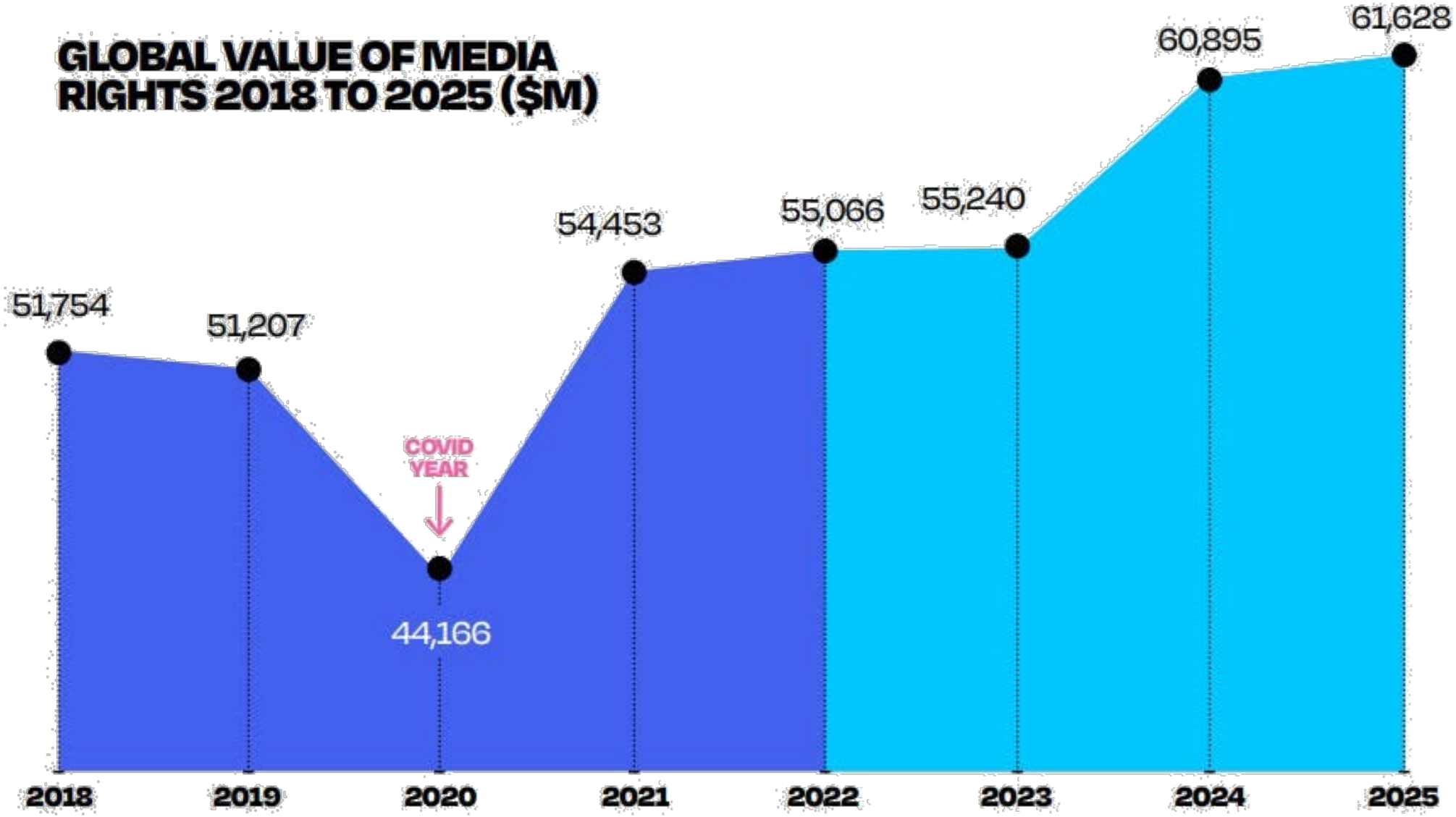
Rank	Network(s)	Date	Telecast	Viewers (000s)
1	NBC	2/13	Super Bowl LVI: Rams-Bengals	110,400
2	Fox	1/30	NFC Championship: Rams-49ers	50,225
3	CBS	1/30	AFC Championship: Chiefs-Bengals	47,851
4	CBS	1/23	AFC Divisional Playoff: Chiefs-Bills	42,736
5	Fox	11/24	NFL: Giants-Cowboys (Thanksgiving)	42,058
6	CBS / Nickelodeon	1/16	NFC Wild Card: 49ers-Cowboys	41,496
7	NBC	1/23	NFC Divisional Playoff: Buccaneers-Rams	39,880
8	Fox	1/22	NFC Divisional Playoff: Packers-49ers	36,923
9	multiple	3/1	State of the Union (President Biden address)	34,646
10	CBS	11/24	NFL: Bills-Lions (Thanksgiving)	31,782
11	CBS	1/22	AFC Divisional Playoff: Titans-Bengals	30,752
12	Fox	1/16	NFC Wild Card: Buccaneers-Eagles	30,373
13	NBC	1/16	AFC Wild Card: Chiefs-Steelers	30,185
14	Fox	11/13	NFL: Cowboys-Packers	29,171
15	NBC	1/15	AFC Wild Card: Bengals-Raiders	28,910
16	Fox	12/24	NFL: Eagles-Cowboys	27,832
17	CBS	11/20	NFL: Cowboys-Vikings	27,546
18	CBS	9/18	NFL: Bengals-Cowboys	27,389

1. Understand the audience better
2. Reach them directly
3. Serve them with content & experiences they value
BMW
BMW

GLOBAL VALUE OF MEDIA RIGHTS 2018 TO 2025 ($M)



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D2C

6821 3840
7934 980
Revenue Growth
Marketing Activities
Customer Acquisition
Increasing Revenue
Market Summary :

Zero-Party

Personal information that is willingly and deliberately shared.

First-Party

Information that is gathered based on interactions with the brand.

Second-Party

First-party data that is shared with a corporate partner.

Third-Party

Aggregated data that is provided by marketing platforms such as Google.

The R&A
International Golf
Conference 2023