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International Golf
Conference 2023

GOLF'S **GOLDEN** OPPORTUNITY

Mark Bennett, VP Android Partnerships, Google

R&A

My Lens



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Let's talk about mobile



android

An open source operating system

Anyone can build
a smart, mobile device



Google Play

A global app store

Anyone can build
a digital product



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Why the comparison matters

1.0



Mainframe

2.0



PC

3.0



Mobile



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What it means for business

Reach

⇒ Scale to billions of consumers from Day One

Cost

⇒ Technical standards radically lower development cost

Experience

⇒ Mobile ubiquity creates moments for differentiation



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For me it started with music



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And we know the story



1980s

This is a record store



2020s

This is a record store

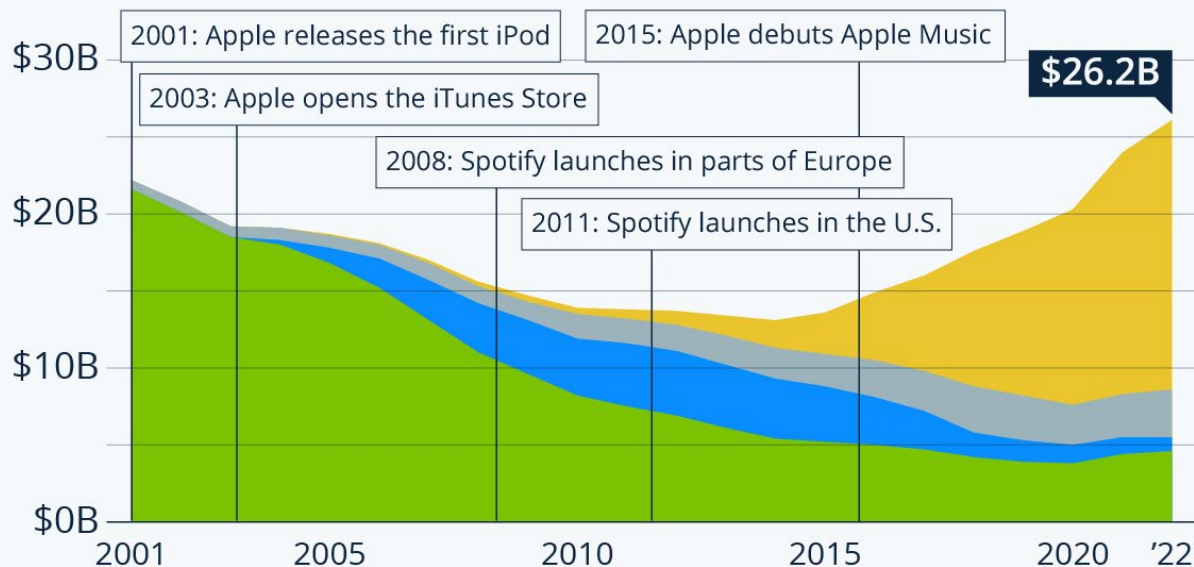


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Streaming Drives Global Music Industry Resurgence

Global recorded music industry revenues
(in billion U.S. dollars)*

● Physical ● Downloads and other digital (excl. streaming) ● Others** ● Streaming



* not adjusted for inflation

** includes performance rights and synchronization revenues

Source: IFPI



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It's a familiar one



Older transformations

Newer transformations

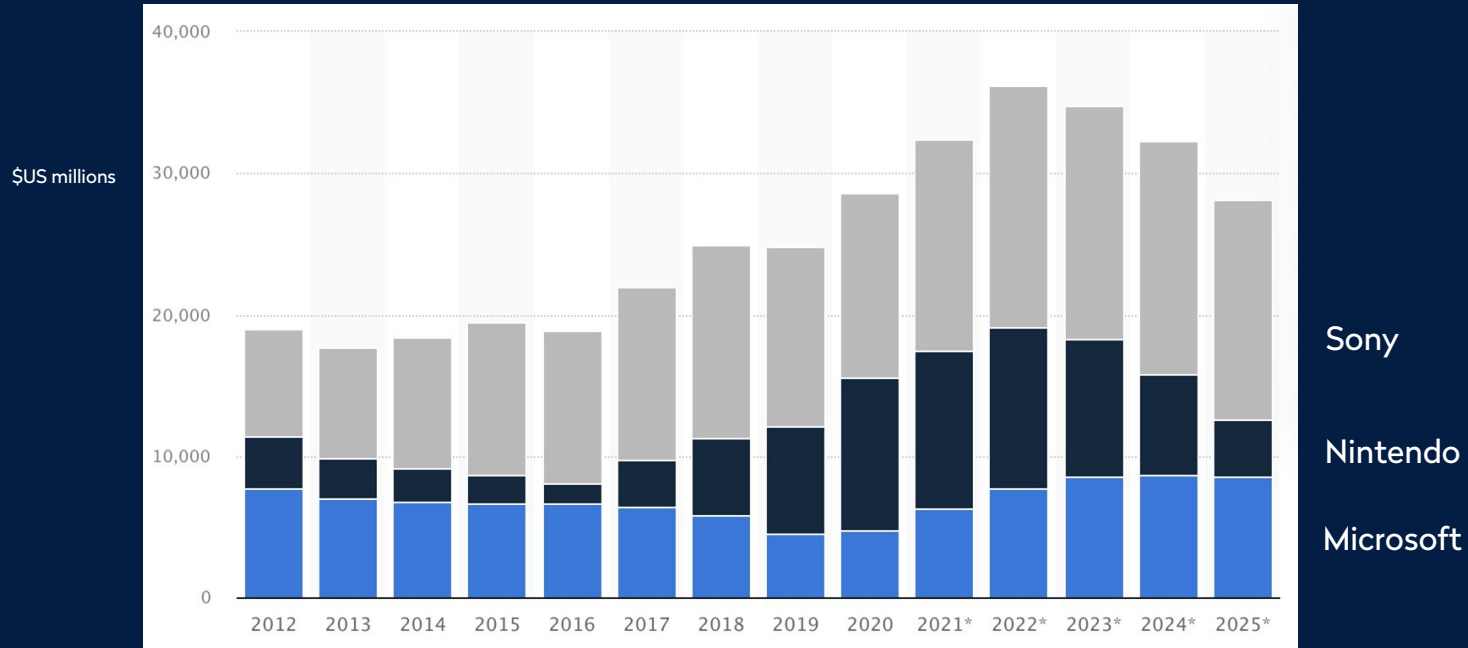


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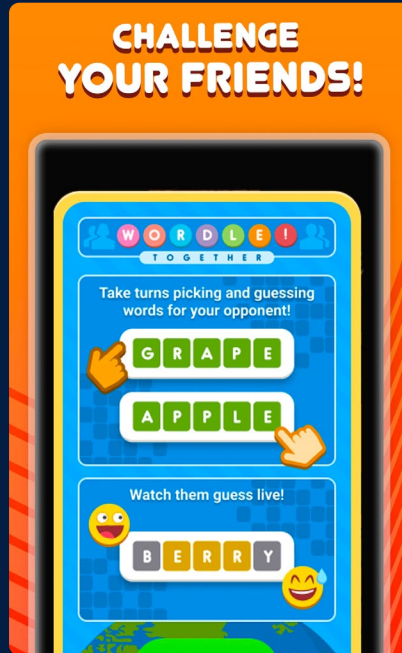
Incumbents

Worldwide Console Gaming, Software Revenue, 2012 - 2025(e)



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New mobile entrants

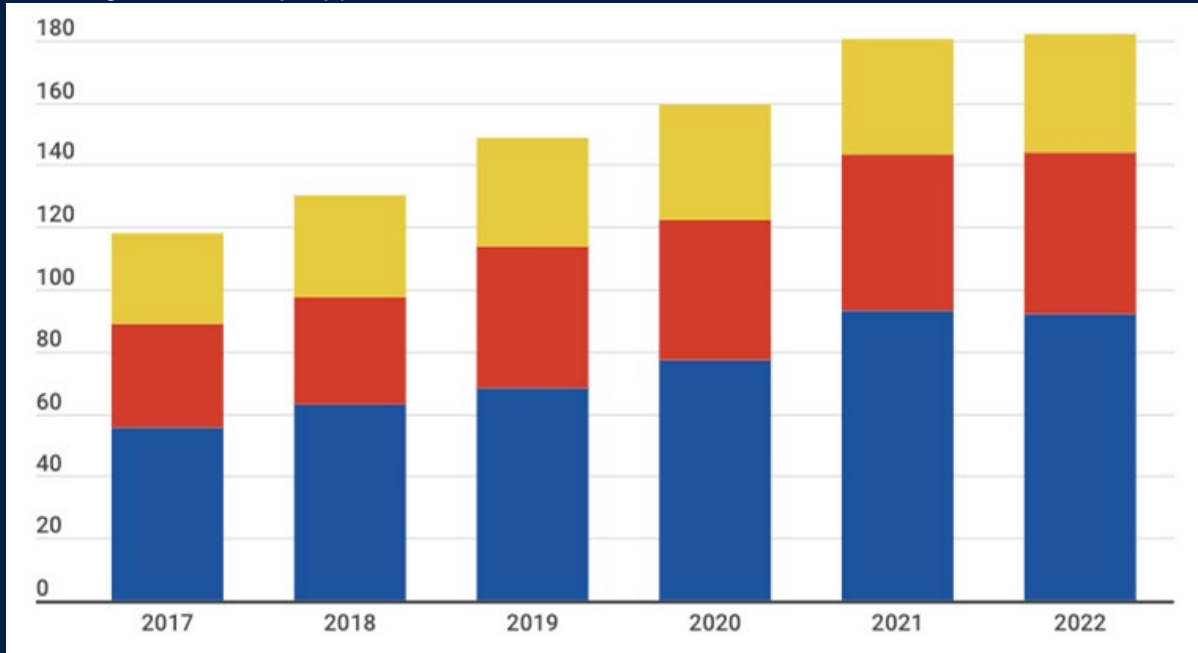


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And now gaming....

Gaming Revenue by Type, 2017 to 2022

\$US billions



PC

Console

Mobile



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ENTERTAINMENT / GAMING / POKEMON

Pokémon Go's live events drove nearly \$250 million in tourism revenue last year



Photo by Dani Deahl / The Verge

/ Niantic says its AR game is a boon for host cities of its live events

By **NICK STATT** / @nickstatt

Jan 22, 2020, 11:00 AM EST | [0 Comments](#)



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The familiar story, again



This is gaming



This is **also** gaming



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So what does this mean for golf?



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