

COMCAST SPOTLIGHT

THE GOLF AND TENNIS CLUB

Comcast Spotlight can align your brand with some of the most prestigious tournaments across golf and tennis to help you reach incredibly affluent¹ audiences. With coverage of events like The Masters, The PGA Championship, Wimbledon and The US Open, we've got you covered. Learn more about the golf and tennis viewers we can help you reach.

The Fans Watching¹



are male



are under the age of 55



more likely to have a HH income of \$150K



luxury car buyers are 126% more likely to have watched tennis on cable in the past year²



luxury car buyers are 65% more likely to have watched PGA or LPGA Tour on cable in the past year²

Big League Numbers

Both golf and tennis have growing, loyal fans. Comcast Spotlight will be there swing after swing.

81M
VIEWERS

Golf and tennis reached over 81M viewers quarterly in 2018 (and over 27M P25-54 viewers quarterly).³



Golf and tennis viewership is growing. Total minutes viewed in 2018 were up 4% YOY among all persons and among P25-54.⁴

Schedule



PGA Championship
U.S. Open
British Open

MAY
JUN
JUL



Wimbledon
US Open

JUL
AUG - SEP



Sources:

1 - Scarborough USA+: Dec15-Apr17, Adults 18+ who have watched the PGA Tour or Mens/Womens Tennis on Cable in the past year

2 - Scarborough USA+ (Dec16-May18). Adults planning to purchase or lease a luxury vehicle in the next 12 months

3 - Nielsen CY 2018, Live+SD, average quarterly reach with 1+ minute qualifier, Golf and Tennis telecasts across all nationally measured networks

4 - Nielsen CY 2018 compared to CY 2017, Live+SD, Golf and Tennis telecasts across all nationally measured networks