



The R&A  
International Golf  
Conference 2023

# GOLF'S **GOLDEN** OPPORTUNITY

Chad Mumm

R&A



# Full Swing - Video

# The Global Success of Full Swing.

- The seventh-most watched English TV show globally, with more than 17 million hours viewed in its first week
- Top 10 for 2 weeks in the US and the UK
- Top 10 for 3 weeks in Ireland
- Reached Top 10 TV in 12 countries



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# Social Media Impact.



- Participating PGA TOUR players have seen a combined increase of nearly 1.4 million followers.
- Joel Dahmen continues to see the largest increase in followers with +136% since premiere.



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