

PGA TOUR Short Form Content

Weekly Competition Based Content			
<i>Feature</i>	<i>Schedule/ Frequency</i>	<i>Duration</i>	<i>Description</i>
Shot of the Day	<ul style="list-style-type: none"> - 4x Week - Roughly one hour following the end of the telecast - Delivered for all PGA TOUR events 	About :30 seconds	<ul style="list-style-type: none"> - Video of the best shot of the day from that day's PGA TOUR competition - Produced with VO, Music, and Nats - No Web.com or PGA TOUR Champions coverage
Round Recaps	<ul style="list-style-type: none"> - 4x Week - Roughly one hour following the end of the telecast - Delivered for all PGA TOUR events 	About 3 minutes	<ul style="list-style-type: none"> - Video recap of the most important competition shots from that day's competition - Announce calls and shot graphics - No Web.com or PGA TOUR Champions coverage
Shots of the Week	<ul style="list-style-type: none"> - 1x Week - Monday morning following the conclusion of weekly tournaments - Delivered for all PGA TOUR events 	1-2 minutes	<ul style="list-style-type: none"> - Compilation of the Top 5 shots from that week's competition. Shots may come across all Tours. - Graphics and announce calls - Includes shots for Web.com and PGA TOUR Champions
Weekly Interviews and Press Conferences			
<i>Feature</i>	<i>Schedule/ Frequency</i>	<i>Duration</i>	<i>Description</i>
Winner's Press Conference	<ul style="list-style-type: none"> - 1x Week - Roughly 2-3 hours following the conclusion of the telecast - Delivered for all PGA TOUR events 	1-3 minutes	<ul style="list-style-type: none"> - Full winner's press conference that takes place in the media center - For international players, we will provide one off interview in their native language
Daily Tournament Interviews	<ul style="list-style-type: none"> - Thursday, Friday, Saturday (following the completion of a player's round) - Posted throughout the day as players finish their rounds 	1-3 minutes	<ul style="list-style-type: none"> - Select player interviews from the quick quotes area at the tournament - Often the interview is interstitched with competition footage - Players are asked 2-3 questions - Roughly 8-10 delivered per day for early rounds, and about five for third round
Pre-Tournament Press Conferences	<ul style="list-style-type: none"> - Tuesday and Wednesday of tournament week - Posted throughout the day following the completion of press conference 	1-3 minutes	<ul style="list-style-type: none"> - Select player interviews from practice rounds - Previous year's champion and marquee players - Press conferences for major announcements may also be distributed - Number of interviews varies week to week - Questions are clipped, and labeled with the topic of the answer - full presser is not sent - Often the interview is interstitched with competition footage
Other TOUR Content			
<i>TOUR</i>	<i>Content</i>	<i>Duration</i>	<i>Description</i>
Korn Ferry TOUR	<ul style="list-style-type: none"> - Round recaps and interviews are delivered for every event - not consistent on # of files delivered or delivery times - Tournament-specific features may be developed and delivered (Web.com Final events) 	Varies	<ul style="list-style-type: none"> - Produce a "top 3 or 5 shots of today's round" video designed for an audio-off landscape with graphics indicating player, hole and shot numbers - Interviews are features that may include competition footage or trophy shots
PGA TOUR Champions	<ul style="list-style-type: none"> - Round recaps and interviews are delivered for every event - not consistent on # of files delivered or delivery times - Charles Schwab Cup Playoffs: Round Recaps are delivered following the conclusion of each round; Winner's interview from telecast and other interviews are delivered for each event 	Varies	<ul style="list-style-type: none"> - Produce a "top 3 or 5 shots of today's round" video designed for an audio-off landscape with graphics indicating player, hole and shot numbers - Interviews are rough cuts

PGA TOUR Latino America	- For select events Round Recaps are delivered following the completion of each Round - Delivered roughly two hours following the conclusion of play	2-3 minutes	-Produce a “top 3 or 5 shots of today’s round” video designed for an audio-off landscape with graphics indicating player, hole and shot numbers
PGA TOUR Canada	- For select events Round Recaps, and Interviews are delivered after each round - Content delivery is based on availability of camera crew, and significant storylines	N/A	- Recaps are voiced and have graphics - Interviews are rough cuts
Features			
<i>Feature</i>	<i>Schedule/ Frequency</i>	<i>Duration</i>	<i>Description</i>
PGA TOUR: The CUT features	- Five features delivered on a weekly basis (Wednesday) - Features are taken from the 1/2 hour PGA TOUR: The CUT program	2-4 minutes	- Features range from player profiles, tournament previews and off-course features - Provides viewers with an idea of what life is like off of the course for PGA TOUR players
Top 10's	- Delivered sporadically throughout the year - Increased delivererly during final months of the year - counting down top moments from the year - Any Top 10 that a broadcaster sees on PGATOUR.com or in the broadcast can be made available	3-5 minutes	- Top 10 videos can feature top shots from specific tournaments, specific players or moments outside the ropes - Voiced and have graphics
Tournament Specific Features	- Delivered sporadically based on available content from tournaments	Varies	- Content is determined by PGA TOUR digital content team - Outside of the ropes content - Ex. Compilation videos, features, warm-up routines, impact stories
PGA TOUR Profiles	- Approximately 6-7 / year - Delivery is determined based on production schedule	8-10 minutes	- Films focus on one player or historical moment in PGA TOUR history - Tells the story of that moment through interviews and archive footage - Films will coincide with with PGA TOUR calendar and key events on the calendar (i.e. Craig Perks PLAYERS victory, Hideki Matsuyama and Waste Management Open) - Will include voiceover and graphics - scripts to be provided
PGA TOUR Profile - Shorts	- Approximately 4-5/ year - Delivery is determined based on production schedule	4-5 minutes	- Films focus on one player or historical moment in PGA TOUR history - Tells the story of that moment through interviews and archive footage - Films will coincide with with PGA TOUR calendar and key events on the calendar (i.e. Craig Perks PLAYERS victory, Hideki Matsuyama and Waste Management Open) - Will include voiceover and graphics - scripts to be provided