

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	- 4x Week	About 30 seconds	- Video of the best shot of the day from that day's PGA TOUR competition - Produced with VO, Music, and Nats
Round Recaps	- 4x Week	About 3 minutes	- Video recap of the most important competition shots from that day's PGA TOUR competition - Announce calls and shot graphics
Shots of the Week	- 1x Week	1-2 minutes	- Compilation of the Top 5 shots from that week's competition. Shots may come across all Tours. - Graphics and announce calls
Weekly Interviews and Press Conferences			
<i>Feature</i>	<i>Schedule/ Frequency</i>	<i>Duration</i>	<i>Description</i>
Winner's Press Conference	- 1x Week - Delivered for all PGA TOUR events	10-15 minutes	- Full winner's press conference that takes place in the media center - For any international winner, we will request native language sound
Daily Tournament Interviews	- Thursday, Friday, Saturday (following the completion of a player's round) - Posted throughout the day as players finish their rounds	1-3 minutes	- Players are requested based on the leaderboard and that day's storylines. -Native language sound will be requested and delivered when possible.
Pre-Tournament Press Conferences	- Tuesday and Wednesday of tournament week - Posted throughout the day following the completion of press conference	10-15 minutes	- Select player interviews from practice rounds - Previous year's champion and marquee players - Press conferences for major announcements may also be distributed
Other Tour Content			
<i>Tour</i>	<i>Content</i>	<i>Duration</i>	<i>Description</i>
Korn Ferry Tour	- Interviews are delivered for every event - For select events round recaps are provided - Tournament-specific features may be developed and delivered	Varies	-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 - Raw interviews are delivered from site
PGA TOUR Champions	- Interviews are delivered for every event - Charles Schwab Cup Playoffs: Round Recaps are delivered following the conclusion of each round	Varies	-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 - Raw interviews are delivered from site
PGA TOUR Americas	- For select events Interviews and b-roll are delivered -Content delivery is based on availability of	Varies	-B-roll includes competition footage, trophy shots, and full interview

	camera crew, and significant storylines		
Features			
<i>Feature</i>	<i>Schedule/ Frequency</i>	<i>Duration</i>	<i>Description</i>
<i>PGA TOUR: The CUT Features</i>	- Features delivered on a weekly basis (Wednesday) - Features are taken from the full 30-minute 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
<i>Top 10's</i>	- Delivered sporadically throughout the year	3-5 minutes	- Top 10 videos can feature top shots from specific tournaments, specific players or moments outside the ropes
<i>Tournament Specific Features</i>	- Delivered sporadically based on available content from tournaments	Varies	- Short form content from tournaments, including behind-the-scenes footage, player routines, and key moments on and off the course
<i>PGA TOUR Origins</i>	- Delivery is determined based on production schedule	8-10 minutes	- Films about TOUR Players going back to their roots and seeing how it has shaped them on and off the course. - Films will coincide with the PGA TOUR calendar - Will include voiceover and graphics - scripts to be provided
<i>The Breakdown</i>	-Delivery is based on tournament schedule	1-2 minutes	-Todd Anderson, Director of Instruction at PGA TOUR, breaks down great shots from the PGA TOUR and tips from world class players and instructors