

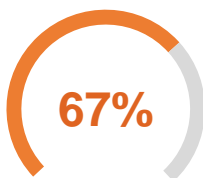
THE TENNIS AND GOLF CLUB

CABLE'S GOT THE MAJORS COVERED



Comcast Spotlight can align your brand with some of the most prestigious tournaments across golf and tennis to help you reach incredibly affluent audiences. With coverage across events like The PGA Championship and Wimbledon, we've got you covered. Learn more about the audiences we can help you reach.

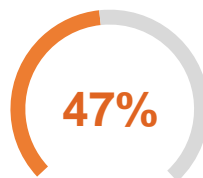
The Fans Watching¹



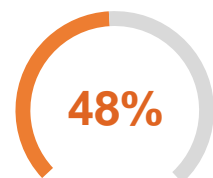
ARE MALE



ARE UNDER THE AGE OF 55



MORE LIKELY THAN THE AVERAGE ADULT TO HAVE A HH INCOME OF \$100K



MORE LIKELY TO HAVE A POST-GRADUATE DEGREE

Big League Numbers

Both tennis and golf have growing, loyal fans across an audience younger than you think.

115M
VIEWERS

Golf and Tennis reached over 115M viewers quarterly in 2017 (and over 43M P25-54 viewers quarterly).²



Golf and Tennis viewership is growing. Total minutes viewed in 2017 were up 9% YOY among all persons and up 7% among P25-54.³



Wimbledon
US Open

JUL
AUG - SEP



U.S. Open
British Open
PGA Championship

JUN
JUL
AUG



1 - Source: Scarborough USA+: Dec15-Apr17, Adults 18+ who have watched the PGA Tour or Mens/Womens Tennis on Cable in the past year
2 - Source: Nielsen CY 2017, Live+SD, average quarterly reach with 1+ minute qualifier, Golf and Tennis telecasts across all nationally measured networks.
3 - Source: Nielsen CY 2017 compared to CY 2016, Live+SD, Golf and Tennis telecasts across all nationally measured networks.