



This is a new age for sports fans, as they are able to follow their favorite athletes and competitions in more ways than ever before. New media has created new habits, and understanding and adapting to fan priorities has never been more important. That's why the PGA TOUR launched **Fan Forward**.

Through Fan Forward and our PGA TOUR Fan Council, the PGA TOUR has gained a better understanding of who our fans are, what they want to see more of and how we can deliver new experiences that deepen their love of the PGA TOUR and the game itself. With feedback from over 50,000 fans – core, casual and non-golf sports fans – the goal is to more quickly innovate to create the best competitive platform and most engaging fan experience in the game of golf and world of sports.

The data curated from fans has identified four recurring themes, areas where the PGA TOUR must drive innovation and change to further increase fan engagement.

Fan Forward is an ongoing initiative. Outreach to fans will continue and new innovations will be tested and implemented on a continuous basis as we work to create the best version of the PGA TOUR.

FAN FEEDBACK

Deliver More Golf Per Minute

Fans expect more from the **broadcast presentation**. The PGA TOUR is working in close collaboration with our media partners to deliver more golf shots of consequence, more insights into decision making and more drama, with fewer interruptions.

Maximize Drama on Every Hole

Each week, PGA TOUR athletes deliver unforgettable physical and strategic performances. By introducing new **competition adjustments**, the PGA TOUR is committed to showcasing players and entertaining fans like never before.

Make Players More Relatable

The PGA TOUR is meeting fans where they are to deliver compelling stories and engaging **player profiles**. Players are showcasing their on-course talent and off-course personalities, and fans want the opportunity to build a deeper connection with their favorite players.

Give Every Event a Purpose

PGA TOUR events offer fans front-row seats on 18 holes, creating one of the best **on-site experiences** in all of professional sports. The PGA TOUR is working to ensure that fan priorities remain in focus as we make events more memorable, engaging and efficient.

PGA TOUR FOCUS

Enhance the Broadcast Presentation

- More golf with less commercial interruptions
- More player storylines that add drama and context
- Showcase iconic venues and highlight specific holes

Implement Competition Adjustments

- Use data and technology to assess player behavior and improve speed of play
- Challenge players on course with more risk-reward shots
- Improve regular-season formats and post-season structure

Improve Player Profiles and Content

- Diversify content and deliver to a wider variety of platforms
- Showcase player performance and on-course personality
- Collaborate with creators to further engage fans

Expand On-Site Fan Experience

- Enhance tangible experiences that creates a fun social outing for all types of fans
- Implement technology to provide education and a "fan journey" unique to each event

To join the PGA TOUR Fan Council or for more information and updates on Fan Forward, visit PGATOUR.COM/FanForward.