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Callaway

LARS LARSEN GROUP



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Emirates

Heineken

WORLD TOUR



DP WORLD TOUR

Netto

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Danish Golf Championship 2024

22 – 25 August 2024

Lübker Golf Resort, Aarhus, Denmark

Global Broadcast & Sponsorship Performance Report

Living Consumer Intelligence · sport.yougov.com



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Contents



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- 1 Executive Summary**
- 2 Linear TV Analysis**
- 3 World Feed Analysis**
- 4 Secondary Media Analysis**
- 5 Analysis by Sponsor**
- A1 Appendix – Methodology**

Report Overview

This report provides an overview of the global broadcast and sponsorship performance of the Danish Golf Championship 2024 at Lübker Golf Resort, Aarhus, Denmark, between 22 - 25 August 2024.



Report Key Findings



TOTAL LINEAR
COVERAGE

2,752

Hours

+21.8%

36.4% of the broadcast coverage came from Live programming (1,001 hours).



TOP MARKET BY
LINEAR TV COVERAGE

120:02:00

Belgium

Coverage in Belgium was shown across Play Sports Golf & VSW channels.



BRAND
EXPOSURE

106,711

Seconds

+8.7%

Danish Golf Championship (33,906) was the only sponsor to register more than 28,000 Exposures at this event.



NET SPONSORSHIP VALUE (ALL)

\$54.9m

All media sources (\$)

+27.3%

Danish Golf Championship branding generated the highest Net Sponsorship Value (\$17.7 million; 32.3% of the total).



TOP MARKET BY DEDICATED TV NET
SPONSORSHIP VALUE

\$6.8m

Germany

Value in Germany was majorly returned by Sky Sport Golf (\$5.8 million) translated from 58 hours of coverage.



KEY INSIGHTS

Green Signage (13,182,12.5%) produced the most Exposures of any location.

Online Press generated comfortably the highest Net Sponsorship Value of any Secondary Media type across this event (\$2.4 million).






EXECUTIVE SUMMARY




KPIs
Key performance indicators







 DANISH GOLF CHAMPIONSHIP	
Event	Danish Golf Championship 2024
Location	Lübker Golf Resort, Aarhus, Denmark
Dates	22 – 25 August 2024









*Linear TV, Digital Streaming & Social Media Videos
(Brand Exposure derived from Linear TV and Digital only)

A Total Broadcast Coverage		
		
Live Coverage	Repeats/Delayed and Highlights	Total Coverage
1,357 hrs +12.1%	1,759 hrs +24.5%	3,117 hrs +18.8%

C Dedicated TV		
		
Potential Household Reach	Gross Advertising Value	Net Sponsorship Value
530.9m -12.2%	\$131.2m +23.4%	\$50.1m +30.0%

E Secondary Media					
					
Social Media Impressions	Social Media Video Value	Social Media & SMV Value	OTT / Digital Streaming Value	TV News Value	Online Press Value
85.6m -23.8%	\$37,741 -8.6%	\$674,497 -12.7%	\$1.2m -20.0%	\$424,173 +234.2%	\$2.4m +11.2%

B Sponsor Exposure		
		
Sponsor Exposure (Seconds)	Total Brand Exposure per Hour	Brand Impact Score (BIS)
106,711 +8.7%	1:22:23 +11.3%	2.59 +6.1%

D Value – All Media Sources		
		
Gross Advertising Value	Discount %	Net Sponsorship Value
\$148.4m +16.0%	36.97%	\$54.9m +27.3%

The 2024 event achieved the highest value in its history

The 2024 edition of the Danish Golf Championship marked a historic achievement, reaching a new peak with a Net Sponsorship Value of \$54.9 million—a substantial +27.3% increase over the previous year’s \$43.1 million.

This year’s event also garnered extraordinary media coverage, achieving a record-breaking 3,117 hours, up by an impressive +18.8% from 2023. While total exposures saw a moderate +8.7% growth, these combined efforts significantly contributed to the elevated Net Sponsorship Value for 2024.

Moreover, Secondary Media platforms, including Online Press and TV News, delivered outstanding results, with Online Press Net Sponsorship Value increasing by +11.2% and TV News achieving a remarkable +234.2% boost compared to the 2023 edition.



A | TOTAL BROADCAST COVERAGE BY YEAR

2019	2020	2021	2022	2023	2024
2,064 hours	-	2,441 hours	2,838 hours	2,625 hours	3,117 hours

B | TOTAL VALUE BY YEAR

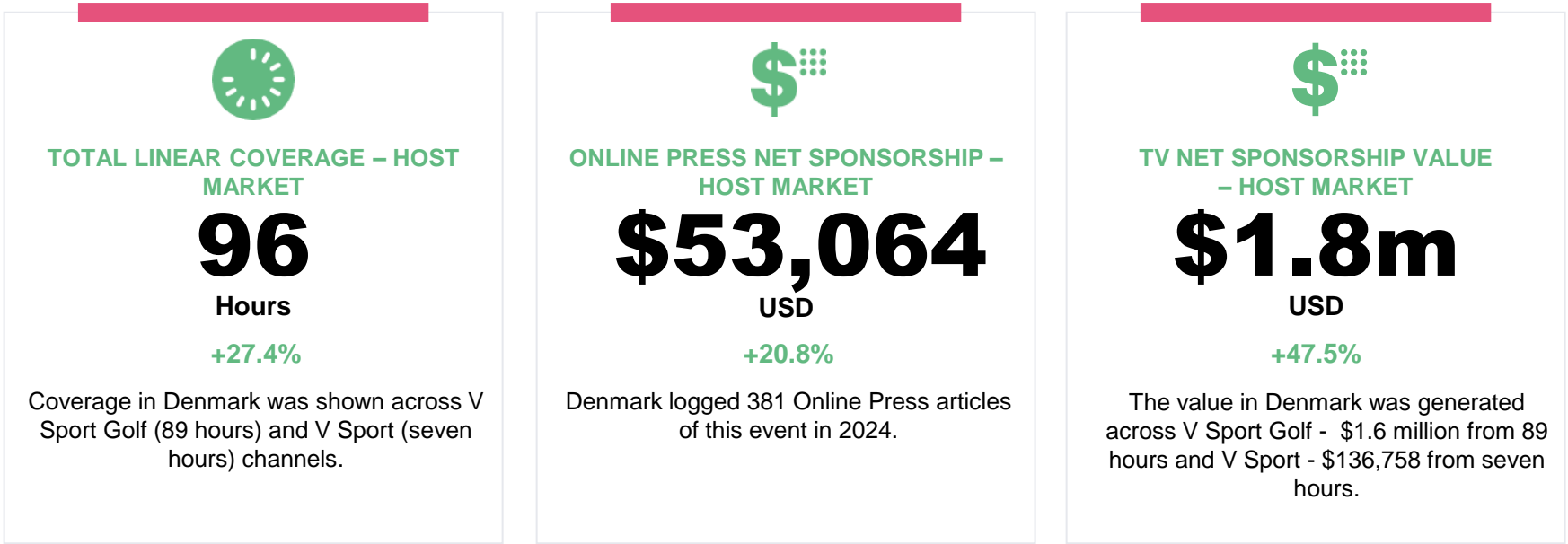
2019	2020	2021	2022	2023	2024
\$30.7m	-	\$37.6m	\$47.8m	\$43.1m	\$54.9m

Host Market Analysis – Denmark

As the host nation, the Denmark saw impressive growth, achieving \$1.8 million in linear TV Net Sponsorship Value, accounting for 3.6% of the total global value. This was driven by 96 hours of broadcast, contributing 3.5% of the total worldwide coverage.

Compared to the previous edition of the event, which generated \$1.2 million from 75 broadcast hours, 2024 saw a remarkable 47.5% increase in NSV. This surge was largely due to Repeats/Delayed coverage on V Sport Golf.

Additionally, Denmark publications contributed significantly through 381 online press articles, generating \$53,064 in Net Sponsorship Value.



KPIs

Sponsorship Metrics



BE - Brand Exposure
The number of seconds the brand was visible during the entirety of the World Feed



EPH
Exposure Per Hour



GAV
Gross Advertising Value



BIS
Brand Impact Score



NSV
Net Sponsorship Value

EXP#	33,906
EPH+	22:42
GAV*	\$37.7m
BIS^	3.27
NSV~	\$17.7m

EXP#	27,523
EPH+	19:00
GAV*	\$34.5m
BIS^	2.41
NSV~	\$12.1m

EXP#	7,290
EPH+	05:56
GAV*	\$9.8m
BIS^	2.26
NSV~	\$3.3m

EXP#	4,908
EPH+	04:06
GAV*	\$8.2m
BIS^	2.15
NSV~	\$2.4m

EXP#	4,033
EPH+	03:06
GAV*	\$5.3m
BIS^	2.61
NSV~	\$2.0m

EXP#	3,322
EPH+	02:26
GAV*	\$4.1m
BIS^	2.74
NSV~	\$1.6m

EXP#	3,216
EPH+	02:30
GAV*	\$4.2m
BIS^	2.38
NSV~	\$1.5m

EXP#	2,640
EPH+	02:02
GAV*	\$3.4m
BIS^	2.69
NSV~	\$1.3m

KPIs

Sponsorship Metrics



BE - Brand Exposure
The number of seconds the brand was visible during the entirety of the World Feed



EPH
Exposure Per Hour



GAV
Gross Advertising Value



BIS
Brand Impact Score



NSV
Net Sponsorship Value

EXP#	2,287
EPH+	01:45
GAV*	\$3.0m
BIS^	2.59
NSV~	\$1.1m

EXP#	113
EPH+	00:05
GAV*	\$3.2m
BIS^	3.80
NSV~	\$857,738

EXP#	1,632
EPH+	01:15
GAV*	\$2.1m
BIS^	2.37
NSV~	\$741,210

EXP#	3,055
EPH+	02:26
GAV*	\$4.1m
BIS^	0.93
NSV~	\$666,017

EXP#	1,574
EPH+	01:13
GAV*	\$2.5m
BIS^	1.92
NSV~	\$638,891

EXP#	438
EPH+	00:24
GAV*	\$1.7m
BIS^	5.00
NSV~	\$614,923

EXP#	1,060
EPH+	00:51
GAV*	\$1.4m
BIS^	2.22
NSV~	\$470,707

EXP#	1,334
EPH+	01:01
GAV*	\$1.7m
BIS^	1.78
NSV~	\$461,212

KPIs

Sponsorship Metrics



BE - Brand Exposure
The number of seconds the brand was visible during the entirety of the World Feed



EPH
Exposure Per Hour



GAV
Gross Advertising Value



BIS
Brand Impact Score



NSV
Net Sponsorship Value

EXP#	1,108
EPH+	00:54
GAV*	\$1.5m
BIS^	1.86
NSV~	\$421,658

EXP#	972
EPH+	00:47
GAV*	\$1.3m
BIS^	2.10
NSV~	\$403,833

EXP#	636
EPH+	00:31
GAV*	\$836,820
BIS^	3.17
NSV~	\$381,082

EXP#	840
EPH+	00:40
GAV*	\$1.1m
BIS^	2.12
NSV~	\$356,689

EXP#	764
EPH+	00:37
GAV*	\$1.1m
BIS^	1.84
NSV~	\$287,488

EXP#	572
EPH+	00:28
GAV*	\$771,425
BIS^	2.26
NSV~	\$260,840

EXP#	498
EPH+	00:23
GAV*	\$775,718
BIS^	2.10
NSV~	\$254,559

EXP#	628
EPH+	00:30
GAV*	\$838,155
BIS^	1.94
NSV~	\$247,935

KPIs

Sponsorship Metrics



BE - Brand Exposure
The number of seconds the brand was visible during the entirety of the World Feed



EPH
Exposure Per Hour



GAV
Gross Advertising Value



BIS
Brand Impact Score



NSV
Net Sponsorship Value



EXP#	494
EPH+	00:23
GAV*	\$664,943
BIS^	2.20
NSV~	\$219,096



EXP#	508
EPH+	00:23
GAV*	\$634,380
BIS^	1.88
NSV~	\$182,625



EXP#	66
EPH+	00:04
GAV*	\$460,584
BIS^	1.96
NSV~	\$166,953



EXP#	372
EPH+	00:17
GAV*	\$465,262
BIS^	1.95
NSV~	\$138,143



EXP#	298
EPH+	00:17
GAV*	\$376,311
BIS^	1.82
NSV~	\$105,037



EXP#	272
EPH+	00:12
GAV*	\$341,385
BIS^	1.92
NSV~	\$100,227



EXP#	194
EPH+	00:09
GAV*	\$254,583
BIS^	2.27
NSV~	\$90,367



EXP#	128
EPH+	00:06
GAV*	\$165,106
BIS^	2.54
NSV~	\$61,993

KPIs

Sponsorship Metrics



BE - Brand Exposure
The number of seconds the brand was visible during the entirety of the World Feed



EPH
Exposure Per Hour



GAV
Gross Advertising Value




BIS
Brand Impact Score



NSV
Net Sponsorship Value

	
EXP#	18
EPH+	00:01
GAV*	\$41,346
BIS^	4.68
NSV~	\$18,730

	
EXP#	12
EPH+	00:01
GAV*	\$14,642
BIS^	0.99
NSV~	\$2,496

02

LINEAR TV ANALYSIS

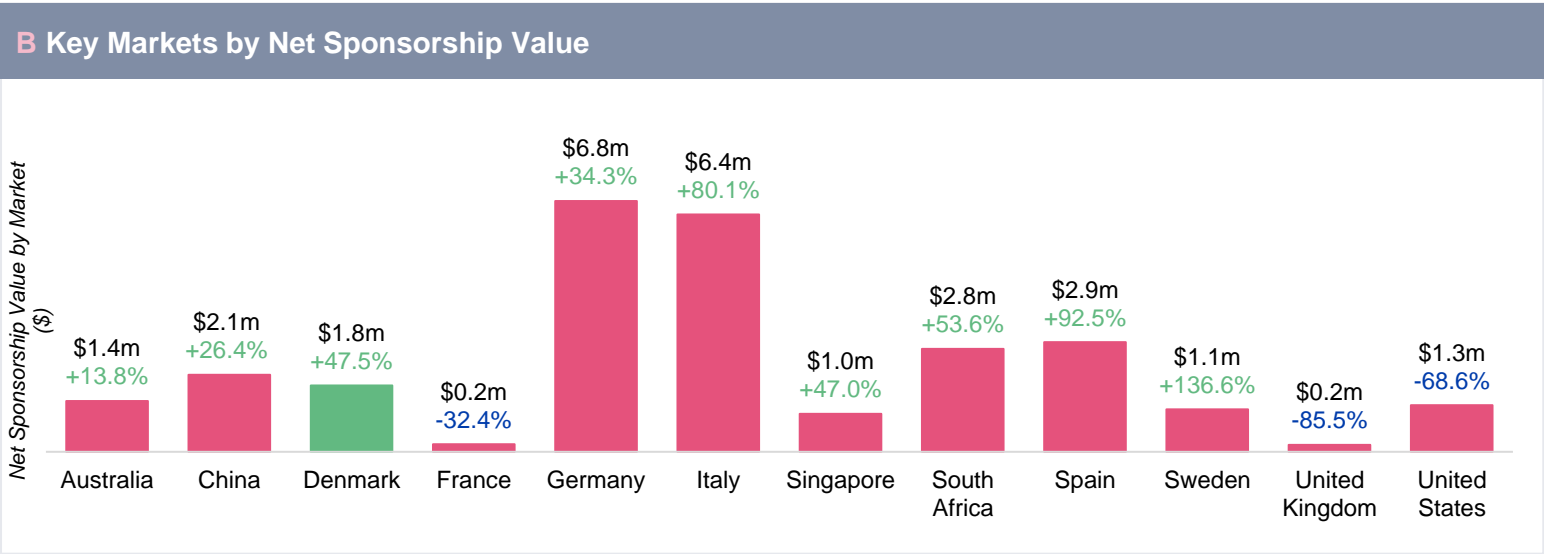
Europe dominated value and coverage

Danish Golf Championship 2024 generated a Linear TV Net Sponsorship Value of \$50.1 million across 2,752 broadcast hours. European nations dominated the coverage, accounting for 73.8% (2,032 hours) of the total coverage. This was led by the Belgium, with 120 hours of coverage (4.4% of the total coverage).

In terms of value, Europe took the lead, contributing \$30.6 million, making up 61.1% of the overall Linear TV Net Sponsorship Value. The top market in terms of value was Germany, contributing \$6.8 million (13.5% of the total NSV).

As the host market, the Denmark generated an impressive \$1.8 million of Net Sponsorship Value, making up 3.6% of the overall total. With 96 hours of coverage, the Danish market contributed a notable 3.5% of the global broadcast.

A Linear TV Metrics by Continent			
CONTINENT	POTENTIAL HOUSEHOLD REACH	NET SPONSORSHIP VALUE	LINEAR TV COVERAGE
Europe	50,130,956	\$30,603,943	2032:02:07
Asia Pacific	369,056,640	\$12,328,360	499:16:27
Africa & Middle East	16,697,060	\$5,184,738	180:55:22
North America	95,012,000	\$1,946,899	40:30:00
Total	530,896,656 (-12.2%)	\$50,063,941 (+30.0%)	2752:43:56 (+21.8%)



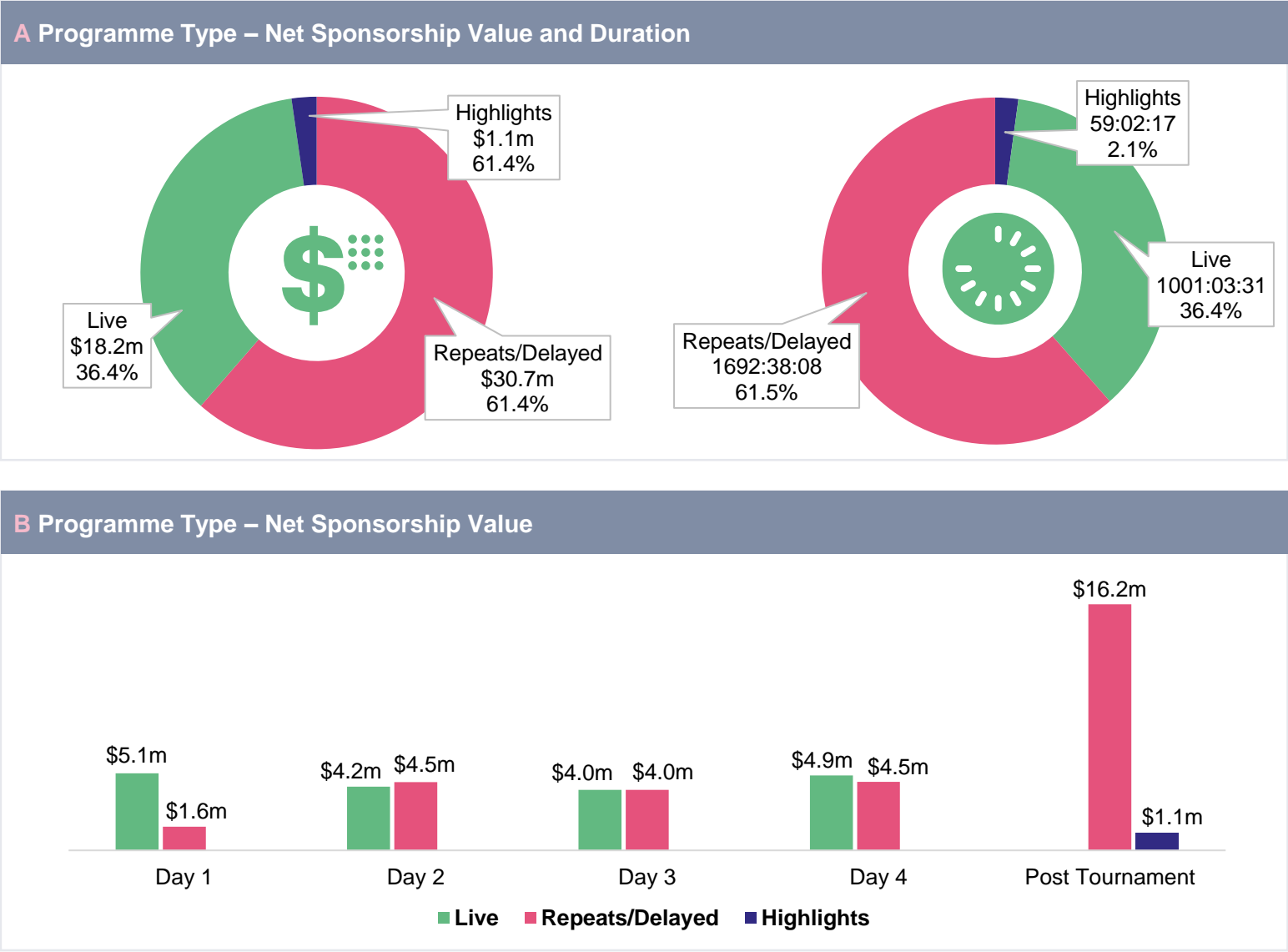
Repeats/Delayed programming dominates TV metrics

The greatest share of Net Sponsorship Value for Danish Golf Championship 2024 derived from Repeats/Delayed programming. 61.4% (\$30.7 million) of Dedicated TV's value was returned from 1,692 hours (61.5%) of coverage.

Live programming made up 36.4% (1,001 hours) of the coverage for this event and translated this to 36.4% (\$18.2 million) of the value.

Day 4 returned the highest value of any phase of the event (excluding Post Tournament), providing \$9.4 million (18.9% of the total), followed by Day 2 with \$8.7 million (17.4% of the total).

Post tournament content managed to return a Net Sponsorship Value of \$17.3 million (34.6% of the total), most of which came from Repeats/Delayed programming (\$16.2 million).





WORLD FEED ANALYSIS

Danish Golf Championship branding drove exposures for this event

Danish Golf Championship branding enjoyed more exposures than any other brand across the event, generating 33,906 seconds of World Feed Exposures (31.8% of the total). This peaked on Day 1 with 9,837 seconds of Exposure for this brand.

Danish Golf Championship branding achieved this from 27 assets, with Screen Text - Mini Leaderboard contributing 9,774 seconds (28.8% of the brand total).

DP World Tour branding logged the second-most Exposures (27,523 seconds). This peaked on Day 1 with 7,502 seconds of Exposure.

Combined, Danish Golf Championship and DP World Tour returned 61,429 seconds of Exposure (57.6% of the total).

A World Feed – Number of Exposures by Sponsor (Seconds)

BRAND	DAY 1	DAY 2	DAY 3	DAY 4	HL	TOTAL	% OF TOTAL
Danish Golf Championship	9,837	7,021	8,652	7,884	512	33,906	31.8%
DP World Tour	7,502	6,044	7,429	6,105	443	27,523	25.8%
Aarhus Region	2,041	1,719	1,510	1,830	190	7,290	6.8%
Lubker Golf Resort	1,293	1,391	1,070	1,052	102	4,908	4.6%
Emirates	1,000	410	1,300	1,200	123	4,033	3.8%
Jyske Bank	936	316	1,264	714	92	3,322	3.1%
Netto	812	456	900	978	70	3,216	3.0%
Rolex	830	612	784	750	79	3,055	2.9%
Lars Larsen Group	732	224	824	736	124	2,640	2.5%
Fortinet	694	62	874	582	75	2,287	2.1%
Schouw + Co	286	168	614	498	66	1,632	1.5%
Santander	666	68	326	454	60	1,574	1.5%
Salling Fondene	246	138	434	478	38	1,334	1.3%
Bravo Tours	282	348	172	290	16	1,108	1.0%
PWC	306	244	166	310	34	1,060	1.0%
H2O	292	190	196	262	32	972	0.9%
JKS	178	184	222	240	16	840	0.8%
Ecco	132	238	134	242	18	764	0.7%
Aarhus Airport	226	114	120	176	-	636	0.6%
Sparinvest	338	62	100	102	26	628	0.6%
Dansk Golf Union	272	94	44	152	10	572	0.5%
Norlys	94	76	112	210	16	508	0.5%
WTW	112	52	118	194	22	498	0.5%

World Feed Durations (hh:mm:ss): Day 1 – 5:44:36 / Day 2 – 4:04:22 / Day 3 – 5:37:48 / Day 4 – 5:04:42 / Highlights – 00:24:50

A World Feed – Number of Exposures by Sponsor (Seconds)

BRAND	DAY 1	DAY 2	DAY 3	DAY 4	HL	TOTAL	% OF TOTAL
Europcar	184	64	100	130	16	494	0.5%
Race to Dubai	122	68	78	134	36	438	0.4%
Formuepleje	100	18	128	106	20	372	0.3%
Sparekassen Kronjylland	168	-	20	84	26	298	0.3%
Kids Aid	78	12	116	64	2	272	0.3%
Jual	18	26	42	92	16	194	0.2%
Scandic	44	22	30	32	-	128	0.1%
DP World	36	-	4	60	13	113	0.1%
Titleist	46	4	-	10	6	66	0.1%
Rolex Series	12	2	4	-	-	18	0.0%
Uniconta	-	-	-	6	6	12	0.0%
Total	29,915	20,447	27,887	26,157	2,305	106,711	

Green Signage was the best performing asset

Green Signage logged the most Exposures at this event (13,182 seconds; 12.4% of the total). 18 sponsors returned exposure for this asset; with Aarhus Region returning the greatest exposure for this location (1,700 seconds). Day 1 logged more than any other day for this location (4,024 seconds).

The Caddie Bib asset recorded 11,637 exposures during the Danish Golf Championship 2024, with Day 1 seeing the highest count at 3,404 exposures. Two sponsors utilized this asset, with Danish Golf Championship gaining the most exposure, totaling 7,718 seconds.

Tee Fence was the only other location to cross 10,000 exposures mark during Danish Golf Championship 2024.

A World Feed – Number of Exposures by Location (Seconds)							
LOCATION/ASSET	DAY 1	DAY 2	DAY 3	DAY 4	HL	TOTAL	% OF TOTAL
Green Signage	4,024	2,134	2,634	3,956	434	13,182	12.4%
Caddie Bib	3,404	2,567	3,179	2,383	104	11,637	10.9%
Tee Fence	3,668	2,052	2,982	2,560	30	11,292	10.6%
Screen - Mini Leaderboard	2,669	1,987	2,631	2,439	156	9,882	9.3%
Screen Text - Mini Leaderboard	2,657	1,941	2,609	2,441	126	9,774	9.2%
Screen - Full Leaderboard	2,319	2,542	1,920	1,848	112	8,741	8.2%
Screen Text - Full Leaderboard	2,290	2,530	1,920	1,848	112	8,700	8.2%
Interview Board	778	-	3,188	2,438	548	6,952	6.5%
Yardage Board	1,996	904	1,588	1,198	48	5,734	5.4%
Hospitality Area	2,050	478	1,292	1,296	146	5,262	4.9%
Tee Marker	1,294	630	884	702	10	3,520	3.3%
Verbal Mentions	480	324	404	472	68	1,748	1.6%
Microphone	204	508	536	174	22	1,444	1.4%
Pin Flag	168	298	228	300	40	1,034	1.0%
Screen - Player Scorecard	316	170	300	218	26	1,030	1.0%
Screen - Update Strap	174	168	288	272	26	928	0.9%
Screen - Wipe	236	168	238	174	10	826	0.8%
Screen - Stats Graphic	142	118	172	162	-	594	0.6%
Screen - Hole Flyover	130	108	132	152	8	530	0.5%
3D Sign	-	46	38	118	28	384	0.4%
Screen - Rankings	70	42	80	150	30	372	0.3%
Screen Text - Stats Graphic	14	100	42	188	18	362	0.3%
Portable Scoreboard	26	12	48	114	2	202	0.2%
Screen Text - Destination Piece	38	40	32	56	28	194	0.2%
Other	1,580	1,148	0	2,064	160	4,952	5.0%

A World Feed – Top 5 On-Site Locations by BIS

LOCATION/ASSET	BIS
Hole 01 Hospitality Area	4.22
Officials Clothing	4.04
Hole 11 Green Signage	3.86
Hole 16 Hospitality Area	3.77
Trophy Table	3.64

B World Feed – Bottom 5 On-Site Locations by BIS

LOCATION/ASSET	BIS
Lanyard	1.30
Portable Scoreboard	1.66
Hole 18 Green Signage	1.72
Hole 08 Green Signage	1.73
Flag	1.76

BIS Average for this event (on-site) – 2.45
BIS Average for this event 2023 (on-site) – 2.20



Hole 01 Hospitality Area



Lanyard

Hole 18 generated most Exposures

Hole 18 generated the most Exposures (7,184 seconds), accounting for 17.8% of the total exposures for this event. Exposures peaked on Day 1 with 2,376 seconds of Exposure.

21 sponsors received exposure on Hole 18, but it was Danish Golf Championship branding which logged the most along this stretch of the course (1,126 seconds).

Hole 10 secured the second-highest exposures, accounting for 7.9% (3,204 seconds) of World Feed Exposures. The peak exposure for Hole 10 happened on Day 2 (878 seconds).

362 of the 648 Exposures caught in the Highlights content were captured over two Holes (18 & 17).

A World Feed – Number of Exposures by Hole (Seconds)								
LOCATION	PAR	DAY 1	DAY 2	DAY 3	DAY 4	HL	TOTAL	% OF TOTAL
Hole 01	5	800	494	376	50	-	1,720	4.3%
Hole 02	4	454	238	64	4	-	760	1.9%
Hole 03	4	446	866	456	678	-	2,446	6.0%
Hole 04	3	628	682	506	330	-	2,146	5.3%
Hole 05	4	156	400	116	176	-	848	2.1%
Hole 06	4	692	410	434	780	22	2,338	5.8%
Hole 07	3	674	630	434	1,006	42	2,786	6.9%
Hole 08	4	986	578	580	540	-	2,684	6.6%
Hole 09	5	278	184	190	138	-	790	2.0%
Hole 10	5	822	878	504	860	140	3,204	7.9%
Hole 11	3	674	144	572	152	-	1,542	3.8%
Hole 12	4	226	130	172	274	10	812	2.0%
Hole 13	3	1,560	52	710	450	32	2,804	6.9%
Hole 14	5	290	4	298	388	-	980	2.4%
Hole 15	3	766	12	716	778	82	2,354	5.8%
Hole 16	4	704	88	744	764	52	2,352	5.8%
Hole 17	4	822	76	1,032	668	112	2,710	6.7%
Hole 18	4	2,376	708	1,742	2,104	254	7,184	17.8%
Total	71	13,354	6,574	9,646	10,140	746	40,460	

A World Feed – Number of Exposures by Tee Fence (Seconds)

LOCATION	PAR	DAY 1	DAY 2	DAY 3	DAY 4	HL	TOTAL	% OF TOTAL
Hole 01	5	478	244	164	6	-	892	7.9%
Hole 02	4	212	126	28	-	-	366	3.2%
Hole 03	4	158	244	126	208	-	736	6.5%
Hole 04	3	232	316	296	168	-	1,012	9.0%
Hole 05	4	52	210	34	40	-	336	3.0%
Hole 06	4	282	112	140	334	-	868	7.7%
Hole 07	3	294	240	236	412	-	1,182	10.5%
Hole 08	4	334	134	228	172	-	868	7.7%
Hole 09	5	68	44	42	32	-	186	1.6%
Hole 10	5	134	296	222	128	-	780	6.9%
Hole 11	3	196	18	110	32	-	356	3.2%
Hole 12	4	32	44	4	38	-	118	1.0%
Hole 13	3	598	24	260	164	-	1,046	9.3%
Hole 14	5	28	-	158	18	-	204	1.8%
Hole 15	3	194	-	274	260	-	728	6.4%
Hole 16	4	222	-	290	234	2	748	6.6%
Hole 17	4	154	-	288	302	28	772	6.8%
Hole 18	4	-	-	82	12	-	94	0.8%
Total	71	3,668	2,052	2,982	2,560	30	11,292	

B World Feed – Number of Exposures by Green Signage (Seconds)

LOCATION	PAR	DAY 1	DAY 2	DAY 3	DAY 4	HL	TOTAL	% OF TOTAL
Hole 01	5	-	-	-	-	-	0	0.0%
Hole 02	4	-	-	-	-	-	0	0.0%
Hole 03	4	150	390	194	298	-	1,032	7.8%
Hole 04	3	300	230	92	106	-	728	5.5%
Hole 05	4	-	-	-	-	-	0	0.0%
Hole 06	4	88	168	164	234	20	674	5.1%
Hole 07	3	296	296	80	454	32	1,158	8.8%
Hole 08	4	358	246	108	204	-	916	6.9%
Hole 09	5	116	40	40	38	-	234	1.8%
Hole 10	5	484	272	48	596	136	1,536	11.7%
Hole 11	3	176	74	266	30	-	546	4.1%
Hole 12	4	112	34	66	150	-	362	2.7%
Hole 13	3	356	28	228	168	32	812	6.2%
Hole 14	5	244	4	48	252	-	548	4.2%
Hole 15	3	284	12	270	228	54	848	6.4%
Hole 16	4	236	52	198	324	30	840	6.4%
Hole 17	4	420	46	408	96	50	1,020	7.7%
Hole 18	4	404	242	424	778	80	1,928	14.6%
Total	71	4,024	2,134	2,634	3,956	434	13,182	



SECONDARY MEDIA ANALYSIS

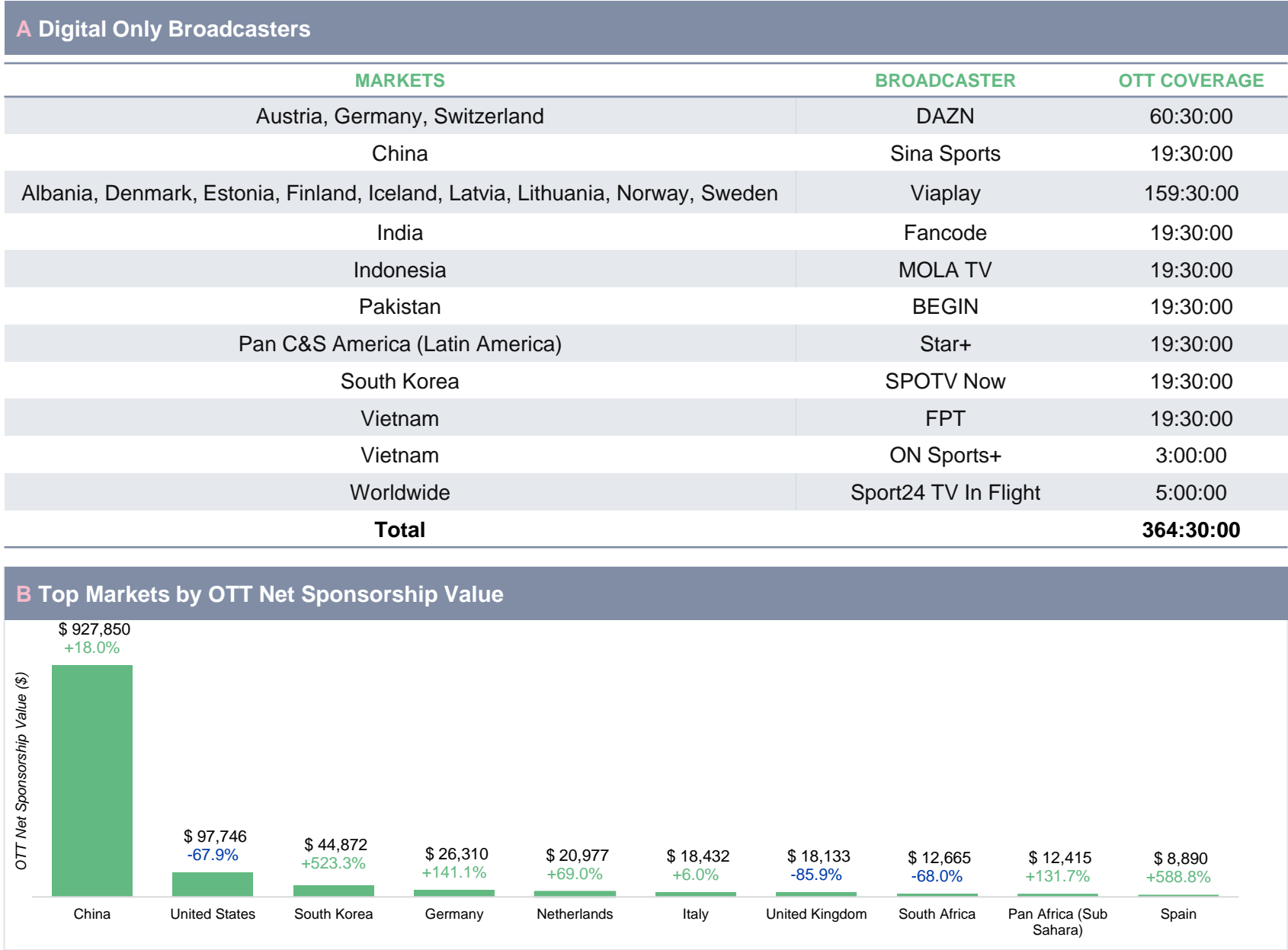
China drove Digital Streaming Value

Total OTT Net Sponsorship Value	
\$1.3 million	(-14.6%)
Total OTT Coverage (HH:MM:SS)	
3117:13:56	(+18.8%)

A total Net Sponsorship Value of \$1.3 million was generated for Digital Streaming from 3,117 hours of coverage including OTT Streaming of the Linear TV coverage.

This was dominated by coverage in the China, which converted just 0.8% (23 hours) of coverage to 71.8% (\$927,850) of the total OTT value.

Digital only broadcasters provided a total of 364 hours of coverage, 11.4% of the total coverage, 356 of which were Live broadcasts hours.



SOCIAL MEDIA

This section provides an overview of the social media performance of the Danish Golf Championship 2024 at L bker Golf Resort, Aarhus, Denmark, between 22nd – 25th August 2024.



TOTAL SOCIAL MEDIA ENGAGEMENTS

372,999*

Engagements

-34.2%

53 Instagram posts drove engagements (190,371; 51.0% of the total) – an average of 3,592 engagements per post.



TOTAL SOCIAL MEDIA IMPRESSIONS

85.6m

Impressions

-23.8%

53 Instagram posts drove Social Impressions (53.5 million; 62.5% of the total).



TOTAL SOCIAL MEDIA VIDEO VIEWS

2.9m*

Video views

-23.4%

Instagram (43 videos; 2.7 million views) drove viewership. A DP World Tour Instagram clip generated the most views.



NET SPONSORSHIP VALUE – SOCIAL MEDIA

\$674,497*

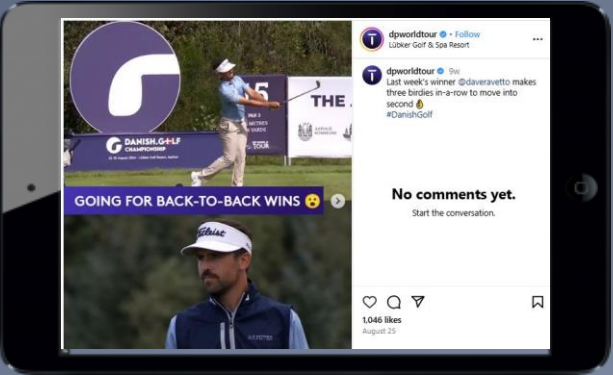
USD

-12.7%

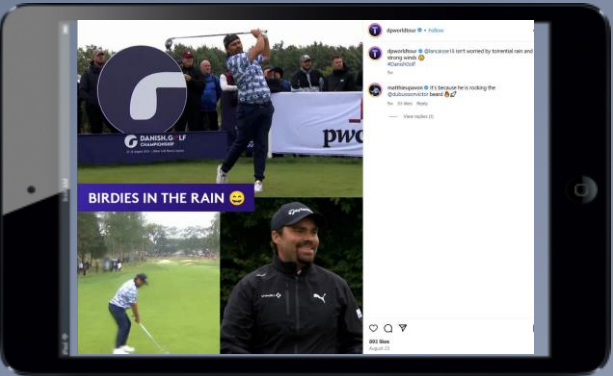
Danish Golf Championship branding returned the greatest combined value for Social Media and SMV (20.1%; \$135,740).

*X data estimated

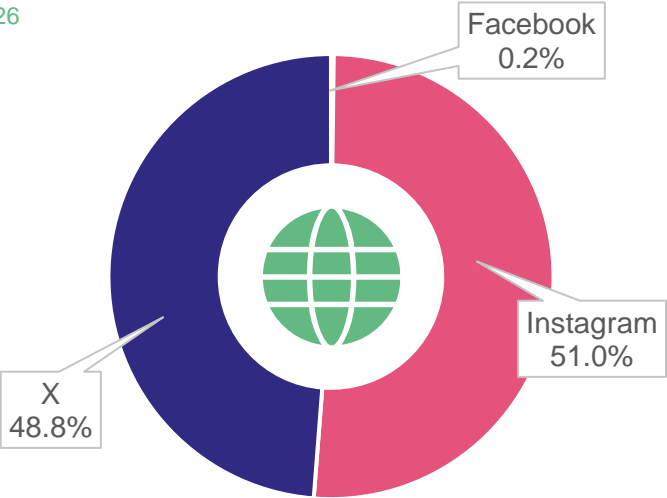
Social Media Delivery



2x Text Mention / 4x Images
1,047 Engagements



1x Text Mention / 3x Images
896 Engagements



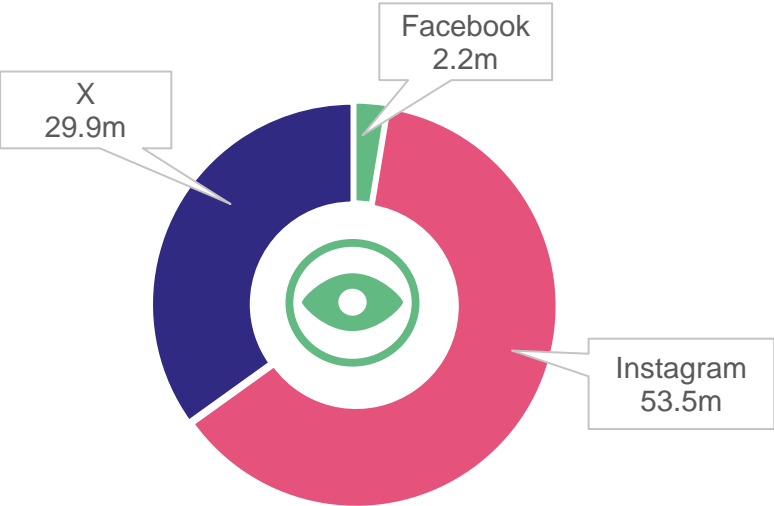
Engagements – 372,999

A Top Brands by Engagements

BRAND	POSTS	ENGAGEMENTS
Danish Golf Championship	78	114,371
DP World Tour	192	111,660
Titleist	54	100,520
DP World	144	89,509
Emirates	24	74,108

B Top Social Media Posts by Engagements

AUTHOR	POST	PLATFORM	ENGAGEMENTS
dpworldtour	Driver off the deck with a difference 🤖 #DanishGolf #TourArchive	Instagram	42,492
dpworldtour	Driver off the deck on the 72nd hole. Winning in style, oliver_wilson 😊	Instagram	21,299
@gulf_news	Dubai's Olesen set for first start since Olympic Games...	X	9,116
@supersportblitz	Local favourite Rasmus Højgaard leads 3 players by 2 strokes...	X	7,784
@supersportblitz	Frenchman Frederic LaCroix carded a final round 6-under 65 to clinch...	X	7,783
@supersportblitz	Lucas Bjerregaard carded a 3rd round 5-under 66 to hold a 2-shot...	X	7,780
@supersportblitz	The 2nd round of the Danish Golf Championship was suspended...	X	7,776
dpworldtour	In 2015, Andreas Hartø surprised his girlfriend with a wedding proposal...	Instagram	7,200
dpworldtour	Horrible lie means maximum power 🤖 #DanishGolf	Instagram	6,889
dpworldtour	Horrible lie. Brilliant bunker shot 🤖 #DanishGolf	Instagram	6,447



A Top Brands by Impressions		
BRAND	POSTS	POTENTIAL IMPRESSIONS
Danish Golf Championship	78	27,257,436
DP World Tour	192	26,143,942
Titleist	54	22,006,570
DP World	144	18,153,622
Emirates	24	13,634,027

Cumulative Potential Impressions – 85.6 million

B Top Social Media Accounts by Impressions			
AUTHOR	PLATFORM	POSTS	POTENTIAL IMPRESSIONS
dpworldtour	Instagram	52	53,481,834
@dpworldtour	X	40	20,449,210
@supersportblitz	X	4	5,181,696
DP World Tour	Facebook	2	1,560,000
@gulf_news	X	1	1,519,305
@footysupertips	X	1	407,145
racingpost	Facebook	2	392,409
@callawaygolfeu	X	3	353,460
Golf Monthly	Facebook	1	271,000
@canalplusgolf	X	12	203,277

Social Media Videos Delivery



Total Views

2.9 million views -23.4%



Total no. of Videos

67 videos -29.5%



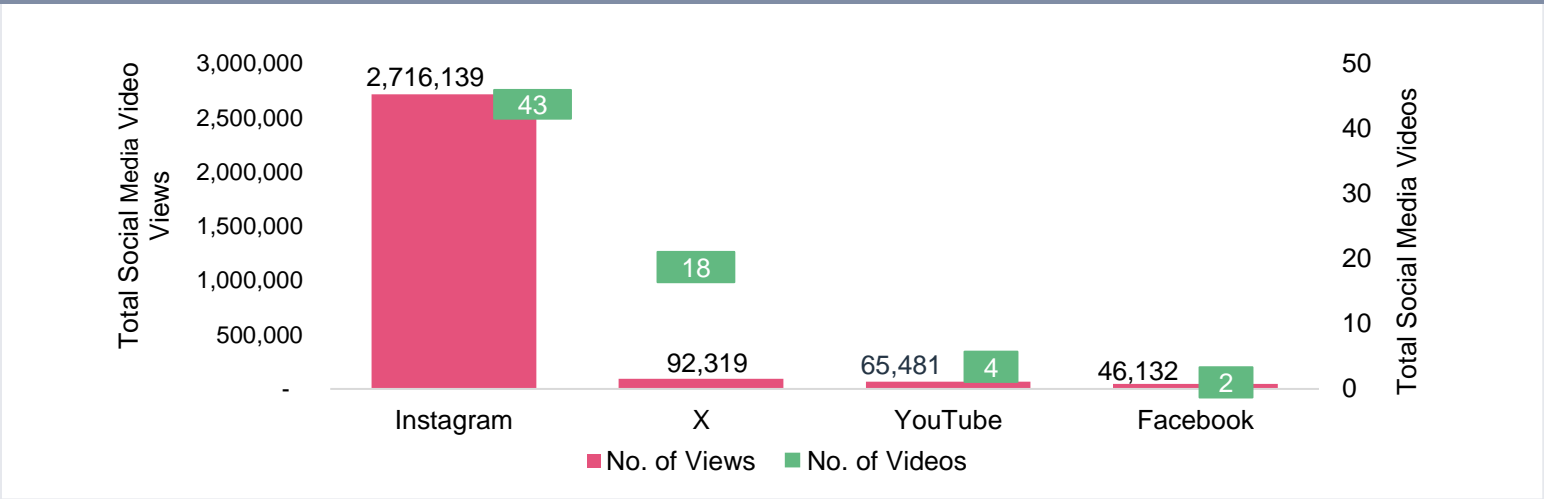
Social Media Videos Net Sponsorship Value

\$37,741 -8.6%

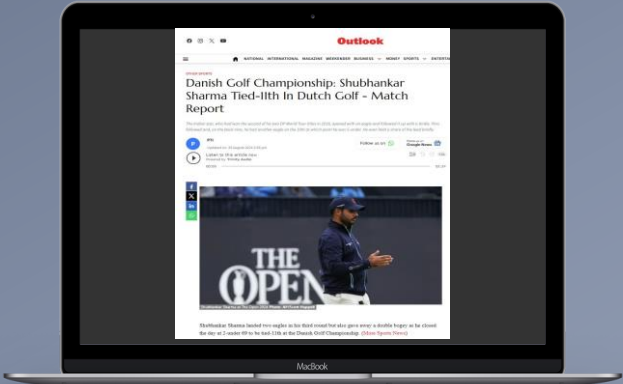
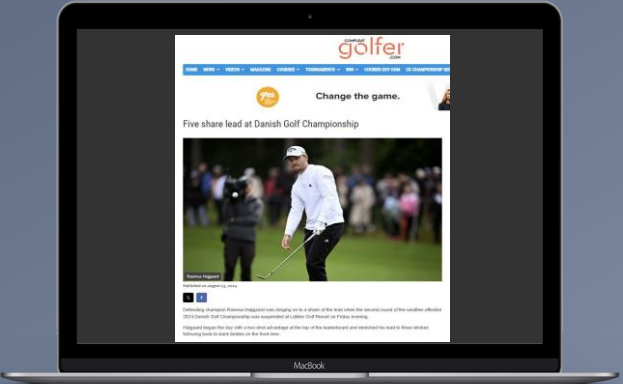
A Top Videos

VIDEO	ACCOUNT	PLATFORM	VIEWS
Driver off the deck with a difference 🤖 #DanishGolf #TourArchive	dpworldtour	Instagram	487,555
Horrible lie means maximum power 🤖 #DanishGolf	dpworldtour	Instagram	273,231
Driver off the deck on the 72nd hole. Winning in style, @oliver_Wilson.	dpworldtour	Instagram	161,114
Flag hunting with Eddie Pepperell 🎯 #DanishGolf	dpworldtour	Instagram	114,888
Member's bounce for home star @nicolaihoejgaard 😊 #DanishGolf	dpworldtour	Instagram	113,029
Five of the best from Denmark 🏠 #DanishGolf	dpworldtour	Instagram	111,427
The Danish Scheffler Shuffle 👁️ #DanishGolf	dpworldtour	Instagram	97,437
Horrible lie. Brilliant bunker shot 🤖 #DanishGolf	dpworldtour	Instagram	97,382
Lip-out from the bunker is really cruel 😞 #DanishGolf	dpworldtour	Instagram	76,854
No pictures on a scorecard, @joedeangolf 😊 #DanishGolf	dpworldtour	Instagram	76,377

B Official Social Media Videos & Views by Platform



Online Press



A Online Press Metrics

Total Number of Articles	Cumulative Readership
1,358 -38.4%	451.4 million -40.1%

Number of International Publications	Net Sponsorship Value
977 -48.0%	\$2.4 million +11.2%

B Articles and Potential Readership by Market

MARKET	ARTICLES	CUMULATIVE READERSHIP
United States	376	261,096,821
United Kingdom	83	57,494,260
Argentina	4	32,151,318
Germany	31	16,869,772
Spain	12	16,568,420
Denmark	381	12,975,049
India	27	11,204,699
Taiwan	16	10,886,743
France	17	8,357,580
Canada	102	5,322,569
Other	309	18,456,538
Total	1,358	451,383,769

C Articles by Publication

#	PUBLICATION	ARTICLES
1	Dansk Golf	78
2	Horsens Folkeblad	19
3	European Tour	19
4	newsexplorer.net	17
5	Verified News Explorer Network	15

D Net Sponsorship Value by Publication

#	PUBLICATION	NET SPONSORSHIP VALUE
1	MSN.com	\$843,920
2	Infobae	\$334,760
3	Daily Mail	\$200,412
4	Associated Press	\$115,103
5	SoundCloud	\$111,727

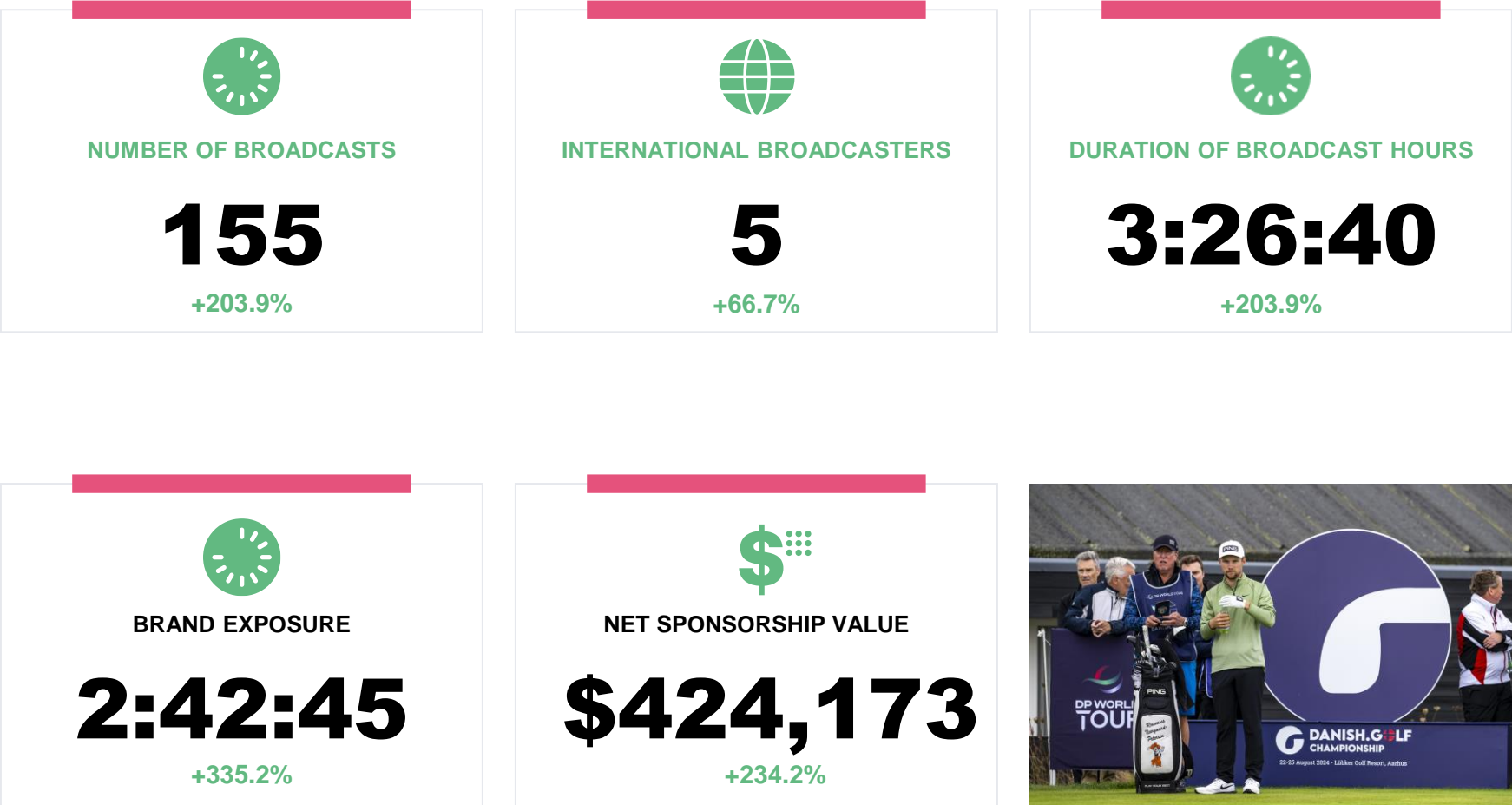
TV News produced \$424,173 in value

The Danish Golf Championship 2024 achieved a Net Sponsorship Value of \$424,173 from TV News broadcasts. Full-title branding stood out as the top contributor, generating 30.0% (\$127,080) of this value from 46 minutes of exposure (28.6% of the total exposure).

DP World Tour branding followed closely, contributing 20.8% (\$88,308) of the value from 36 minutes of exposure (22.2% of the total).

TV News shown in North America provided the majority of the TV News value with \$399,130 (94.1%) from 147 (94.8%) features.

TV News



05

ANALYSIS BY SPONSOR

Danish Golf Championship








Danish Golf Championship branding was visible for 33,906 seconds throughout the World Feed for the tournament. This exposure resulted in the branding being on screen for an average of 22:42 for every hour of coverage.

In turn, this branding generated a total Net Sponsorship Value of \$17.7m.

Screen Text - Mini Leaderboard generated \$5.3 million of its total value on Dedicated TV, contributing 31.2% of Danish Golf Championship's Dedicated TV total.

A Brand Exposure (Linear TV & Digital Streaming)

	
Dedicated TV Exposure per Hour	Total Exposures
22:42 +17.0%	33,906 +24.7%

		
GAV	Brand Impact Score	NSV
\$37.7m +2.1%	3.27 -7.1%	\$17.7m +10.3%

C Top 5 Markets (Dedicated TV Only)

MARKET	NET SPONSORSHIP VALUE
Germany	\$2,295,344
Italy	\$2,149,838
Spain	\$1,019,406
South Africa	\$889,098
South Korea	\$712,392

B Top Assets By Exposure

LOCATION	EXP	GAV	NSV
Screen Text - Mini Leaderboard	9,774	\$10,212,207	\$5,304,065
Screen - Full Leaderboard	4,344	\$4,646,419	\$3,252,883
Caddie Bib	7,718	\$8,154,568	\$3,042,786
Tee Marker	3,520	\$3,698,901	\$1,354,467
Yardage Board	3,338	\$3,487,985	\$1,187,627
Verbal Mentions	328	\$800,896	\$800,896
Screen - Player Scorecard	1,030	\$1,076,782	\$504,079
Pin Flag	1,034	\$1,090,763	\$435,059
Screen - Update Strap	928	\$957,735	\$432,942
Hospitality Area	772	\$786,901	\$329,074
3D Sign	384	\$394,949	\$114,663
Screen Text - Stats Graphic	166	\$173,254	\$68,600
Portable Scoreboard	126	\$118,728	\$29,343
Off Course Signage	64	\$67,987	\$21,763
Flag	68	\$70,301	\$18,474
Screen Text - Destination Piece	48	\$50,215	\$17,272
Other	258	\$271,737	\$81,883

D Media Value by Source

SOURCE	NET SPONSORSHIP VALUE	YOY
Dedicated TV	\$16,995,876	+20.1%
OTT	\$445,046	-19.7%
Social Mentions	\$130,587	-28.1%
TV News	\$127,080	+425.0%
Social Media Videos	\$5,153	+84.6%
Online Press	\$4,030	-99.6%

Danish Golf Championship



Screen Text - Mini LB



Screen - Full LB



Caddie Bib



Tee Marker



Yardage Board



Screen - PS



Pin Flag



Screen - Update Strap



Hospitality Area



3D Sign



Screen Text - SG



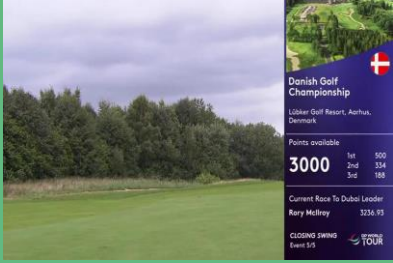
Portable Scoreboard



Off Course Signage



Flag

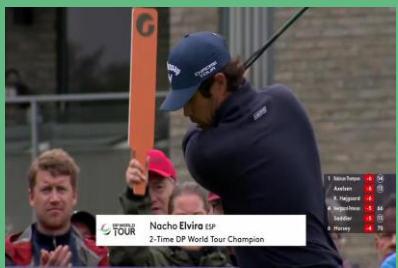


Screen Text - DP

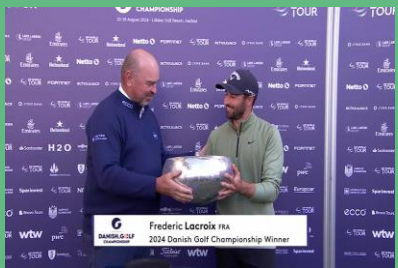
Danish Golf Championship



Trophy Table



Equipment



Screen - Winner's Strap



Screen Text - Rankings



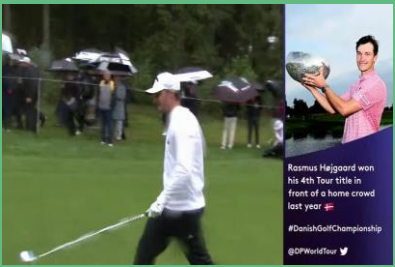
Giant Screen



Screen - Split Screen



Screen Text - WS



Screen Text - SM



Virtual Hospitality Area



Officials Clothing



Virtual Yardage Board

DP World Tour








DP World Tour branding was visible for 27,523 seconds throughout the World Feed for the tournament. This exposure resulted in the branding being on screen for an average of 19:00 for every hour of coverage.

In turn, this branding generated a total Net Sponsorship Value of \$12.1m.

Screen - Mini Leaderboard generated \$2.4 million of its total value on Dedicated TV, contributing 22.5% of DP World Tour's Dedicated TV total.

A Brand Exposure (Linear TV & Digital Streaming)

	
Dedicated TV Exposure per Hour	Total Exposures
19:00 +25.6%	27,523 +28.8%

		
GAV	Brand Impact Score	NSV
\$34.5m +21.6%	2.41 +22.3%	\$12.1m +51.3%

C Top 5 Markets (Dedicated TV Only)

MARKET	NET SPONSORSHIP VALUE
Germany	\$1,468,061
Italy	\$1,396,465
Spain	\$638,178
South Africa	\$606,031
South Korea	\$455,293

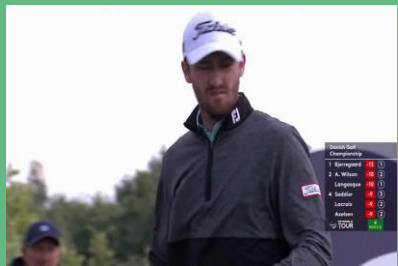
B Top Assets By Exposure

LOCATION	EXP	GAV	NSV
Screen - Mini Leaderboard	7,458	\$7,941,146	\$2,446,757
Verbal Mentions	572	\$1,380,094	\$1,380,094
Caddie Bib	3,919	\$4,218,333	\$1,203,547
Screen - Full Leaderboard	3,991	\$4,357,855	\$1,035,293
Tee Fence	2,618	\$2,811,551	\$866,185
Yardage Board	2,396	\$2,548,826	\$862,960
Microphone	1,444	\$1,596,232	\$749,182
Screen - Wipe	826	\$884,086	\$461,537
Green Signage	1,394	\$1,489,758	\$450,849
Interview Board	734	\$737,458	\$447,902
Screen - Stats Graphic	518	\$548,735	\$226,658
Screen Text - Player Profile	150	\$172,935	\$109,461
Screen - Player Profile	148	\$170,406	\$72,413
Screen - Sting	106	\$105,870	\$66,412
Screen - Title	70	\$82,142	\$57,506
Screen Text - Stats Graphic	168	\$171,182	\$50,419
Other	965	\$1,101,109	\$369,419

D Media Value by Source

SOURCE	NET SPONSORSHIP VALUE	YOY
Dedicated TV	\$10,856,592	+65.4%
Online Press	\$731,352	+5.5%
OTT	\$276,148	+8.2%
Social Mentions	\$125,987	-70.9%
TV News	\$88,308	+539.0%
Social Media Videos	\$7,665	-73.0%

DP World Tour



Screen – Mini LB



Caddie Bib



Screen – Full LB



Tee Fence



Yardage Board



Microphone



Screen - Wipe



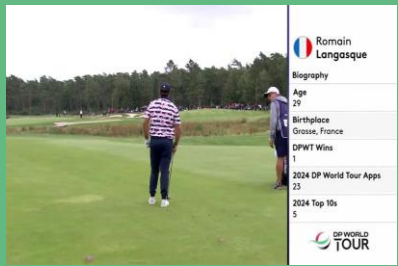
Green Signage



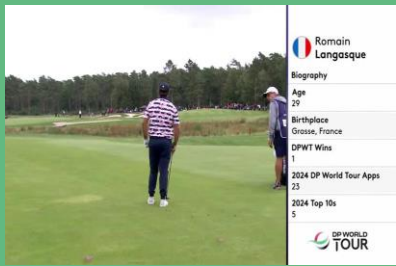
Interview Board



Screen - Stats Graphic



Screen Text - PP



Screen - Player Profile



Screen - Sting



Screen -Title

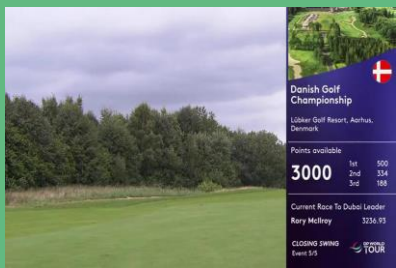


Screen Text - SG

DP World Tour



Screen - Feature



Screen - DP



Screen – LB Sting



Screen - Rankings



Screen Text - Feature



Portable Scoreboard



Flag



Screen – Hole Update



Golf Buggy



Screen Text – SM



Screen – Social Media



Screen - Schedule



Officials Clothing



Screen Text - BFB



Giant Screen

DP World Tour



Off Course Signage



Screen Text - Stats Mini



Screen Text - End Slate



Screen - Split Screen



Trophy Table



Umbrella



Virtual Yardage Board

Aarhus Region

THE AARHUS REGION








Aarhus Region branding was visible for 7,290 seconds throughout the World Feed for the tournament. This exposure resulted in the branding being on screen for an average of 5 minutes 56 seconds for every hour of coverage.

In turn, this branding generated a total Net Sponsorship Value of \$3.3m.

Screen Text - Full Leaderboard generated \$1.3 million of its total value on Dedicated TV, contributing 41.4% of Aarhus Region's Dedicated TV total.

A Brand Exposure (Linear TV & Digital Streaming)

	
Dedicated TV Exposure per Hour	Total Exposures
05:56	7,290

		
GAV	Brand Impact Score	NSV
\$9.8m	2.26	\$3.3m

C Top 5 Markets (Dedicated TV Only)

MARKET	NET SPONSORSHIP VALUE
Germany	\$437,127
Italy	\$407,702
South Africa	\$186,196
Spain	\$185,523
China	\$154,606

B Top Assets By Exposure

LOCATION	EXP	GAV	NSV
Screen Text - Full Leaderboard	4,350	\$5,604,201	\$1,326,425
Green Signage	1,700	\$2,070,918	\$830,547
Verbal Mentions	300	\$658,046	\$658,046
Tee Fence	740	\$911,184	\$314,199
Hospitality Area	116	\$149,998	\$43,323
Screen Text - Destination Piece	48	\$50,215	\$17,272
Interview Board	36	\$43,076	\$10,583

D Media Value by Source

SOURCE	NET SPONSORSHIP VALUE
Dedicated TV	\$3,200,396
OTT	\$81,568
TV News	\$21,099

Aarhus Region



Screen Text - Full LB



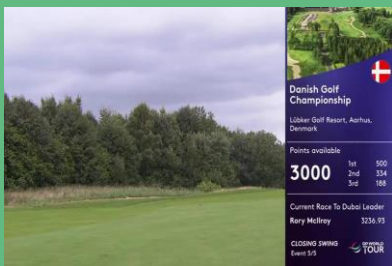
Green Signage



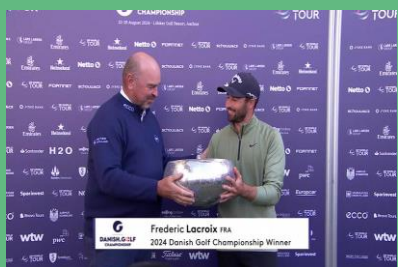
Tee Fence



Hospitality Area



Screen Text - DP



Interview Board

Lübker Golf Resort








Lübker Golf Resort branding was visible for 4,908 seconds throughout the World Feed for the tournament. This exposure resulted in the branding being on screen for an average of 04:06 for every hour of coverage.

In turn, this branding generated a total Net Sponsorship Value of \$2.4m.

Screen Text - Full Leaderboard generated \$1.3 million of its total value on Dedicated TV, contributing 62.3% of Lübker Golf Resort's Dedicated TV total.

A Brand Exposure (Linear TV & Digital Streaming)

	
Dedicated TV Exposure per Hour	Total Exposures
04:06	4,908

		
GAV	Brand Impact Score	NSV
\$8.2m	2.15	\$2.4m

C Top 5 Markets (Dedicated TV Only)

MARKET	NET SPONSORSHIP VALUE
Germany	\$295,730
Italy	\$278,618
South Africa	\$128,955
Spain	\$123,125
China	\$117,668

B Top Assets By Exposure

LOCATION	EXP	GAV	NSV
Screen Text - Full Leaderboard	4,350	\$5,604,201	\$1,326,425
Verbal Mentions	296	\$653,297	\$653,297
Postcard Views	96	\$121,206	\$74,831
Hospitality Area	66	\$85,515	\$26,085
Screen Text - Destination Piece	52	\$65,597	\$23,255
Umbrella	16	\$23,005	\$14,411
Interview Board	28	\$33,106	\$7,424
Flag	4	\$5,226	\$1,790

D Media Value by Source

SOURCE	NET SPONSORSHIP VALUE
Dedicated TV	\$2,127,518
Online Press	\$134,527
Social Mentions	\$71,004
OTT	\$52,604
Social Media Videos	\$4,860

Lübker Golf Resort



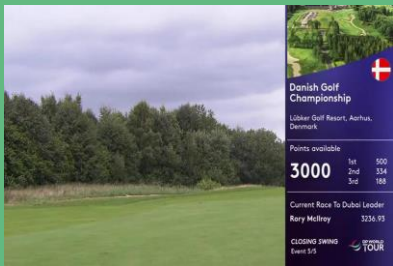
Screen Text - Full LB



Postcard Views



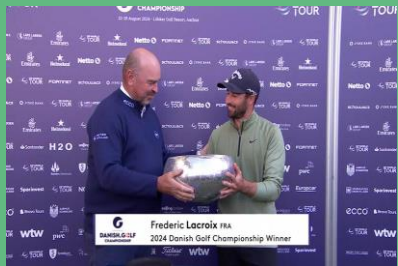
Hospitality Area



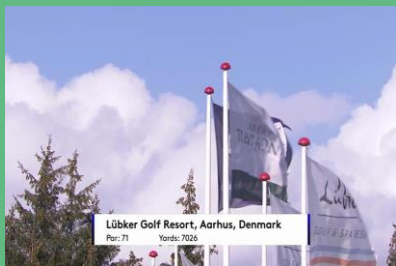
Screen Text - DP



Umbrella



Interview Board



Flag

Emirates








Emirates branding was visible for 4,033 seconds throughout the World Feed for the tournament. This exposure resulted in the branding being on screen for an average of 03:06 for every hour of coverage.

In turn, this branding generated a total Net Sponsorship Value of \$2.0m.

Tee Fence generated \$531,821 of its total value on Dedicated TV, contributing 28.0% of Emirates's Dedicated TV total.

A Brand Exposure (Linear TV & Digital Streaming)

	
Dedicated TV Exposure per Hour	Total Exposures
03:06 +128.0%	4,033 +129.3%

		
GAV	Brand Impact Score	NSV
\$5.3m +156.2%	2.61 +12.5%	\$2.0m +187.6%

C Top 5 Markets (Dedicated TV Only)

MARKET	NET SPONSORSHIP VALUE
Germany	\$248,487
Italy	\$240,096
Spain	\$111,120
South Africa	\$102,538
South Korea	\$75,912

B Top Assets By Exposure

LOCATION	EXP	GAV	NSV
Tee Fence	1,188	\$1,469,406	\$531,821
Green Signage	1,112	\$1,350,642	\$508,214
Interview Board	734	\$873,136	\$406,573
Screen - Hole Flyover	530	\$661,344	\$215,741
Hospitality Area	422	\$515,922	\$215,026
Equipment	30	\$36,809	\$14,414
Screen - End Slate	17	\$24,996	\$6,244

D Media Value by Source

SOURCE	NET SPONSORSHIP VALUE	YOY
Dedicated TV	\$1,898,033	+181.7%
OTT	\$50,692	+91.0%
Social Mentions	\$47,873	+2,278.3%
TV News	\$29,960	+979.1%
Social Media Videos	\$4,959	-
Online Press	\$154	-88.4%

Emirates



Tee Fence



Green Signage



Interview Board



Screen - Hole Flyover



Hospitality Area



Equipment



Screen - End Slate

Jyske Bank








Jyske Bank branding was visible for 3,322 seconds throughout the World Feed for the tournament. This exposure resulted in the branding being on screen for an average of 02:26 for every hour of coverage.

In turn, this branding generated a total Net Sponsorship Value of \$1.6m.

Green Signage generated \$690,097 of its total value on Dedicated TV, contributing 44.2% of Jyske Bank's Dedicated TV total.

A Brand Exposure (Linear TV & Digital Streaming)

	
Dedicated TV Exposure per Hour	Total Exposures
02:26 -9.6%	3,322 -4.6%

		
GAV	Brand Impact Score	NSV
\$4.1m -2.8%	2.74 +17.1%	\$1.6m +12.7%

C Top 5 Markets (Dedicated TV Only)

MARKET	NET SPONSORSHIP VALUE
Germany	\$207,222
Italy	\$199,922
Spain	\$91,912
South Africa	\$84,675
South Korea	\$62,943

B Top Assets By Exposure

LOCATION	EXP	GAV	NSV
Green Signage	1,492	\$1,750,661	\$690,097
Interview Board	734	\$832,118	\$367,641
Hospitality Area	650	\$760,413	\$295,390
Tee Fence	442	\$532,415	\$205,628
Umbrella	4	\$4,780	\$1,638

D Media Value by Source

SOURCE	NET SPONSORSHIP VALUE	YOY
Dedicated TV	\$1,560,393	+15.2%
OTT	\$39,806	-26.0%
TV News	\$21,986	+84.7%
Social Mentions	\$4,361	-77.4%
Online Press	\$170	-86.7%
Social Media Videos	\$27	-98.9%

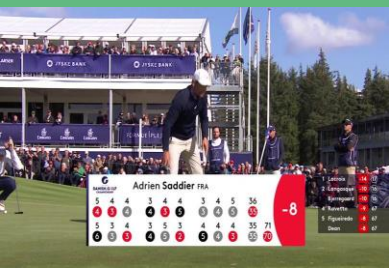
Jyske Bank



Green Signage



Interview Board



Hospitality Area



Tee Fence



Umbrella

Netto








Netto branding was visible for 3,216 seconds throughout the World Feed for the tournament. This exposure resulted in the branding being on screen for an average of 02:30 for every hour of coverage.

In turn, this branding generated a total Net Sponsorship Value of \$1.5m.

Tee Fence generated \$664,484 of its total value on Dedicated TV, contributing 47.4% of Netto's Dedicated TV total.

A Brand Exposure (Linear TV & Digital Streaming)

	
Dedicated TV Exposure per Hour	Total Exposures
02:30	3,216

		
GAV	Brand Impact Score	NSV
\$4.2m	2.38	\$1.5m

C Top 5 Markets (Dedicated TV Only)

MARKET	NET SPONSORSHIP VALUE
Germany	\$183,864
Italy	\$175,862
Spain	\$82,916
South Africa	\$73,935
South Korea	\$56,563

B Top Assets By Exposure

LOCATION	EXP	GAV	NSV
Tee Fence	1,532	\$1,945,646	\$664,484
Interview Board	734	\$876,037	\$396,995
Green Signage	912	\$1,095,481	\$329,082
Hospitality Area	34	\$48,626	\$12,176
Virtual Tee Fence	4	\$5,577	\$434

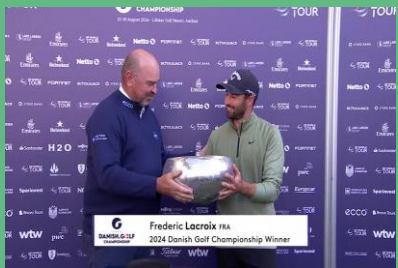
D Media Value by Source

SOURCE	NET SPONSORSHIP VALUE
Dedicated TV	\$1,403,171
OTT	\$38,382
TV News	\$20,374
Social Mentions	\$4,361
Online Press	\$101
Social Media Videos	\$14

Netto



Tee Fence



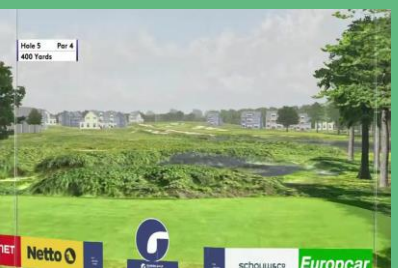
Interview Board



Green Sigange



Hospitality Area



Virtual Tee Fence

Lars Larsen Group








Lars Larsen Group branding was visible for 2,640 seconds throughout the World Feed for the tournament. This exposure resulted in the branding being on screen for an average of 02:02 for every hour of coverage.

In turn, this branding generated a total Net Sponsorship Value of \$1.3m.

Green Signage generated \$520,433 of its total value on Dedicated TV, contributing 40.6% of Lars Larsen Group's Dedicated TV total.

A Brand Exposure (Linear TV & Digital Streaming)

	
Dedicated TV Exposure per Hour	Total Exposures
02:02	2,640

		
GAV	Brand Impact Score	NSV
\$3.4m	2.69	\$1.3m

C Top 5 Markets (Dedicated TV Only)

MARKET	NET SPONSORSHIP VALUE
Germany	\$166,900
Italy	\$157,576
Spain	\$72,649
South Africa	\$72,017
South Korea	\$49,237

B Top Assets By Exposure

LOCATION	EXP	GAV	NSV
Green Signage	1,062	\$1,324,931	\$520,433
Interview Board	704	\$844,288	\$367,338
Tee Fence	512	\$634,194	\$235,568
Hospitality Area	362	\$442,287	\$157,129

D Media Value by Source

SOURCE	NET SPONSORSHIP VALUE
Dedicated TV	\$1,280,469
OTT	\$33,451
TV News	\$22,873
Social Mentions	\$4,361
Online Press	\$52
Social Media Videos	\$15

Lars Larsen Group



Green Signage



Interview Board



Tee Fence



Hospitality Area

Fortinet








Fortinet branding was visible for 2,287 seconds throughout the World Feed for the tournament. This exposure resulted in the branding being on screen for an average of 01:45 for every hour of coverage.

In turn, this branding generated a total Net Sponsorship Value of \$1.1m.

Tee Fence generated \$463,049 of its total value on Dedicated TV, contributing 42.8% of Fortinet's Dedicated TV total.

A Brand Exposure (Linear TV & Digital Streaming)

	
Dedicated TV Exposure per Hour	Total Exposures
01:45 +658.7%	2,287 +783.0%

		
GAV	Brand Impact Score	NSV
\$3.0m +689.4%	2.59 -38.3%	\$1.1m +401.3%

C Top 5 Markets (Dedicated TV Only)

MARKET	NET SPONSORSHIP VALUE
Germany	\$144,207
Italy	\$140,826
South Africa	\$62,962
Spain	\$62,676
China	\$44,151

B Top Assets By Exposure

LOCATION	EXP	GAV	NSV
Tee Fence	1,060	\$1,286,688	\$463,049
Interview Board	602	\$711,348	\$272,001
Verbal Mentions	52	\$117,237	\$117,237
Green Signage	314	\$387,167	\$111,387
Screen - Stats Mini	116	\$148,938	\$52,914
Screen - Course Map	50	\$62,805	\$31,496
Screen - Stats Graphic	76	\$92,116	\$27,400
Screen - End Slate	17	\$24,983	\$6,241

D Media Value by Source

SOURCE	NET SPONSORSHIP VALUE	YOY
Dedicated TV	\$1,081,724	+395.1%
OTT	\$27,337	+270.8%
TV News	\$14,120	-
Online Press	\$4,725	-
Social Mentions	\$4,361	-
Social Media Videos	\$21	-

Fortinet



Tee Fence



Interview Board



Green Signage



Screen - Stats Mini



Screen - Course Map



Screen - Stats Graphic



Screen - End Slate

DP World








DP World branding was visible for 113 seconds throughout the World Feed for the tournament. This exposure resulted in the branding being on screen for an average of 00:05 for every hour of coverage.

In turn, this branding generated a total Net Sponsorship Value of \$857,738.

Verbal Mentions generated \$39,279 of its total value on Dedicated TV, contributing 63.9% of DP World's Dedicated TV total.

A Brand Exposure (Linear TV & Digital Streaming)

	
Dedicated TV Exposure per Hour	Total Exposures
00:05	113

		
GAV	Brand Impact Score	NSV
\$3.2m	3.80	\$857,738

C Top 5 Markets (Dedicated TV Only)

MARKET	NET SPONSORSHIP VALUE
Italy	\$9,078
Germany	\$8,025
South Africa	\$5,091
China	\$3,429
Spain	\$2,983

B Top Assets By Exposure

LOCATION	EXP	GAV	NSV
Verbal Mentions	12	\$39,279	\$39,279
Screen Text - Balls for Birdies	42	\$28,305	\$9,811
Screen - Balls for Birdies	42	\$28,305	\$7,937
Screen - End Slate	17	\$17,489	\$4,419

D Media Value by Source

SOURCE	NET SPONSORSHIP VALUE
Online Press	\$739,838
Dedicated TV	\$61,445
Social Mentions	\$50,261
Social Media Videos	\$5,004
OTT	\$1,191

DP World



Screen Text - BFB



Screen – BFB



Screen – End Slate



Schouw + Co






Schouw + Co branding was visible for 1,632 seconds throughout the World Feed for the tournament. This exposure resulted in the branding being on screen for an average of 01:15 for every hour of coverage.

In turn, this branding generated a total Net Sponsorship Value of \$741,210.

Interview Board generated \$349,681 of its total value on Dedicated TV, contributing 49.7% of Schouw + Co's Dedicated TV total.

A Brand Exposure (Linear TV & Digital Streaming)	
	
Dedicated TV Exposure per Hour	Total Exposures
01:15 -70.3%	1,632 -70.4%

		
GAV	Brand Impact Score	NSV
\$2.1m -67.1%	2.37 +11.3%	\$741,210 -63.7%

C Top 5 Markets (Dedicated TV Only)	
MARKET	NET SPONSORSHIP VALUE
Germany	\$90,146
Italy	\$87,661
Spain	\$39,677
South Africa	\$39,646
South Korea	\$27,497

B Top Assets By Exposure			
LOCATION	EXP	GAV	NSV
Interview Board	734	\$876,037	\$349,681
Tee Fence	552	\$701,403	\$246,641
Green Signage	220	\$251,957	\$61,963
Hospitality Area	116	\$149,998	\$43,323
Virtual Tee Fence	10	\$12,924	\$1,286

D Media Value by Source		
SOURCE	NET SPONSORSHIP VALUE	YOY
Dedicated TV	\$702,893	-63.9%
OTT	\$18,990	-75.9%
TV News	\$12,723	-25.0%
Social Mentions	\$6,542	-
Online Press	\$52	+321.6%
Social Media Videos	\$11	-99.1%

Schouw + Co



Interview Board



Tee Fence



Green Signage



Hospitality Area



Virtual Tee Fence

Rolex








Rolex branding was visible for 3,055 seconds throughout the World Feed for the tournament. This exposure resulted in the branding being on screen for an average of 02:26 for every hour of coverage.

In turn, this branding generated a total Net Sponsorship Value of \$666,017.

Screen - Mini Leaderboard generated \$382,350 of its total value on Dedicated TV, contributing 61.4% of Rolex's Dedicated TV total.

A Brand Exposure (Linear TV & Digital Streaming)

	
Dedicated TV Exposure per Hour	Total Exposures
02:26 -20.2%	3,055 -23.0%

		
GAV	Brand Impact Score	NSV
\$4.1m -12.0%	0.93 +5.7%	\$666,017 -6.9%

C Top 5 Markets (Dedicated TV Only)

MARKET	NET SPONSORSHIP VALUE
Germany	\$83,108
Italy	\$76,618
Spain	\$36,784
South Africa	\$32,566
South Korea	\$25,342

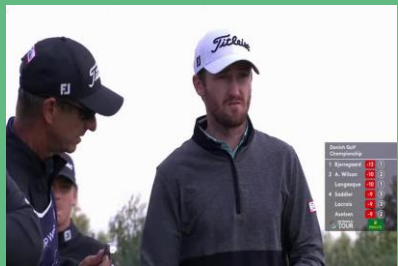
B Top Assets By Exposure

LOCATION	EXP	GAV	NSV
Screen - Mini Leaderboard	2,424	\$3,061,306	\$382,350
Screen - Full Leaderboard	406	\$516,975	\$145,790
Screen - Rankings	132	\$161,953	\$59,774
Screen - Groupings	76	\$92,893	\$31,820
Screen - End Slate	17	\$25,056	\$2,939

D Media Value by Source

SOURCE	NET SPONSORSHIP VALUE	YOY
Dedicated TV	\$622,673	-9.5%
Online Press	\$26,904	-
OTT	\$16,412	-39.9%
Social Media Videos	\$18	-
Social Mentions	\$10	-

Rolex



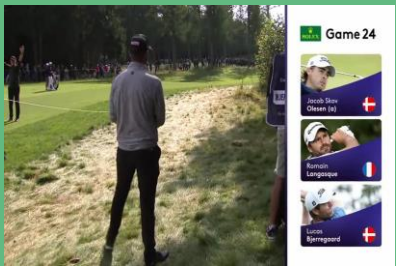
Screen – Mini LB



Screen – Full LB



Screen - Rankings



Screen - Groupings



Screen - End Slate

Santander








Santander branding was visible for 1,574 seconds throughout the World Feed for the tournament. This exposure resulted in the branding being on screen for an average of 01:13 for every hour of coverage.

In turn, this branding generated a total Net Sponsorship Value of \$638,891.

Green Signage generated \$201,743 of its total value on Dedicated TV, contributing 35.7% of Santander's Dedicated TV total.

A Brand Exposure (Linear TV & Digital Streaming)

	
Dedicated TV Exposure per Hour	Total Exposures
01:13 +58.9%	1,574 +54.0%

		
GAV	Brand Impact Score	NSV
\$2.5m +103.8%	1.92 +13.6%	\$638,891 +100.8%

C Top 5 Markets (Dedicated TV Only)

MARKET	NET SPONSORSHIP VALUE
Germany	\$76,417
Italy	\$70,451
Spain	\$34,054
South Africa	\$29,572
South Korea	\$22,030

B Top Assets By Exposure

LOCATION	EXP	GAV	NSV
Green Signage	580	\$720,734	\$201,743
Hospitality Area	496	\$617,936	\$175,683
Interview Board	458	\$539,438	\$169,058
Tee Fence	40	\$54,470	\$18,426

D Media Value by Source

SOURCE	NET SPONSORSHIP VALUE	YOY
Dedicated TV	\$564,911	+91.5%
Online Press	\$48,325	+1,309.1%
OTT	\$14,371	+14.2%
TV News	\$11,272	+386.9%
Social Media Videos	\$13	-

Santander



Green Signage



Hospitality Area



Interview Board



Tee Fence



Race to Dubai






Race to Dubai branding was visible for 438 seconds throughout the World Feed for the tournament. This exposure resulted in the branding being on screen for an average of 00:24 for every hour of coverage.

In turn, this branding generated a total Net Sponsorship Value of \$614,923.

Verbal Mentions generated \$411,481 of its total value on Dedicated TV, contributing 81.1% of Race to Dubai's Dedicated TV total.

A Brand Exposure (Linear TV & Digital Streaming)		
		
Dedicated TV Exposure per Hour	Total Exposures	
00:24 -10.1%	438 -26.5%	

		
GAV	Brand Impact Score	NSV
\$1.7m +137.3%	5.00 +100.8%	\$614,923 +133.0%

C Top 5 Markets (Dedicated TV Only)	
MARKET	NET SPONSORSHIP VALUE
Italy	\$73,381
Germany	\$70,954
China	\$42,700
South Africa	\$40,867
Spain	\$26,522

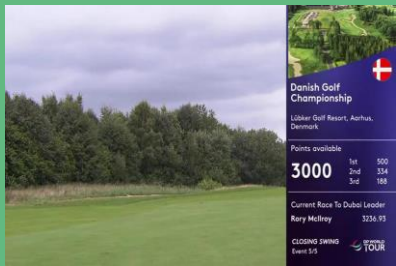
B Top Assets By Exposure			
LOCATION	EXP	GAV	NSV
Verbal Mentions	184	\$411,481	\$411,481
Screen - Rankings	134	\$161,766	\$60,254
Screen Text - Destination Piece	46	\$56,915	\$11,646
Screen Text - Groupings	20	\$27,468	\$7,841
Screen Text - Stats Graphic	28	\$30,230	\$6,669
Hospitality Area	8	\$11,822	\$3,581
Screen - RTD Leaderboard Sting	6	\$7,136	\$3,361
Screen Text - Schedule	12	\$15,173	\$2,587

D Media Value by Source		
SOURCE	NET SPONSORSHIP VALUE	YOY
Dedicated TV	\$507,419	+99.6%
Online Press	\$96,739	-
OTT	\$10,750	+12.0%
Social Mentions	\$15	-
Social Media Videos	\$32	-

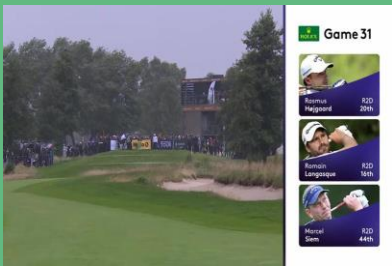
Race to Dubai



Screen - Rankings



Screen Text - DP



Screen Text - Groupings



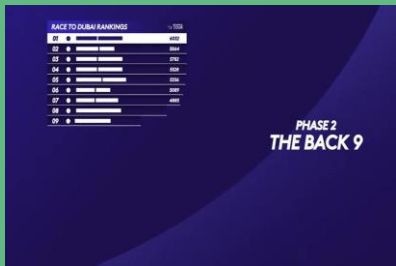
Screen Text - SG



Hospitality Area



Screen - RTD LB Sting



Screen Text - Schedule

PwC








PwC branding was visible for 1,060 seconds throughout the World Feed for the tournament. This exposure resulted in the branding being on screen for an average of 00:51 for every hour of coverage.

In turn, this branding generated a total Net Sponsorship Value of \$470,707.

Green Signage generated \$149,258 of its total value on Dedicated TV, contributing 33.5% of PwC's Dedicated TV total.

A Brand Exposure (Linear TV & Digital Streaming)

	
Dedicated TV Exposure per Hour	Total Exposures
00:51 -62.0%	1,060 -64.0%

		
GAV	Brand Impact Score	NSV
\$1.4m -59.2%	2.22 -8.6%	\$470,707 -62.2%

C Top 5 Markets (Dedicated TV Only)

MARKET	NET SPONSORSHIP VALUE
Germany	\$59,621
Italy	\$54,047
Spain	\$26,490
South Africa	\$22,857
South Korea	\$18,076

B Top Assets By Exposure

LOCATION	EXP	GAV	NSV
Green Signage	442	\$570,030	\$149,258
Hospitality Area	294	\$360,792	\$143,184
Tee Fence	258	\$332,600	\$125,681
Interview Board	66	\$75,506	\$27,445

D Media Value by Source

SOURCE	NET SPONSORSHIP VALUE	YOY
Dedicated TV	\$445,567	-62.3%
OTT	\$11,925	-75.7%
TV News	\$6,979	-24.0%
Social Mentions	\$6,224	+76.7%
Social Media Videos	\$9	-98.4%
Online Press	\$2	-97.7%

PwC



Green Signage



Hospitality Area



Tee Fence



Interview Board



Salling Fondene






Salling Fondene branding was visible for 1,334 seconds throughout the World Feed for the tournament. This exposure resulted in the branding being on screen for an average of 01:01 for every hour of coverage.

In turn, this branding generated a total Net Sponsorship Value of \$461,212.

Green Signage generated \$261,259 of its total value on Dedicated TV, contributing 59.0% of Salling Fondene's Dedicated TV total.

A Brand Exposure (Linear TV & Digital Streaming)	
	
Dedicated TV Exposure per Hour	Total Exposures
01:01	1,334

		
GAV	Brand Impact Score	NSV
\$1.7m	1.78	\$461,212

C Top 5 Markets (Dedicated TV Only)	
MARKET	NET SPONSORSHIP VALUE
Germany	\$56,389
Italy	\$55,017
Spain	\$25,507
South Africa	\$24,069
South Korea	\$17,335

B Top Assets By Exposure			
LOCATION	EXP	GAV	NSV
Green Signage	782	\$951,394	\$261,259
Interview Board	552	\$664,488	\$181,719

D Media Value by Source	
SOURCE	NET SPONSORSHIP VALUE
Dedicated TV	\$442,978
OTT	\$12,661
TV News	\$5,555
Social Media Videos	\$15
Online Press	\$2

Salling Fondene



Green Signage



Interview Board

Bravo Tours







Bravo Tours branding was visible for 1,108 seconds throughout the World Feed for the tournament. This exposure resulted in the branding being on screen for an average of 00:54 for every hour of coverage.

In turn, this branding generated a total Net Sponsorship Value of \$421,658.

Green Signage generated \$371,604 of its total value on Dedicated TV, contributing 91.8% of Bravo Tours's Dedicated TV total.

A Brand Exposure (Linear TV & Digital Streaming)

	
Dedicated TV Exposure per Hour	Total Exposures
00:54	1,108

		
GAV	Brand Impact Score	NSV
\$1.5m	1.86	\$421,658

C Top 5 Markets (Dedicated TV Only)

MARKET	NET SPONSORSHIP VALUE
Germany	\$54,729
Italy	\$49,356
Spain	\$24,601
South Africa	\$19,821
South Korea	\$17,144

B Top Assets By Exposure

LOCATION	EXP	GAV	NSV
Green Signage	1,014	\$1,307,743	\$371,604
Tee Fence	66	\$81,986	\$24,917
Interview Board	28	\$34,056	\$8,427

D Media Value by Source

SOURCE	NET SPONSORSHIP VALUE
Dedicated TV	\$404,948
OTT	\$10,983
TV News	\$5,717
Social Media Videos	\$11

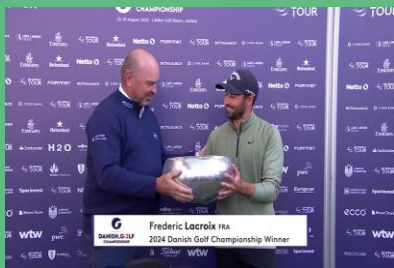
Bravo Tours



Green Signage



Tee Fence



Interview Board

H2O



H2O




H2O branding was visible for 972 seconds throughout the World Feed for the tournament. This exposure resulted in the branding being on screen for an average of 00:47 for every hour of coverage.

In turn, this branding generated a total Net Sponsorship Value of \$403,833.

Green Signage generated \$157,668 of its total value on Dedicated TV, contributing 40.6% of H2O's Dedicated TV total.

A Brand Exposure (Linear TV & Digital Streaming)

	
Dedicated TV Exposure per Hour	Total Exposures
00:47	972

		
GAV	Brand Impact Score	NSV
\$1.3m	2.10	\$403,833

C Top 5 Markets (Dedicated TV Only)

MARKET	NET SPONSORSHIP VALUE
Germany	\$52,059
Italy	\$47,084
Spain	\$23,060
South Africa	\$20,027
South Korea	\$15,596

B Top Assets By Exposure

LOCATION	EXP	GAV	NSV
Green Signage	396	\$523,420	\$157,668
Interview Board	346	\$394,176	\$126,720
Tee Fence	230	\$306,429	\$103,559

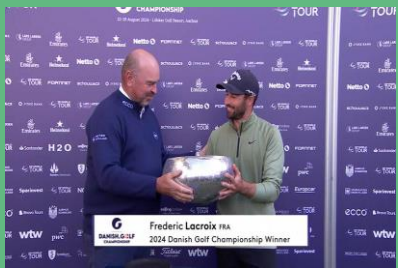
D Media Value by Source

SOURCE	NET SPONSORSHIP VALUE
Dedicated TV	\$387,947
OTT	\$10,254
TV News	\$5,475
Online Press	\$146
Social Media Videos	\$12

H2O



Green Signage



Interview Board



Tee Fence



Aarhus Airport






Aarhus Airport branding was visible for 636 seconds throughout the World Feed for the tournament. This exposure resulted in the branding being on screen for an average of 00:31 for every hour of coverage.

In turn, this branding generated a total Net Sponsorship Value of \$381,082.

Hospitality Area generated \$203,636 of its total value on Dedicated TV, contributing 55.6% of Aarhus Airport's Dedicated TV total.

A Brand Exposure (Linear TV & Digital Streaming)	
	
Dedicated TV Exposure per Hour	Total Exposures
00:31	636

		
GAV	Brand Impact Score	NSV
\$836,820	3.17	\$381,082

C Top 5 Markets (Dedicated TV Only)	
MARKET	NET SPONSORSHIP VALUE
Germany	\$49,632
Italy	\$46,114
Spain	\$22,678
South Africa	\$17,872
South Korea	\$15,356

B Top Assets By Exposure			
LOCATION	EXP	GAV	NSV
Hospitality Area	276	\$356,167	\$203,636
Tee Fence	334	\$412,322	\$153,944
Virtual Hospitality Area	12	\$14,744	\$4,954
Interview Board	14	\$14,816	\$3,507

D Media Value by Source	
SOURCE	NET SPONSORSHIP VALUE
Dedicated TV	\$366,040
OTT	\$9,817
Social Mentions	\$4,637
Online Press	\$572
Social Media Videos	\$16

Aarhus Airport



Hospitality Area



Tee Fence



Virtual Hospitality Area



Interview Board

JKS





MOVING YOUR POTENTIAL




JKS branding was visible for 840 seconds throughout the World Feed for the tournament. This exposure resulted in the branding being on screen for an average of 00:40 for every hour of coverage.

In turn, this branding generated a total Net Sponsorship Value of \$356,689.

Tee Fence generated \$190,768 of its total value on Dedicated TV, contributing 56.6% of JKS's Dedicated TV total.

A Brand Exposure (Linear TV & Digital Streaming)

	
Dedicated TV Exposure per Hour	Total Exposures
00:40 +10.8%	840 +7.1%

		
GAV	Brand Impact Score	NSV
\$1.1m +21.0%	2.12 -25.6%	\$356,689 -7.0%

C Top 5 Markets (Dedicated TV Only)

MARKET	NET SPONSORSHIP VALUE
Germany	\$44,451
Italy	\$41,670
Spain	\$20,014
South Africa	\$17,280
South Korea	\$13,960

B Top Assets By Exposure

LOCATION	EXP	GAV	NSV
Tee Fence	468	\$589,103	\$190,768
Green Signage	338	\$426,100	\$137,487
Interview Board	34	\$38,194	\$8,624

D Media Value by Source

SOURCE	NET SPONSORSHIP VALUE	YOY
Dedicated TV	\$336,878	-6.3%
OTT	\$9,293	-38.5%
TV News	\$6,146	+65.1%
Social Mentions	\$4,361	-
Social Media Videos	\$8	-97.6%
Online Press	\$2	-100.0%

JKS



Tee Fence



Green Signage



Interview Board

Ecco


ECCO




Ecco branding was visible for 764 seconds throughout the World Feed for the tournament. This exposure resulted in the branding being on screen for an average of 00:37 for every hour of coverage.

In turn, this branding generated a total Net Sponsorship Value of \$287,488.

Green Signage generated \$233,844 of its total value on Dedicated TV, contributing 85.4% of Ecco's Dedicated TV total.

A Brand Exposure (Linear TV & Digital Streaming)

	
Dedicated TV Exposure per Hour	Total Exposures
00:37	764

		
GAV	Brand Impact Score	NSV
\$1.1m	1.84	\$287,488

C Top 5 Markets (Dedicated TV Only)

MARKET	NET SPONSORSHIP VALUE
Germany	\$35,915
Italy	\$32,897
Spain	\$16,179
South Africa	\$13,788
South Korea	\$11,384

B Top Assets By Exposure

LOCATION	EXP	GAV	NSV
Green Signage	662	\$835,229	\$233,844
Tee Fence	66	\$91,605	\$29,350
Interview Board	36	\$43,076	\$10,583

D Media Value by Source

SOURCE	NET SPONSORSHIP VALUE
Dedicated TV	\$273,777
OTT	\$7,833
Online Press	\$5,869
Social Media Videos	\$9

Ecco



Green Signage



Tee Fence

Dansk Golf Union








Dansk Golf Union branding was visible for 572 seconds throughout the World Feed for the tournament. This exposure resulted in the branding being on screen for an average of 00:28 for every hour of coverage.

In turn, this branding generated a total Net Sponsorship Value of \$260,840.

Green Signage generated \$130,838 of its total value on Dedicated TV, contributing 53.6% of Dansk Golf Union's Dedicated TV total.

A Brand Exposure (Linear TV & Digital Streaming)

	
Dedicated TV Exposure per Hour	Total Exposures
00:28	572

		
GAV	Brand Impact Score	NSV
\$771,425	2.26	\$260,840

C Top 5 Markets (Dedicated TV Only)

MARKET	NET SPONSORSHIP VALUE
Germany	\$33,807
Italy	\$30,180
Spain	\$15,216
South Africa	\$11,794
South Korea	\$10,121

B Top Assets By Exposure

LOCATION	EXP	GAV	NSV
Green Signage	234	\$300,276	\$130,838
Tee Fence	228	\$303,680	\$83,520
Interview Board	110	\$119,178	\$29,579

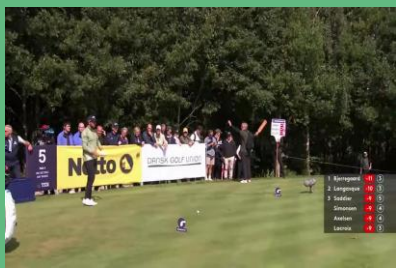
D Media Value by Source

SOURCE	NET SPONSORSHIP VALUE
Dedicated TV	\$243,936
TV News	\$6,979
OTT	\$6,249
Online Press	\$3,670
Social Media Videos	\$5

Dansk Golf Union



Green Signage



Tee Fence



Interview Board

WTW



wtw




WTW branding was visible for 498 seconds throughout the World Feed for the tournament. This exposure resulted in the branding being on screen for an average of 00:23 for every hour of coverage.

In turn, this branding generated a total Net Sponsorship Value of \$254,559.

Hospitality Area generated \$81,540 of its total value on Dedicated TV, contributing 42.7% of WTW's Dedicated TV total.

A Brand Exposure (Linear TV & Digital Streaming)

	
Dedicated TV Exposure per Hour	Total Exposures
00:23 +187.4%	498 +167.7%

		
GAV	Brand Impact Score	NSV
\$775,718 +320.1%	2.10 -3.7%	\$254,559 +320.7%

C Top 5 Markets (Dedicated TV Only)

MARKET	NET SPONSORSHIP VALUE
Germany	\$24,726
Italy	\$23,348
Spain	\$11,080
South Africa	\$10,205
South Korea	\$7,473

B Top Assets By Exposure

LOCATION	EXP	GAV	NSV
Hospitality Area	182	\$229,217	\$81,540
Green Signage	192	\$232,244	\$69,431
Tee Fence	64	\$74,289	\$21,407
Interview Board	60	\$67,369	\$18,397

D Media Value by Source

SOURCE	NET SPONSORSHIP VALUE	YOY
Dedicated TV	\$190,775	+233.2%
Social Mentions	\$46,245	-
TV News	\$5,985	-
OTT	\$5,320	+63.5%
Social Media Videos	\$4,864	-
Online Press	\$1,369	-

WTW



Hospitality Area



Green Signage



Tee Fence



Interview Board

Sparinvest


Sparinvest




Sparinvest branding was visible for 628 seconds throughout the World Feed for the tournament. This exposure resulted in the branding being on screen for an average of 00:30 for every hour of coverage.

In turn, this branding generated a total Net Sponsorship Value of \$247,935.

Hospitality Area generated \$148,567 of its total value on Dedicated TV, contributing 62.8% of Sparinvest's Dedicated TV total.

A Brand Exposure (Linear TV & Digital Streaming)

	
Dedicated TV Exposure per Hour	Total Exposures
00:30	628

		
GAV	Brand Impact Score	NSV
\$838,155	1.94	\$247,935

C Top 5 Markets (Dedicated TV Only)

MARKET	NET SPONSORSHIP VALUE
Germany	\$33,529
Italy	\$29,876
Spain	\$14,841
South Africa	\$11,771
South Korea	\$9,661

B Top Assets By Exposure

LOCATION	EXP	GAV	NSV
Hospitality Area	418	\$519,239	\$148,567
Tee Fence	182	\$246,527	\$78,312
Interview Board	28	\$33,503	\$9,828

D Media Value by Source

SOURCE	NET SPONSORSHIP VALUE
Dedicated TV	\$236,707
TV News	\$5,717
OTT	\$5,508
Social Media Videos	\$4

Sparinvest



Hospitality Area



Tee Fence



Interview Board

Europcar








Europcar branding was visible for 494 seconds throughout the World Feed for the tournament. This exposure resulted in the branding being on screen for an average of 00:23 for every hour of coverage.

In turn, this branding generated a total Net Sponsorship Value of \$219,096.

Tee Fence generated \$182,190 of its total value on Dedicated TV, contributing 89.6% of Europcar's Dedicated TV total.

A Brand Exposure (Linear TV & Digital Streaming)

	
Dedicated TV Exposure per Hour	Total Exposures
00:23	494

		
GAV	Brand Impact Score	NSV
\$664,943	2.20	\$219,096

C Top 5 Markets (Dedicated TV Only)

MARKET	NET SPONSORSHIP VALUE
Germany	\$27,531
Italy	\$25,345
Spain	\$12,219
South Africa	\$10,574
South Korea	\$8,186

B Top Assets By Exposure

LOCATION	EXP	GAV	NSV
Tee Fence	424	\$536,327	\$182,190
Interview Board	58	\$65,806	\$19,791
Virtual Tee Fence	10	\$12,924	\$1,006
Lanyard	2	\$2,117	\$445

D Media Value by Source

SOURCE	NET SPONSORSHIP VALUE
Dedicated TV	\$203,431
TV News	\$5,824
OTT	\$5,188
Social Mentions	\$4,637
Social Media Videos	\$14
Online Press	\$2

Europcar



Tee Fence



Interview Board



Virtual Tee Fence



Lanyard

Norlys



NORLYS




Norlys branding was visible for 508 seconds throughout the World Feed for the tournament. This exposure resulted in the branding being on screen for an average of 00:23 for every hour of coverage.

In turn, this branding generated a total Net Sponsorship Value of \$182,625.

Green Signage generated \$124,030 of its total value on Dedicated TV, contributing 69.9% of Norlys's Dedicated TV total.

A Brand Exposure (Linear TV & Digital Streaming)

	
Dedicated TV Exposure per Hour	Total Exposures
00:23 +216.5%	508 +268.1%

		
GAV	Brand Impact Score	NSV
\$634,380 +367.4%	1.88 -14.9%	\$182,625 +306.4%

C Top 5 Markets (Dedicated TV Only)

MARKET	NET SPONSORSHIP VALUE
Germany	\$22,426
Italy	\$21,176
Spain	\$10,071
South Africa	\$9,597
South Korea	\$6,825

B Top Assets By Exposure

LOCATION	EXP	GAV	NSV
Green Signage	336	\$413,654	\$124,030
Tee Fence	160	\$189,229	\$50,604
Interview Board	12	\$13,806	\$2,773

D Media Value by Source

SOURCE	NET SPONSORSHIP VALUE	YOY
Dedicated TV	\$177,406	+317.5%
OTT	\$5,219	+113.0%

Norlys



Green Signage



Tee Fence



Interview Board

Titleist







Titleist branding was visible for 66 seconds throughout the World Feed for the tournament. This exposure resulted in the branding being on screen for an average of 00:04 for every hour of coverage.

In turn, this branding generated a total Net Sponsorship Value of \$166,953.

Umbrella generated \$22,845 of its total value on Dedicated TV, contributing 90.3% of Titleist's Dedicated TV total.

A Brand Exposure (Linear TV & Digital Streaming)

	
Dedicated TV Exposure per Hour	Total Exposures
00:04	66

		
GAV	Brand Impact Score	NSV
\$460,584	1.96	\$166,953

C Top 5 Markets (Dedicated TV Only)

MARKET	NET SPONSORSHIP VALUE
Germany	\$3,728
Italy	\$3,156
Spain	\$1,620
South Africa	\$1,247
South Korea	\$995

B Top Assets By Exposure

LOCATION	EXP	GAV	NSV
Umbrella	54	\$70,300	\$22,845
Interview Board	12	\$14,359	\$2,448

D Media Value by Source

SOURCE	NET SPONSORSHIP VALUE
Social Mentions	\$89,210
Online Press	\$46,969
Dedicated TV	\$25,293
Social Media Videos	\$4,959
OTT	\$522

Titleist



Umbrella



Interview Board

Formuepleje



FORMUE | PLEJE




Formuepleje branding was visible for 372 seconds throughout the World Feed for the tournament. This exposure resulted in the branding being on screen for an average of 00:17 for every hour of coverage.

In turn, this branding generated a total Net Sponsorship Value of \$138,143.

Hospitality Area generated \$130,210 of its total value on Dedicated TV, contributing 96.7% of Formuepleje's Dedicated TV total.

A Brand Exposure (Linear TV & Digital Streaming)

	
Dedicated TV Exposure per Hour	Total Exposures
00:17 +105.2%	372 +113.8%

		
GAV	Brand Impact Score	NSV
\$465,262 +125.7%	1.95 -19.4%	\$138,143 +86.4%

C Top 5 Markets (Dedicated TV Only)

MARKET	NET SPONSORSHIP VALUE
Germany	\$17,657
Italy	\$17,138
Spain	\$7,813
South Africa	\$7,465
South Korea	\$5,297

B Top Assets By Exposure

LOCATION	EXP	GAV	NSV
Hospitality Area	352	\$429,621	\$130,210
Interview Board	20	\$23,931	\$4,443

D Media Value by Source

SOURCE	NET SPONSORSHIP VALUE	YOY
Dedicated TV	\$134,653	+89.2%
OTT	\$3,486	+17.8%
Social Media Videos	\$4	-

Formuepleje



Hospitality Area



Interview Board

Sparekassen Kronjylland








Sparekassen Kronjylland branding was visible for 298 seconds throughout the World Feed for the tournament. This exposure resulted in the branding being on screen for an average of 00:17 for every hour of coverage.

In turn, this branding generated a total Net Sponsorship Value of \$105,037.

Hospitality Area generated \$87,769 of its total value on Dedicated TV, contributing 85.5% of Sparekassen Kronjylland's Dedicated TV total.

A Brand Exposure (Linear TV & Digital Streaming)

	
Dedicated TV Exposure per Hour	Total Exposures
00:17	298

		
GAV	Brand Impact Score	NSV
\$376,311	1.82	\$105,037

C Top 5 Markets (Dedicated TV Only)

MARKET	NET SPONSORSHIP VALUE
Germany	\$14,442
Italy	\$12,604
Spain	\$6,265
South Africa	\$5,393
South Korea	\$3,866

B Top Assets By Exposure

LOCATION	EXP	GAV	NSV
Hospitality Area	246	\$307,814	\$87,769
Interview Board	52	\$60,009	\$14,933

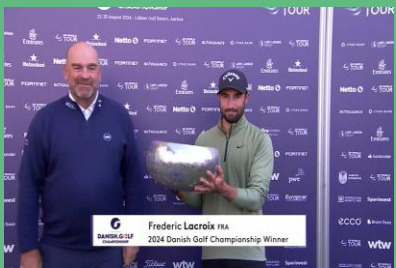
D Media Value by Source

SOURCE	NET SPONSORSHIP VALUE
Dedicated TV	\$102,702
OTT	\$2,335

Sparekassen Kronjylland



Hospitality Area



Interview Board



Kids Aid






Kids Aid branding was visible for 272 seconds throughout the World Feed for the tournament. This exposure resulted in the branding being on screen for an average of 00:12 for every hour of coverage. In turn, this branding generated a total Net Sponsorship Value of \$100,227.

Hospitality Area generated \$94,192 of its total value on Dedicated TV, contributing 96.5% of Kids Aid's Dedicated TV total.

A Brand Exposure (Linear TV & Digital Streaming)

	
Dedicated TV Exposure per Hour	Total Exposures
00:12	272

		
GAV	Brand Impact Score	NSV
\$341,385	1.92	\$100,227

C Top 5 Markets (Dedicated TV Only)

MARKET	NET SPONSORSHIP VALUE
Italy	\$12,926
Germany	\$12,817
Spain	\$5,847
South Africa	\$5,235
South Korea	\$3,990

B Top Assets By Exposure

LOCATION	EXP	GAV	NSV
Hospitality Area	258	\$317,865	\$94,192
Interview Board	14	\$14,816	\$3,448

D Media Value by Source

SOURCE	NET SPONSORSHIP VALUE
Dedicated TV	\$97,640
OTT	\$2,581
Social Media Videos	\$3
Online Press	\$2

Kids Aid



Hospitality Area



Interview Board

Jual



Jual branding was visible for 194 seconds throughout the World Feed for the tournament. This exposure resulted in the branding being on screen for an average of 00:09 for every hour of coverage.

In turn, this branding generated a total Net Sponsorship Value of \$90,367.

Hospitality Area generated \$78,762 of its total value on Dedicated TV, contributing all of Jual's Dedicated TV total.

A Brand Exposure (Linear TV & Digital Streaming)	
Dedicated TV Exposure per Hour	Total Exposures
00:09	194

GAV	Brand Impact Score	NSV
\$254,583	2.27	\$90,367

C Top 5 Markets (Dedicated TV Only)	
MARKET	NET SPONSORSHIP VALUE
Germany	\$9,698
Italy	\$9,033
South Africa	\$4,592
Spain	\$4,185
Hong Kong	\$2,974

B Top Assets By Exposure			
LOCATION	EXP	GAV	NSV
Hospitality Area	194	\$232,373	\$78,762

D Media Value by Source	
SOURCE	NET SPONSORSHIP VALUE
Dedicated TV	\$78,762
Social Mentions	\$9,277
OTT	\$2,309
Social Media Videos	\$19

Jual



Hospitality Area

Scandic



Scandic




Scandic branding was visible for 128 seconds throughout the World Feed for the tournament. This exposure resulted in the branding being on screen for an average of 00:06 for every hour of coverage.

In turn, this branding generated a total Net Sponsorship Value of \$61,993.

Tee Fence generated \$60,396 of its total value on Dedicated TV, contributing all of Scandic's Dedicated TV total.

A Brand Exposure (Linear TV & Digital Streaming)

	
Dedicated TV Exposure per Hour	Total Exposures
00:06	128

		
GAV	Brand Impact Score	NSV
\$165,106	2.54	\$61,993

C Top 5 Markets (Dedicated TV Only)

MARKET	NET SPONSORSHIP VALUE
Germany	\$8,199
Italy	\$7,679
Spain	\$3,740
South Africa	\$2,975
South Korea	\$2,537

B Top Assets By Exposure

LOCATION	EXP	GAV	NSV
Tee Fence	128	\$160,841	\$60,396

D Media Value by Source

SOURCE	NET SPONSORSHIP VALUE
Dedicated TV	\$60,396
OTT	\$1,597

Scandic



Tee Fence

Rolex Series








Rolex Series branding was visible for 18 seconds throughout the World Feed for the tournament. This exposure resulted in the branding being on screen for an average of 00:01 for every hour of coverage.

In turn, this branding generated a total Net Sponsorship Value of \$18,730.

Screen - Schedule generated \$9,911 of its total value on Dedicated TV, contributing 59.0% of Rolex Series's Dedicated TV total.

A Brand Exposure (Linear TV & Digital Streaming)

	
Dedicated TV Exposure per Hour	Total Exposures
00:01	18

		
GAV	Brand Impact Score	NSV
\$41,346	4.68	\$18,730

C Top 5 Markets (Dedicated TV Only)

MARKET	NET SPONSORSHIP VALUE
Italy	\$2,341
Germany	\$2,329
China	\$1,235
South Africa	\$1,078
Spain	\$1,001

B Top Assets By Exposure

LOCATION	EXP	GAV	NSV
Screen - Schedule	14	\$18,652	\$9,911
Verbal Mentions	4	\$6,894	\$6,894

D Media Value by Source

SOURCE	NET SPONSORSHIP VALUE
Dedicated TV	\$16,806
Online Press	\$1,522
OTT	\$402

Rolex Series



Screen - Schedule

Uniconta



Uniconta branding was visible for 12 seconds throughout the World Feed for the tournament. This exposure resulted in the branding being on screen for an average of 00:01 for every hour of coverage.

In turn, this branding generated a total Net Sponsorship Value of \$2,496.

Interview Board generated \$2,448 of its total value on Dedicated TV, contributing all of Uniconta's Dedicated TV total.

A Brand Exposure (Linear TV & Digital Streaming)	
Dedicated TV Exposure per Hour	Total Exposures
00:01	12

GAV	Brand Impact Score	NSV
\$14,642	0.99	\$2,496

C Top 5 Markets (Dedicated TV Only)	
MARKET	NET SPONSORSHIP VALUE
New Zealand	\$303
Germany	\$274
South Africa	\$232
Italy	\$177
Malaysia	\$154

B Top Assets By Exposure			
LOCATION	EXP	GAV	NSV
Interview Board	12	\$14,359	\$2,448

D Media Value by Source	
SOURCE	NET SPONSORSHIP VALUE
Dedicated TV	\$2,448
OTT	\$48

Uniconta





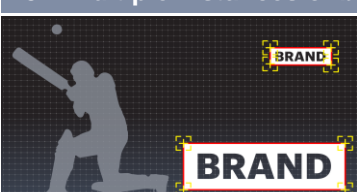


Interview Board

06

APPENDIX METHODOLOGY

Brand Impact Score (BIS) – 5 key factors

1 Solus	FACTOR	
	Multiple brands on screen	1.0
	Only brand on screen	1.2
2 Location of brand on screen		
	Centre 50% of screen	1.1
	Anywhere else	1.0
3 Size of brand on screen		
	0-5%	1.0
	5-10%	1.1
	>10%	1.2
4 Duration of exposure		
	1 Second	1.0
	2-5 Seconds	1.05
	6-10 Seconds	1.1
	>10 Seconds	1.15
5 Multiple instances of brand per frame		
	1 instance	1.0
	2 instances	1.05
	3 instances	1.1
	4 instances	1.15
	5 or more instances	1.2

A How BIS is calculated

Brand Impact Scores are measured on an exposure-by-exposure basis per location and then averaged out across the whole event.

Once the factor score is calculated, it is **subtracted by 1 and multiplied by 10 to create a Brand Impact Score**. For example, the exposure example below would have a **Brand Impact Score of 2.10**.

B Example screen



CATEGORY	FACTOR
Brand is not 'Solus'	1.0
Centre of brand is not in centre 50%	1.0
Brand covers 5-10% of the screen	1.1
Brand is on screen for 6-10 seconds	1.1
1 instance of the brand is visible	1.0
TOTAL 1.0 x 1.0 x 1.1 x 1.1 x 1.0	1.210
BRAND IMPACT SCORE =	2.10

Each location has an individual BIS which defines the discount percentage of Gross Advertising Value, that equates to the Net Media Value.

C How discount percentage is calculated

MULTIPLICATION CRITERIA

The Brand Impact Score which is directly related to a percentage of Gross Advertising Value, based on the quality of exposure.	<1	5.00% – 17.05%
	1-2	17.05% – 30.29%
	2-3	30.29% – 43.53%
	3-4	43.53% – 56.77%
	4-5	56.77% – 70.01%

D Example calculation

GROSS ADVERTISING VALUE

Once DP World Tour's total brand exposure has been ascertained, an industry standard **Cost per Thousand (CPT)** is applied on a broadcast-by-broadcast basis using the following formula:

Gross Advertising Value = $\frac{(\text{CPT} \times \text{Programme Audience}) \times \text{Seconds of Brand Exposure}}{1000 \times 30}$

- Once the **Gross Advertising Value** has been calculated, the **Brand Impact Score methodology** is then applied to create the **Net Sponsorship Value**.
- If DP World Tour had a **Gross Advertising Value of £10.0 million** with a **Brand Impact Score of 5.00**, the calculation would be as follows:

Brand Impact Score	5.00
Discount Percentage	70.01%
NET SPONSORSHIP MEDIA VALUE	
£10,000,000 x 70.01% = £7,001,000	



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