



EUROPEAN TOUR TOURNAMENT EVALUATION

Made In Denmark, Denmark
30th August – 2nd September 2018

Reported: October 2018



OVERVIEW

CONTENTS

Evaluation of tournaments on The European Tour schedule is a vital part of the continuing success of The Tour. Along with European Tour Productions, we continue to work with Nielsen Sports to provide an independent Media Evaluation Report for all Tournaments. We are continuously looking to improve the reports and, having listened to the feedback from all of our promoters, we have evolved the reports to now include some additional elements.

The report includes information across the following:

1. Year on Year (YoY) comparisons for each Event;
2. Global TV Distribution Audit;
3. Sponsorship TV Media Equivalency;
4. Golf Fan Profiling by Key Market;
5. Intangible Asset Valuation;
6. European Tour Website Analytics.

This report is designed to assist Tournament Promoters and Tour Stakeholders to better understand the media coverage delivered via their association with the European Tour.

Nielsen Sports utilises its industry leading image detection technology and valuation methodologies coupled with its sophisticated Broadcast Audit Unit to track and analyse broadcast content across 80+ markets worldwide.



BACKGROUND

REPORT OVERVIEW

- This report has been commissioned by the European Tour and European Tour Productions to provide its key stakeholders with an independent evaluation of the media exposure generated by sponsorship assets at the Made In Denmark, Denmark, 30th August – 2nd September 2018.
- The analysis includes exposure across all sponsorship assets provided by the European Tour across the following broadcast platforms: Live Tournament Broadcasts; Delayed Tournament Broadcasts; Repeat Tournament Broadcasts; Tournament Highlights Shows.
- The following brands were analysed across the Global TV Distribution of the event:



- The Brand Analysis evaluation reports exposures in terms of size (expressed as a percentage of screen size) and location (position on screen). Taking into account variables such as location of exposures, size of exposure and duration of exposure, data provided by the Nielsen Sports Brand Analysis system can be utilised to determine a media equivalency based upon direct comparison to the local equivalent advertising rates or CPT rates applied to the actual viewing audience.

KEY FACTS

2018 EVENT

CUMULATIVE VALUES



\$80.60m

100% Media Equivalency

\$19.21m

Q1 Media Value

\$5.63m

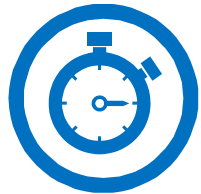
Made In Denmark

3,312 Hours

Total Brand Exposure across all programming

823 Hours

Made In Denmark



BROADCAST INFO

194,742,686

Potential Combined Household Reach

30

No. of Broadcasters

2274:41:00

Broadcast Hours

909

No. of Broadcasts



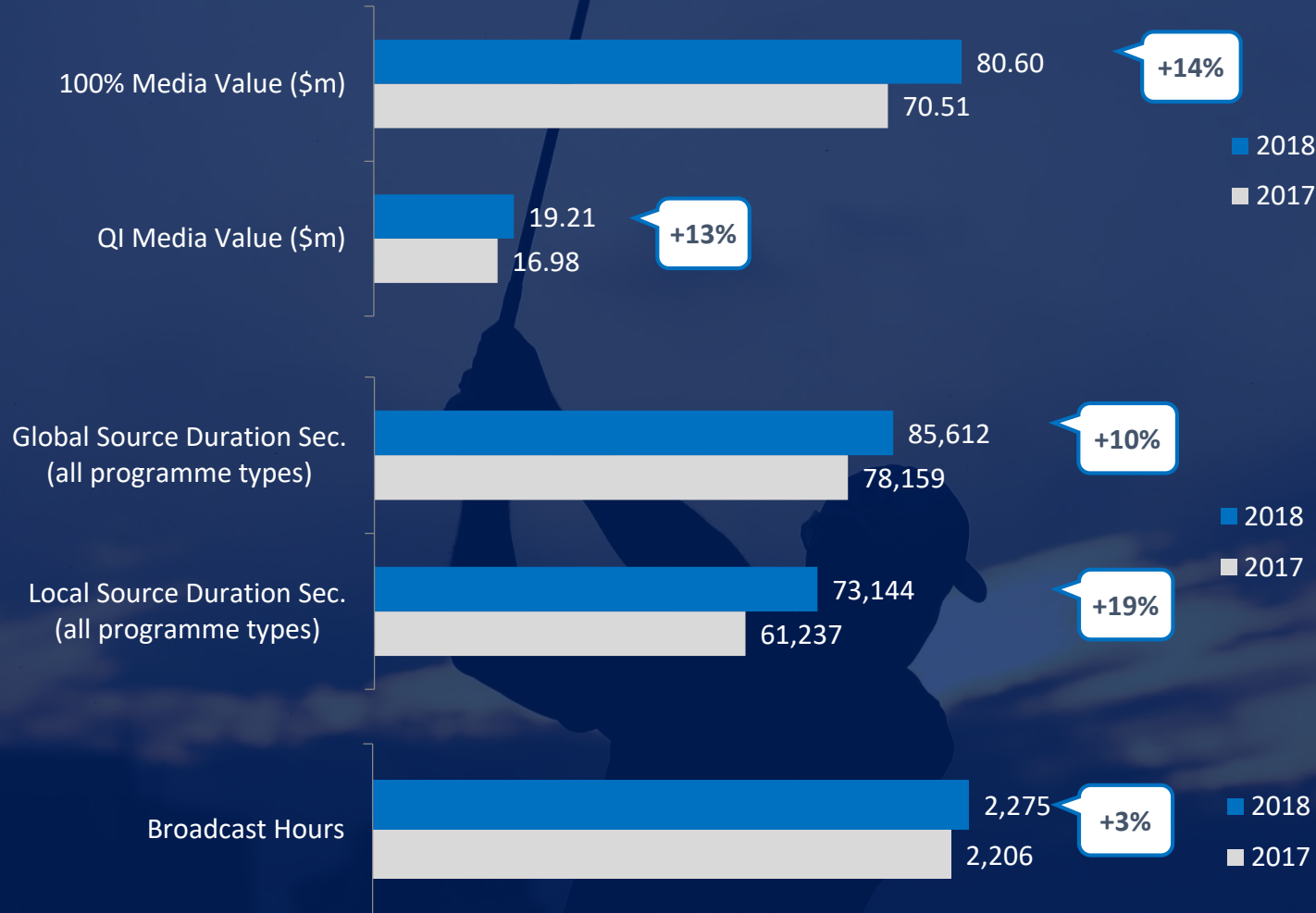
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Live Broadcast Hours



YoY COMPARISON

2018 VS 2017 EVENT



KEY INSIGHTS:

- » The total QI Value in 2018 is \$19.21m – a 13% increase compared to 2017;
- » Included in the 2017 Value is \$237k, through TV News.
- » The QI Value of the 10 key markets increased by 25% to \$10.74m;
- » Compared to 2017, Global Feed exposure went up by 10%, while Local Feed increased by 19%;
- » Interview Backdrop accounted for the largest increase across both feeds, followed by Grandstand Front;
- » Compared to 2017, Global Broadcast hours increased by 69 hours to 2,275 hours (+3%).





TOTAL GLOBAL
HOUSEHOLD REACH

194,742,686

GLOBAL HOUSEHOLD REACH

BY REGION





GLOBAL BROADCAST HOURS

BY REGION

TOTAL GLOBAL
BROADCAST HOURS

2274:41



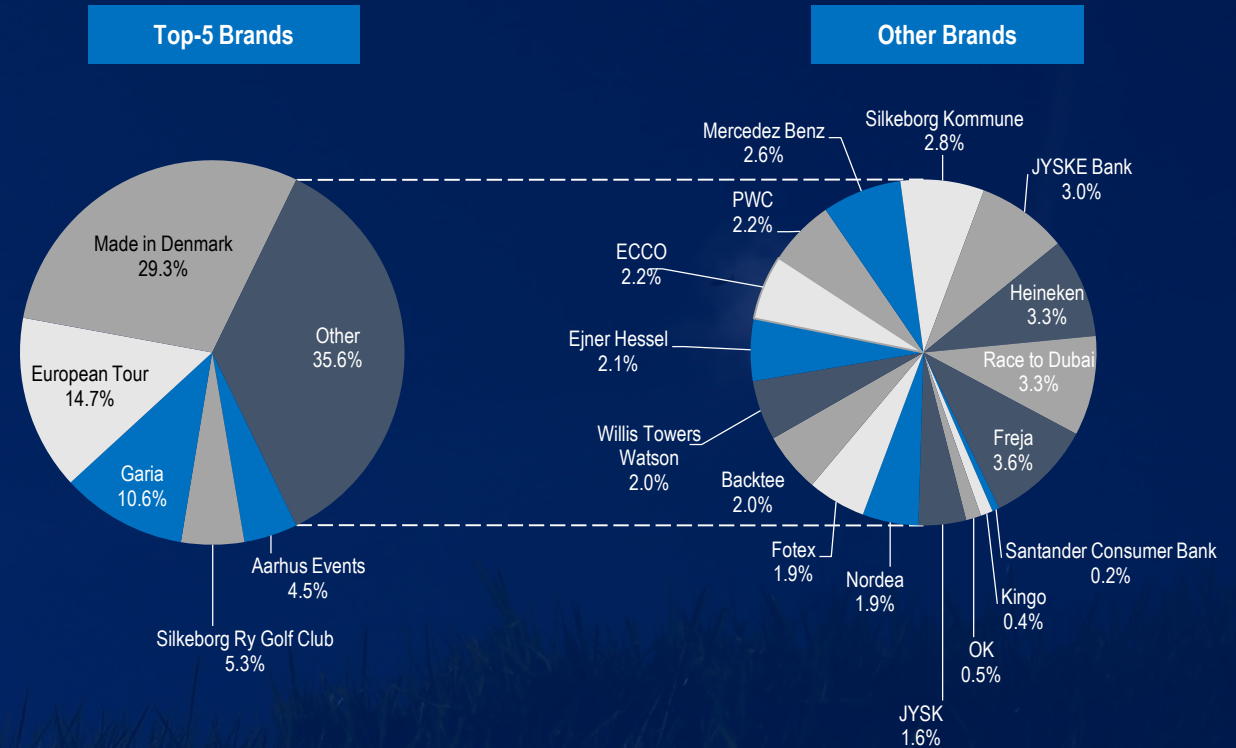
GLOBAL MEDIA EQUIVALENCY

BY EVENT SPONSOR

Sponsor	Exposures	Duration	Average Duration	100% Media Equivalency	QI Score	QI Media Value
Made in Denmark	237,487	2,962,433	12.5	\$19,705,190	28.6	\$5,634,140
European Tour	178,309	1,514,416	8.5	\$10,008,872	28.2	\$2,825,411
Garia	190,853	1,566,150	8.2	\$10,563,951	19.2	\$2,031,256
Silkeborg Ry Golf Club	18,133	486,663	26.8	\$3,291,680	30.9	\$1,017,463
Aarhus Events	20,863	573,820	27.5	\$3,937,663	22.1	\$870,957
Freja	69,581	585,732	8.4	\$3,995,641	17.1	\$682,173
Race to Dubai	31,539	341,095	10.8	\$2,360,727	27.0	\$637,528
Heineken	52,160	463,607	8.9	\$3,222,616	19.8	\$636,630
JYSKE Bank	35,814	381,356	10.6	\$2,619,504	22.1	\$579,103
Silkeborg Kommune	12,727	251,273	19.7	\$1,720,952	31.1	\$534,792
Mercedez Benz	35,613	362,783	10.2	\$2,454,781	20.7	\$506,925
PWC	28,761	317,697	11.0	\$2,177,847	19.5	\$425,521
ECCO	39,826	330,558	8.3	\$2,306,701	17.9	\$413,471
Ejner Hessel	25,656	283,233	11.0	\$1,888,729	21.0	\$397,394
Willis Towers Watson	21,820	260,388	11.9	\$1,827,918	20.9	\$382,757
Backtee	40,454	294,276	7.3	\$1,929,053	19.8	\$382,214
Fotex	26,643	259,366	9.7	\$1,769,089	21.0	\$372,376
Nordea	29,974	276,100	9.2	\$1,929,385	18.5	\$357,425
JYSK	34,127	227,413	6.7	\$1,647,791	18.4	\$303,484
OK	10,093	93,521	9.3	\$601,380	16.1	\$96,946
Kingo	6,574	61,435	9.3	\$442,818	17.6	\$78,053
Santander Consumer Bank	2,556	28,362	11.1	\$201,449	23.3	\$46,922
Grand Total	1,149,563	11,921,677	10.4	\$80,603,737	23.8	\$19,212,943

GLOBAL MEDIA EQUIVALENCY

BY EVENT SPONSOR



GLOBAL MEDIA EQUIVALENCY

BY BROADCAST TYPE

Sponsor	UK		World		Grand Total
	Live	Highlights	Live	Highlights	
Made in Denmark	\$300,742	\$9,075	\$5,266,864	\$57,459	\$5,634,140
European Tour	\$111,721	\$3,816	\$2,670,164	\$39,711	\$2,825,411
Garia	\$170,467	\$5,387	\$1,839,122	\$16,280	\$2,031,256
Silkeborg Ry Golf Club	\$93,314	\$3,438	\$904,884	\$15,826	\$1,017,463
Aarhus Events	\$67,646	\$2,505	\$784,321	\$16,485	\$870,957
Freja	\$70,994	\$2,432	\$594,899	\$13,848	\$682,173
Race to Dubai	\$34,867	\$238	\$593,623	\$8,801	\$637,528
Heineken	\$66,507	\$2,243	\$556,014	\$11,865	\$636,630
JYSKE Bank	\$56,109	\$1,133	\$512,409	\$9,453	\$579,103
Silkeborg Kommune	\$43,904	\$2,961	\$464,347	\$23,581	\$534,792
Mercedez Benz	\$55,888	\$2,794	\$442,098	\$6,145	\$506,925
PWC	\$43,803	\$2,299	\$363,084	\$16,335	\$425,521
ECCO	\$44,494	\$1,341	\$360,287	\$7,349	\$413,471
Ejner Hessel	\$39,552	\$2,772	\$346,616	\$8,454	\$397,394
Willis Towers Watson	\$52,686	\$2,712	\$318,451	\$8,908	\$382,757
Backtee	\$30,967	\$1,528	\$342,169	\$7,551	\$382,214
Fotex	\$39,215	\$2,272	\$319,234	\$11,655	\$372,376
Nordea	\$38,772	\$2,721	\$306,918	\$9,014	\$357,425
JYSK	\$35,221	\$504	\$265,832	\$1,927	\$303,484
OK	\$8,540	\$77	\$86,582	\$1,747	\$96,946
Kingo	\$8,165		\$69,642	\$246	\$78,053
Santander Consumer Bank	\$3,549		\$40,742	\$2,630	\$46,922
Grand Total	\$1,417,125	\$52,248	\$17,448,299	\$295,270	\$19,212,943

SOURCE DURATION

BY BROADCAST TYPE

Sponsor	UK		World		Grand Total
	Live	Highlights	Live	Highlights	
Made in Denmark	21,034	270	10,932	236	32,472
Garia	10,760	204	9,057	110	20,131
European Tour	10,878	166	5,589	169	16,802
Freja	4,061	121	4,292	109	8,583
Aarhus Events	4,171	130	4,139	95	8,535
Heineken	3,262	86	3,462	78	6,888
Silkeborg Ry Golf Club	3,389	134	3,128	72	6,723
Mercedez Benz	2,443	92	3,110	28	5,673
JYSKE Bank	2,705	60	2,703	62	5,530
ECCO	2,351	63	2,756	45	5,215
Nordea	2,063	83	2,640	56	4,842
PWC	2,211	81	2,459	99	4,850
Race to Dubai	2,513	8	2,149	42	4,712
Willis Towers Watson	1,738	82	2,629	44	4,493
Fotex	1,871	94	2,403	73	4,441
JYSK	1,854	24	2,285	12	4,175
Silkeborg Kommune	1,768	76	2,217	69	4,130
Ejner Hessel	1,790	101	2,169	43	4,103
Backtee	1,919	59	2,009	45	4,032
OK	552	5	448	21	1,026
Kingo	474		442	2	918
Santander Consumer Bank	258		187	16	461
Grand Total	84,065	1,939	71,205	1,526	158,735

ON-COURSE SOURCE DURATION

BY HOLE & DAY



Hole	Par	Source Duration (Seconds)					Percentage of Total(%)
		Day 1	Day 2	Day 3	Day 4	Total	
Hole 1	3	67		2,558	1,140	3,765	8.4%
Hole 2	4	38		359	311	708	1.6%
Hole 3	4			366	490	856	1.9%
Hole 4	4	843	404	713	771	2,731	6.1%
Hole 5	5	671	263	362	113	1,409	3.1%
Hole 6	4	891	703	536	658	2,788	6.2%
Hole 7	3	1,452	1,664	1,094	1,438	5,648	12.6%
Hole 8	5	299	954	250	458	1,961	4.4%
Hole 9	4	650	1,034	116	181	1,981	4.4%
Hole 10	4	487	908	436	522	2,353	5.3%
Hole 11	5	786	906	369	527	2,588	5.8%
Hole 12	4	918	1,179	1,261	741	4,099	9.2%
Hole 13	3	1,517	1,081	782	520	3,900	8.7%
Hole 14	5	289	294	354	202	1,139	2.5%
Hole 15	3	531	418	355	348	1,652	3.7%
Hole 16	4	631	779	576	297	2,283	5.1%
Hole 17	4	641	894	959	514	3,008	6.7%
Hole 18	4	51	495	408	969	1,923	4.3%
Grand Total	72	10,762	11,976	11,854	10,200	44,792	100.0%



KEY MARKET ANALYSIS

BY MARKET

MARKET FACTS

Broadcaster – The channel that broadcast Made In Denmark, Denmark, in the specific market.

Household Reach – Number of households that can possibly receive the transmission on the stated broadcasters

Broadcast Hours– The cumulative total hours of all broadcast coverage for the event including Live, Delayed, Repeats, and Highlights

100% Media Equivalency – This equivalency attributes equal value to a second of in-program passive branding to the equivalent cost of 1 second of advertising at the time of broadcast in a given market

QI Media Equivalency – Nielsen Sports provides a discounted equivalency based on the four viewer impact factors as derived by the Greenfield Technology – these factors include: Size, Location, Duration and Multiple Exposures

PROFILE OF A GOLF FAN

Number of Golf Fans in the Market – Number of people with an interest in Golf

Age – Age group breakdown amongst Golf fans

Sex – Gender breakdown amongst Golf fans

Marital Status – The condition of being married; single, widowed or divorced (S/W/D); or single, widowed or divorced living with partner

Education – Education level of a Golf fan

Income – The monthly net household income of a Golf fan – includes the income status of a Golf fan (Chief / Not Chief Income Earner)

CONSUMPTION

This chart represents what types of product a Golf fan is more likely to purchase in the next 12 months compared to the general population - % pts difference is displayed. It demonstrates how a golf fan is more predisposed to purchase / consume products in the given category.

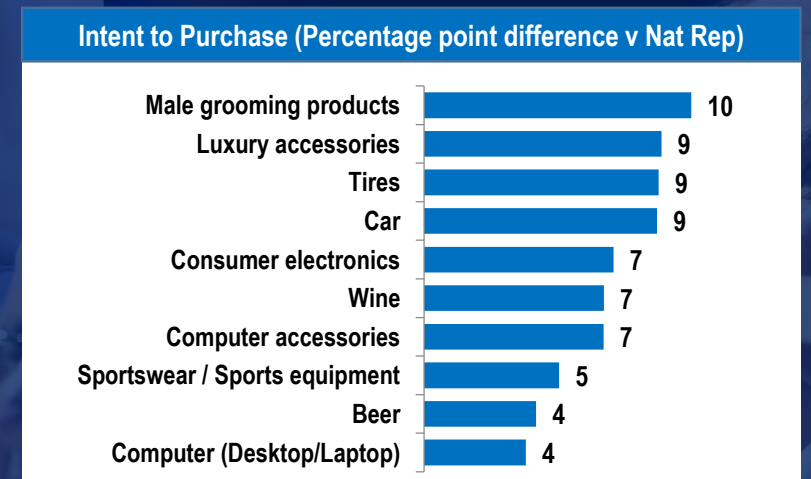
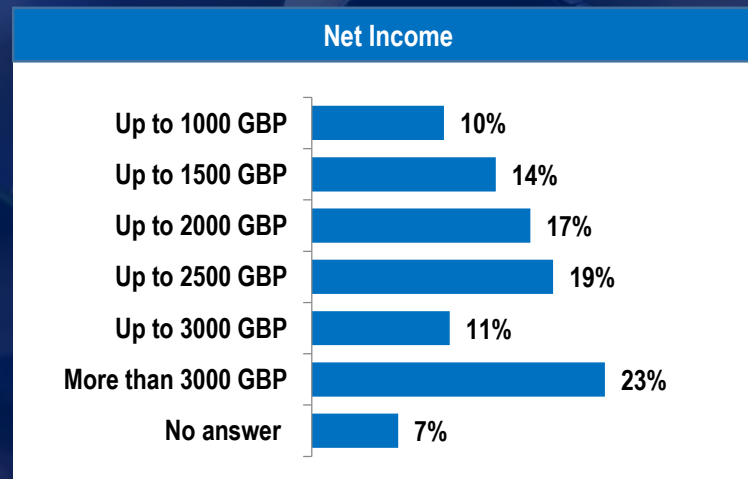
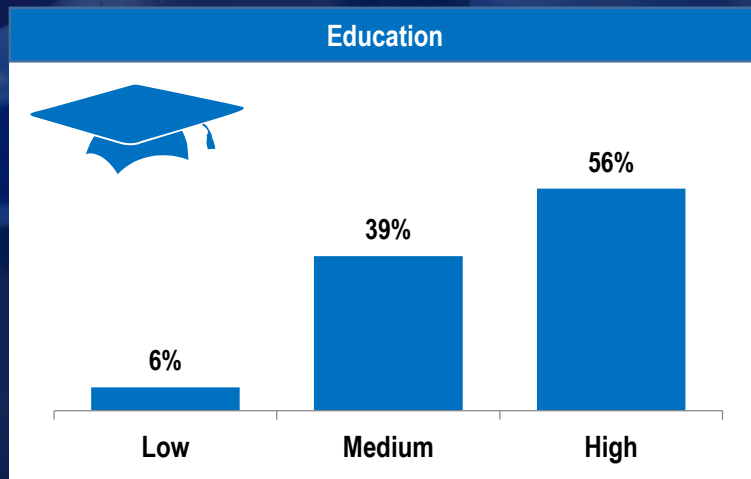
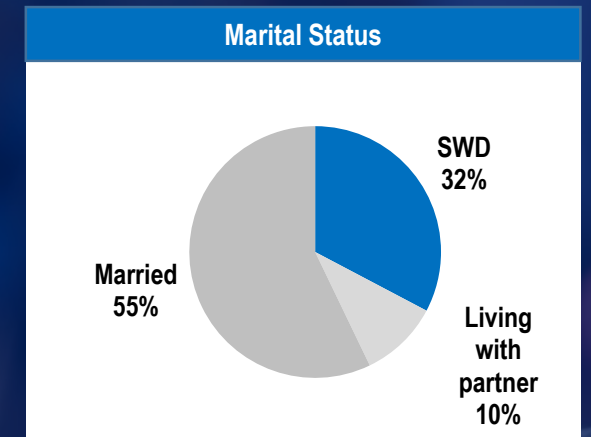
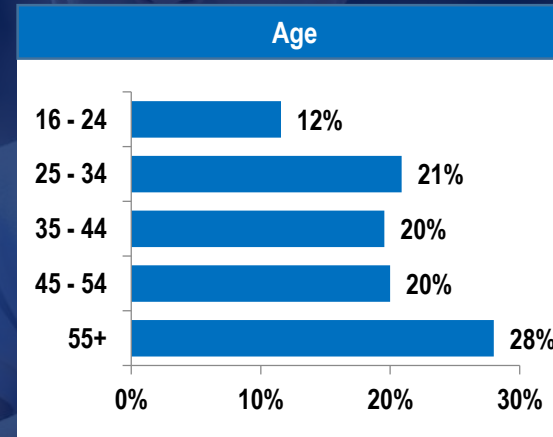
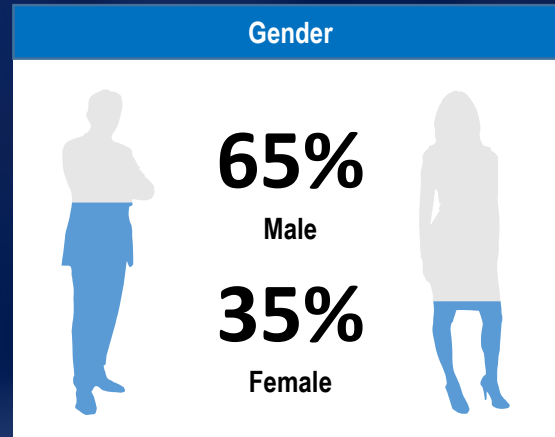




UNITED KINGDOM

10.1 MILLION GOLF FANS

Market Facts	
Broadcaster(s)	SKY SPORTS
Potential Household Reach	6,486,699
Broadcast Hours	45:07
100% Media Equivalency	\$6,660,179
QI Media Value	\$1,469,373

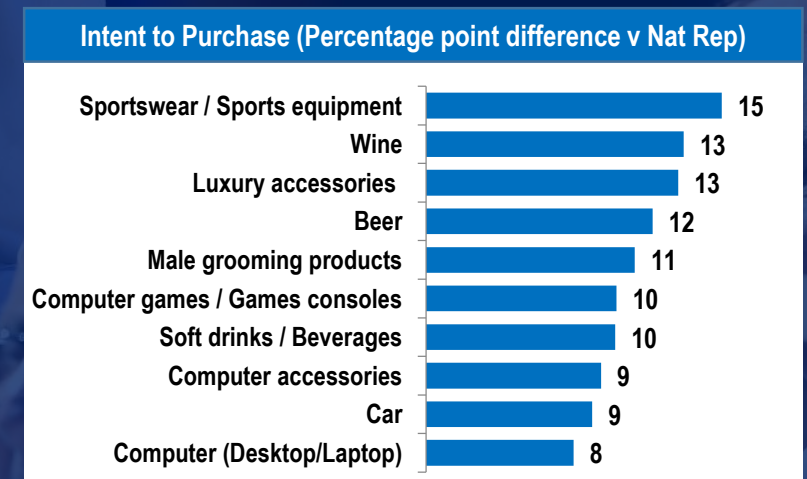
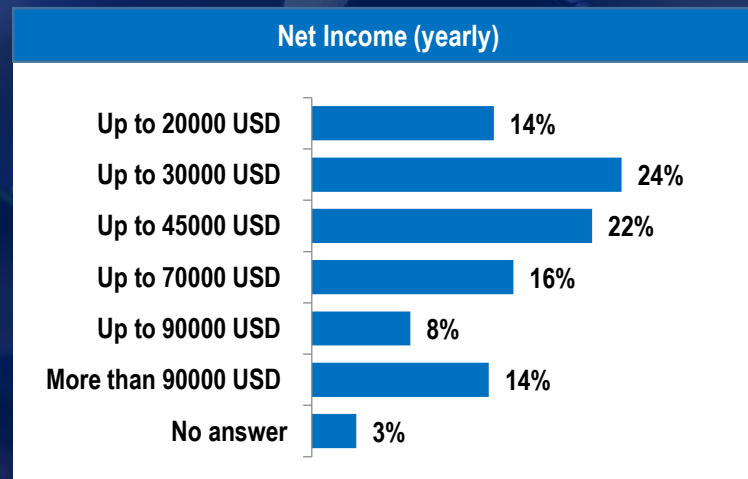
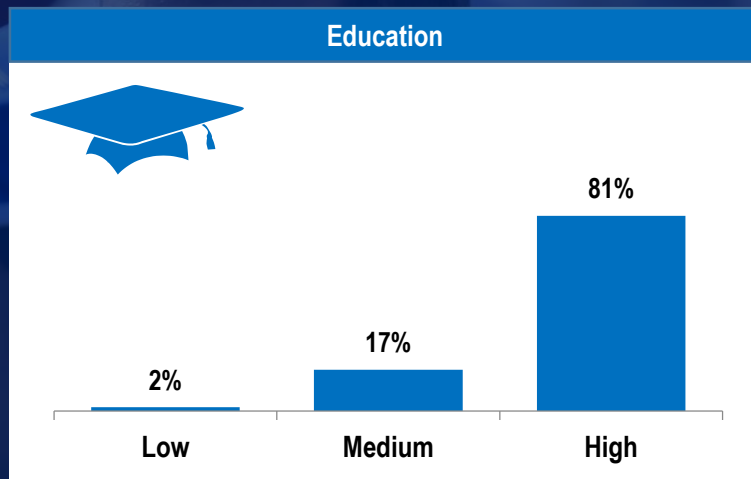
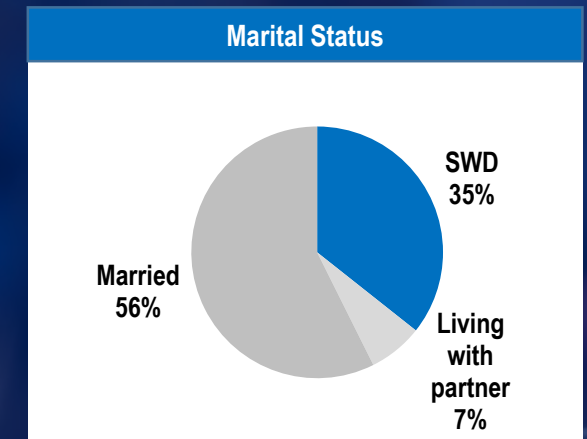
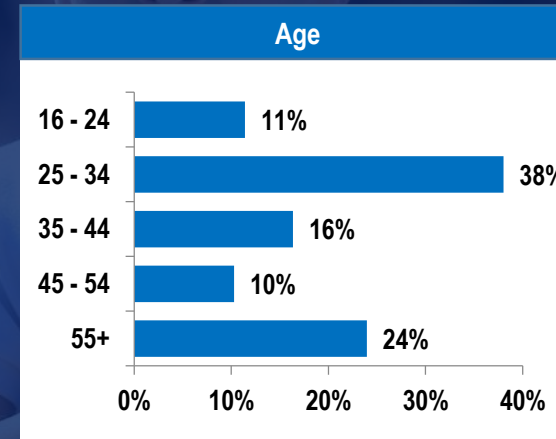
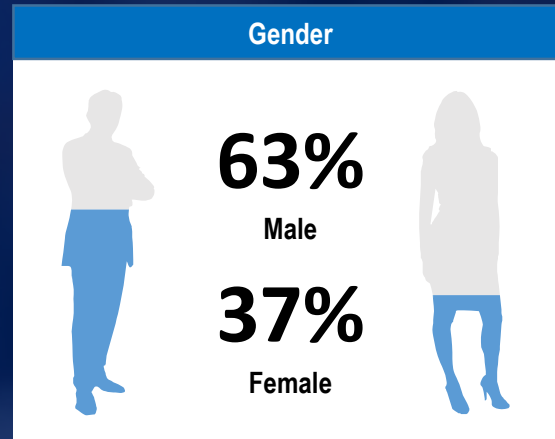




USA

59.5 MILLION GOLF FANS


Market Facts	
Broadcaster(s)	
Potential Household Reach	84,500,000
Broadcast Hours	20:43
100% Media Equivalency	\$9,436,337
QI Media Value	\$2,245,362

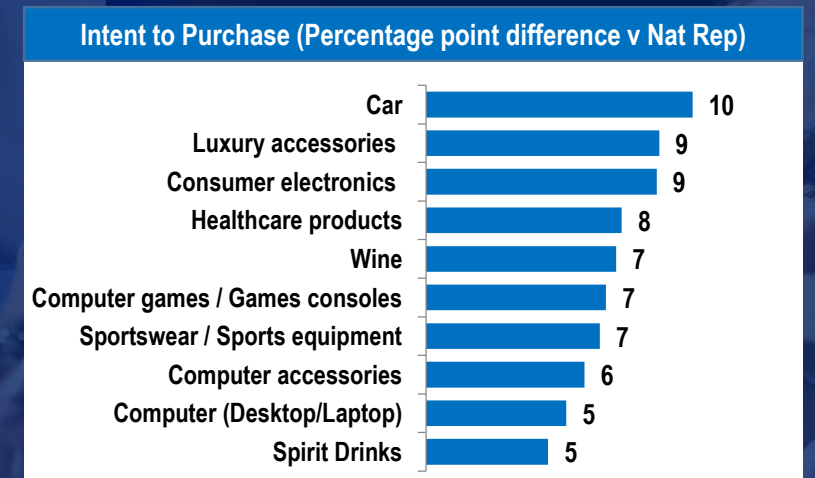
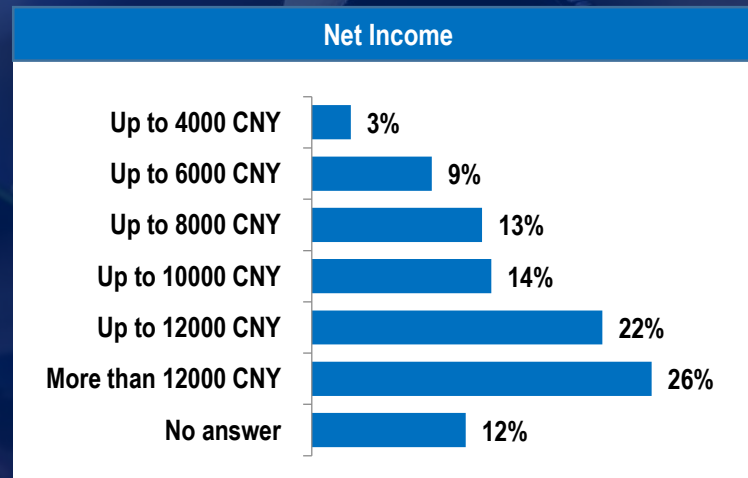
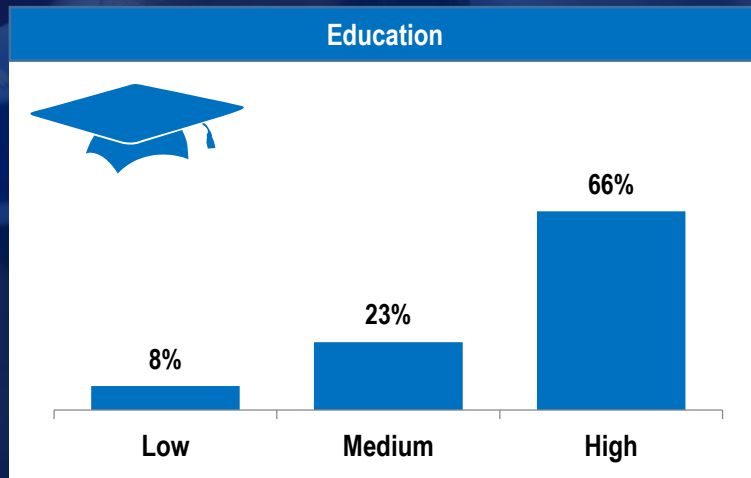
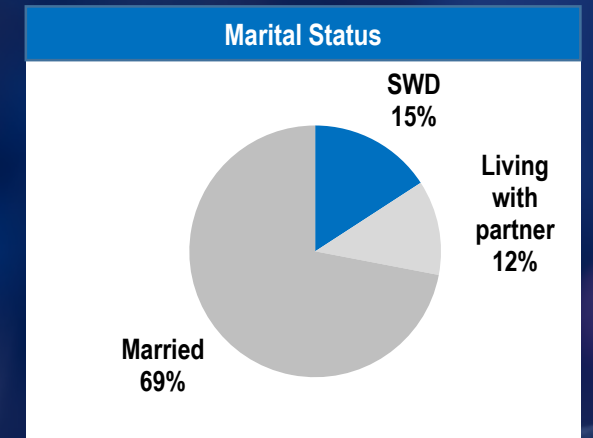
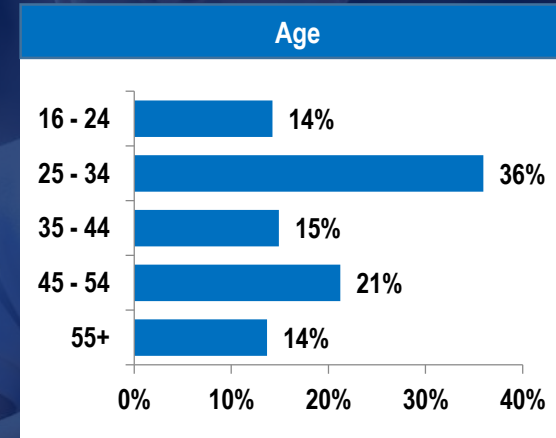
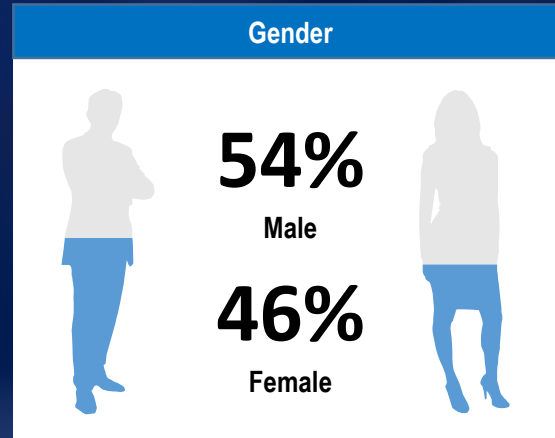




CHINA

72.3 MILLION GOLF FANS

Market Facts	
Broadcaster(s)	 CCTV 高尔夫·网球
Potential Household Reach	10,000,000
Broadcast Hours	17:25
100% Media Equivalency	\$2,763,317
QI Media Value	\$657,745

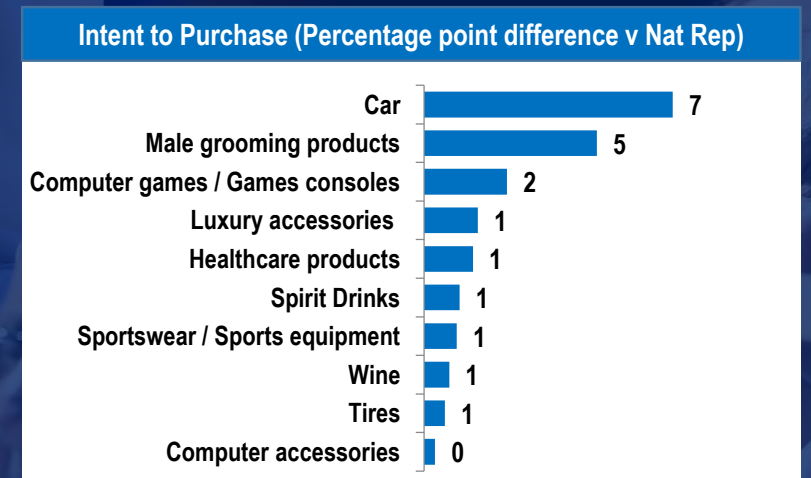
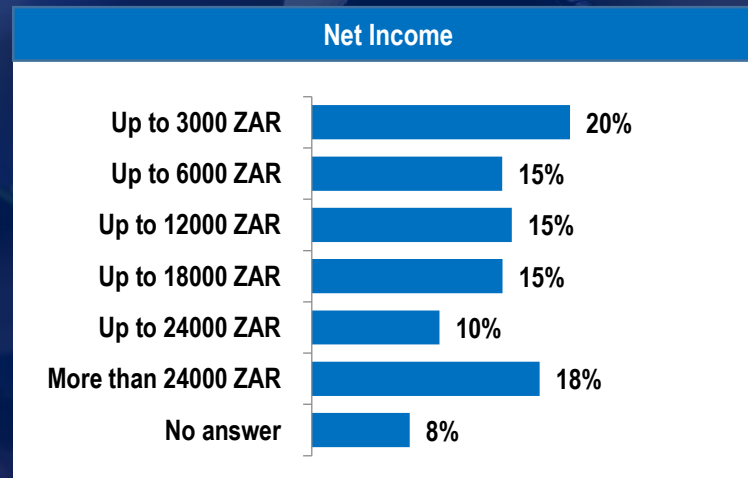
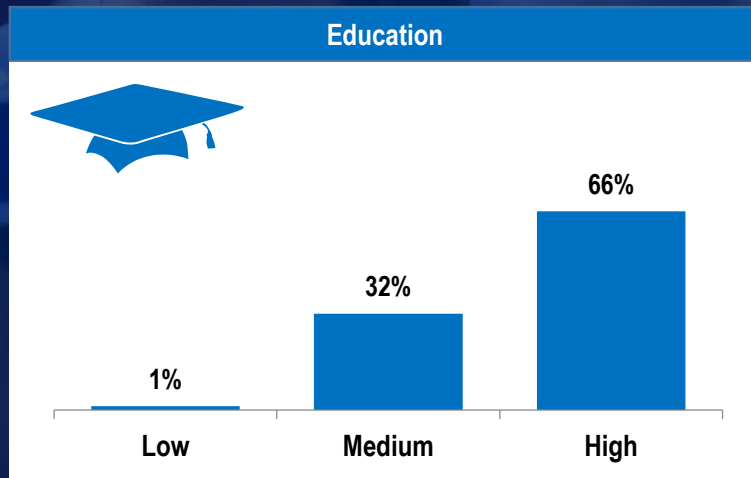
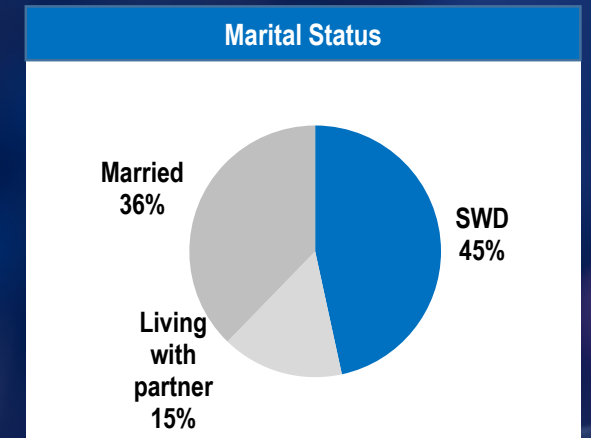
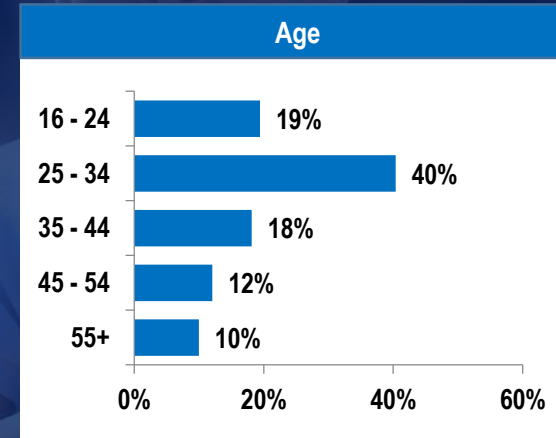
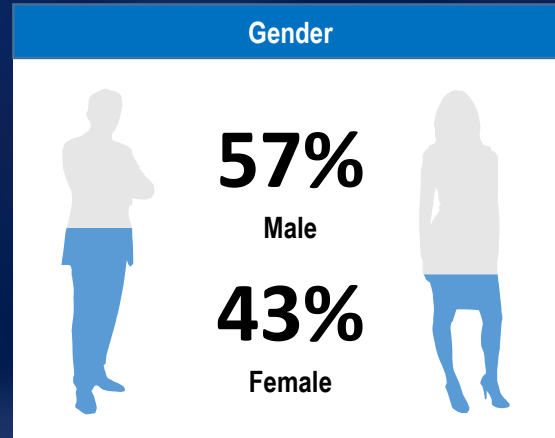




SOUTH AFRICA

7.2 MILLION GOLF FANS

Market Facts	
Broadcaster(s)	
Potential Household Reach	5,652,091
Broadcast Hours	80:21
100% Media Equivalency	\$3,129,325
QI Media Value	\$740,127

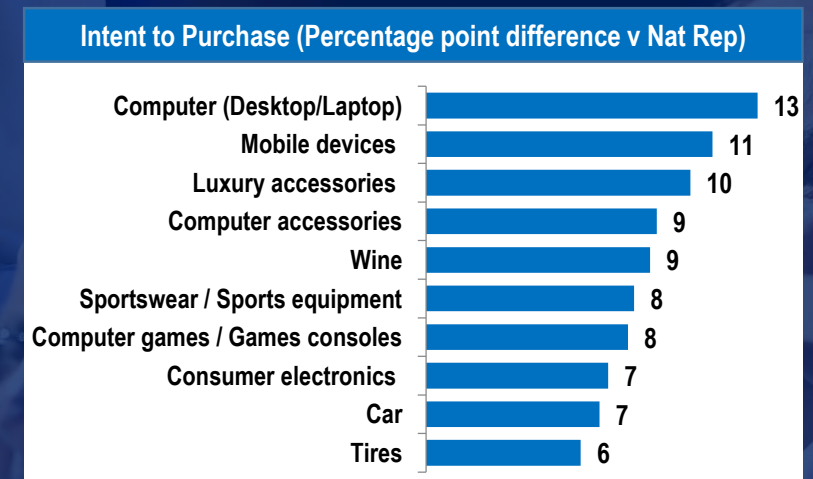
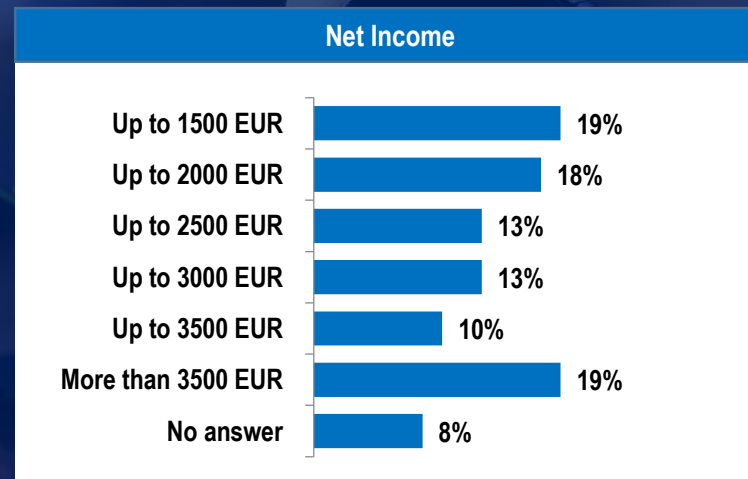
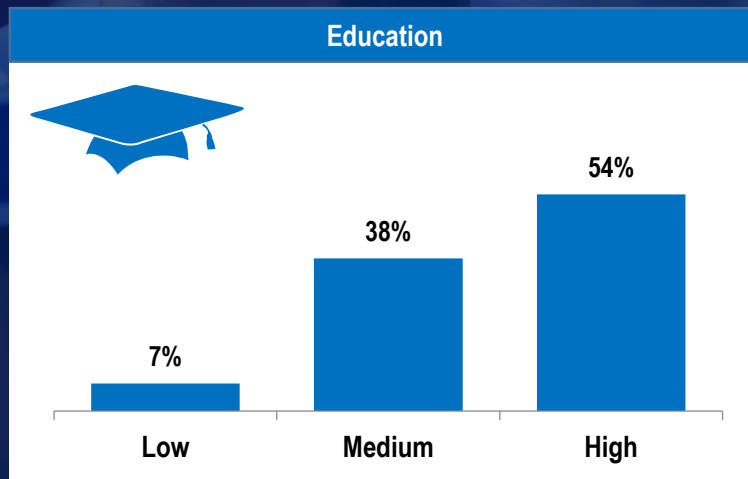
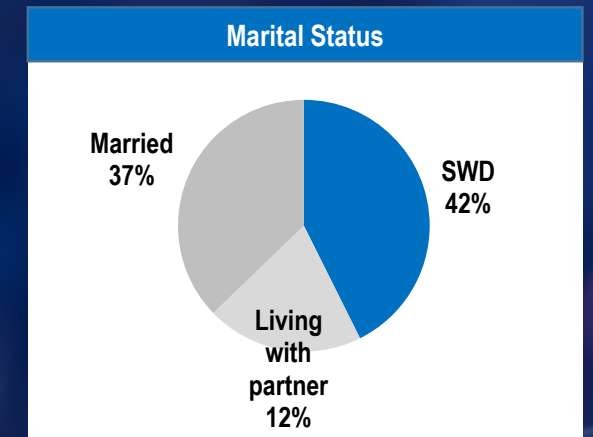
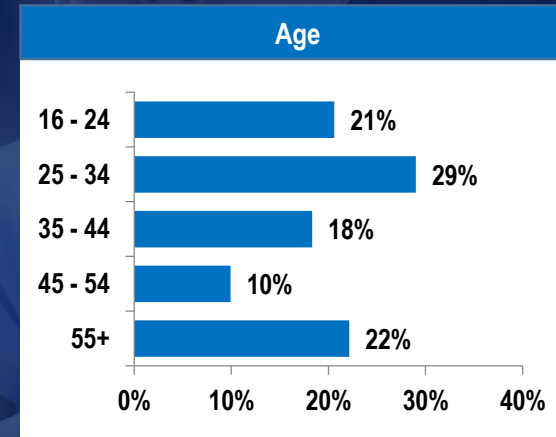
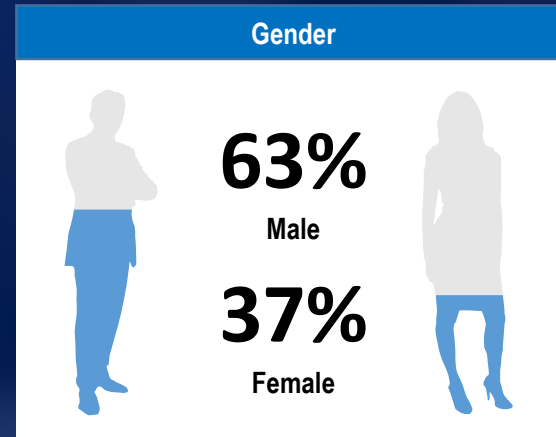




GERMANY

7.5 MILLION GOLF FANS

Market Facts	
Broadcaster(s)	sky
Potential Household Reach	41,601,723
Broadcast Hours	41:36
100% Media Equivalency	\$8,819,237
QI Media Value	\$2,116,843

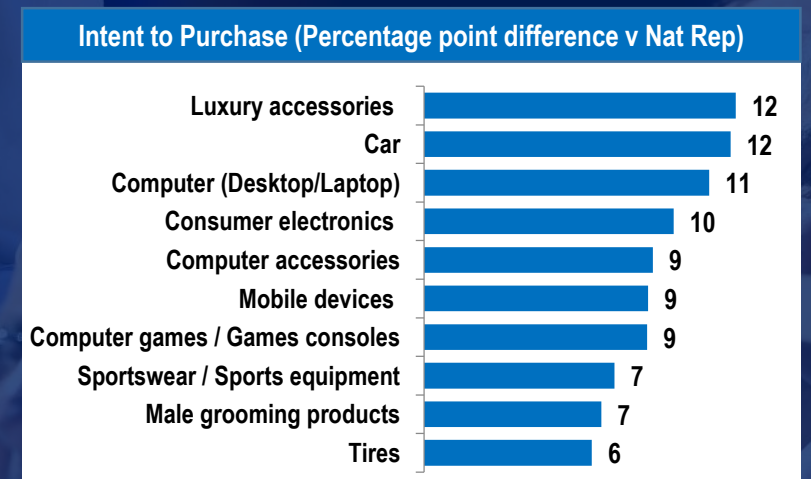
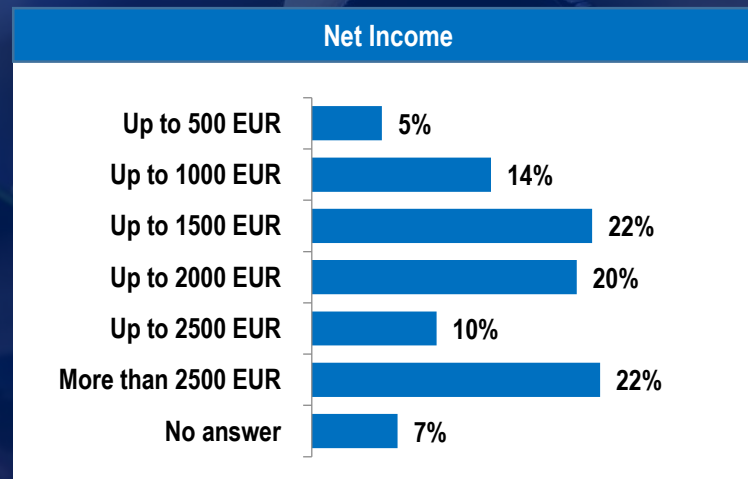
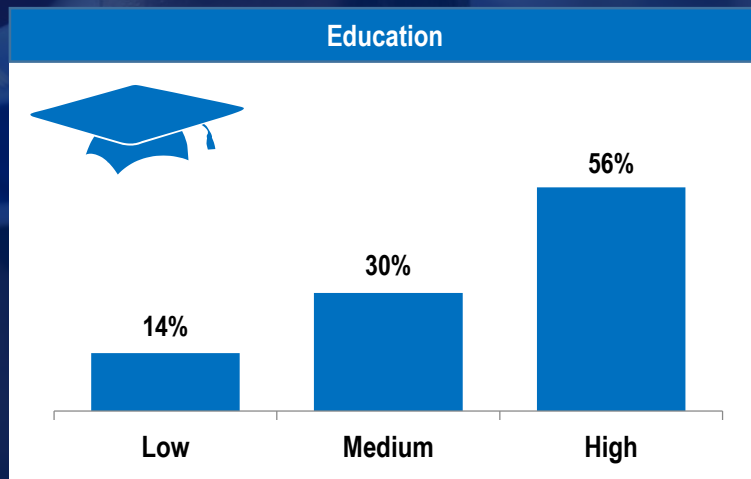
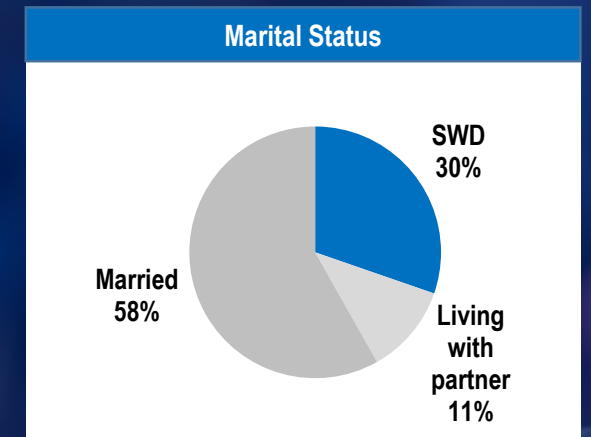
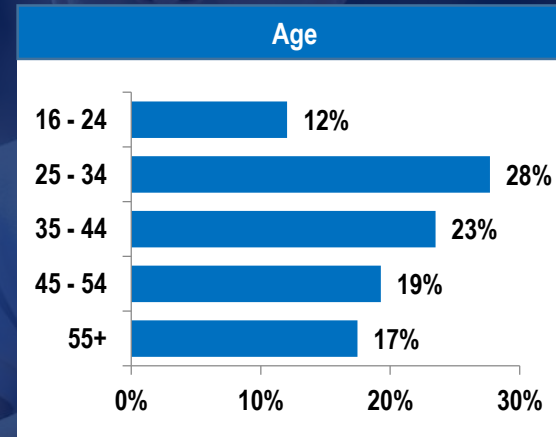
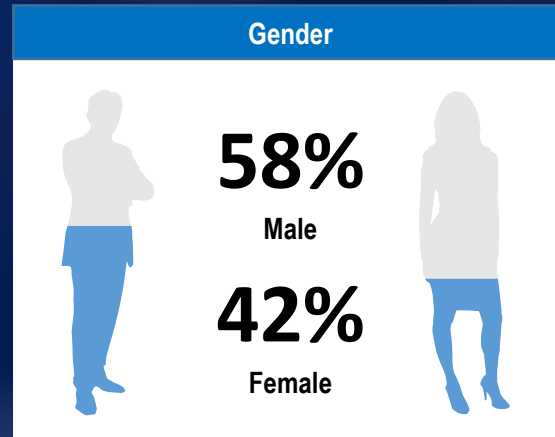




SPAIN

5.4 MILLION GOLF FANS

Market Facts	
Broadcaster(s)	movistar
Potential Household Reach	3,500,000
Broadcast Hours	42:00
100% Media Equivalency	\$2,069,436
QI Media Value	\$499,027

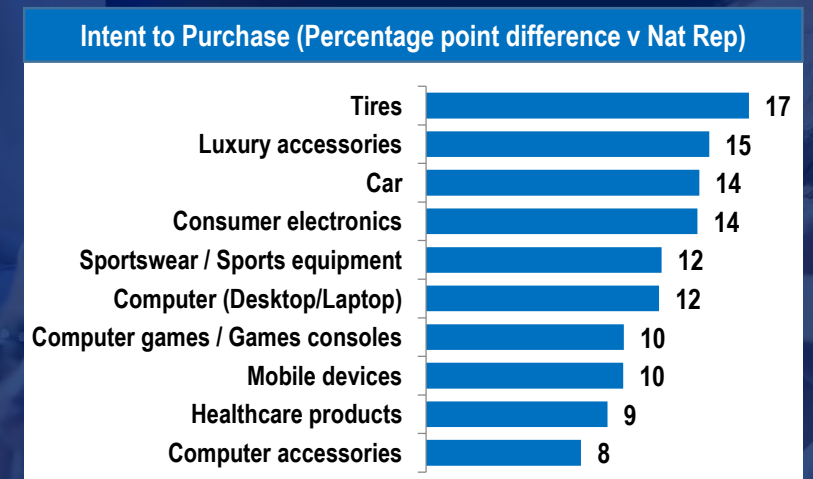
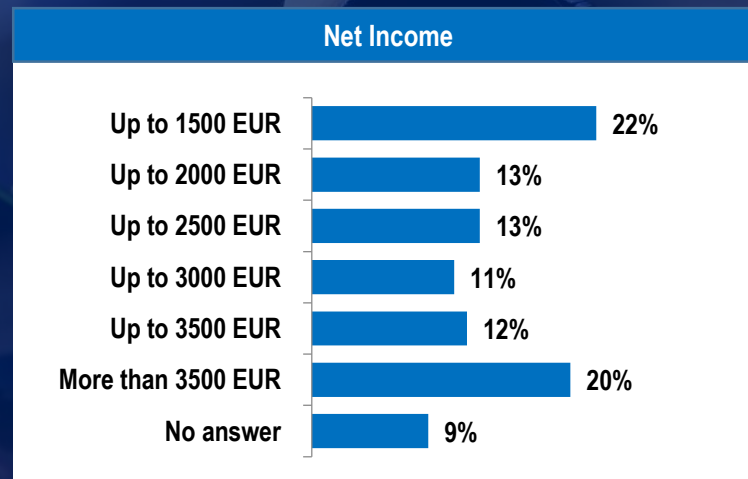
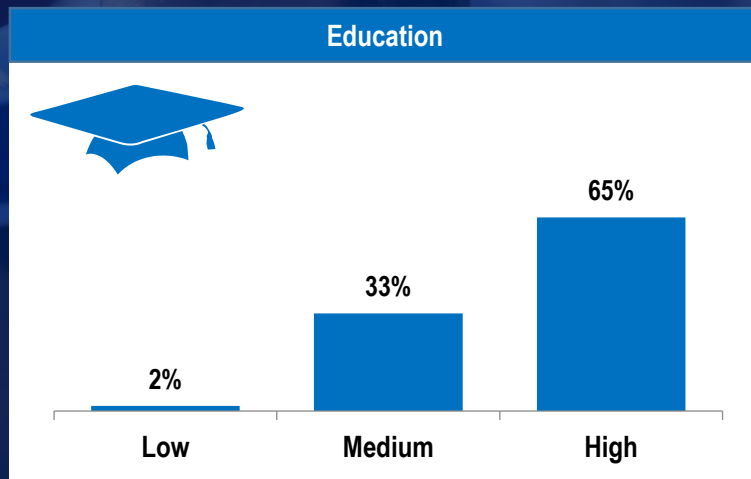
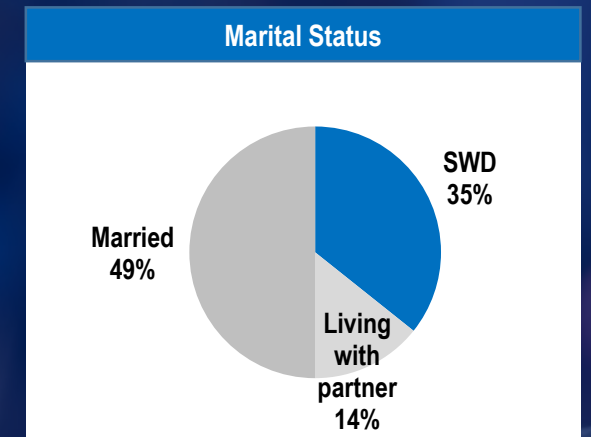
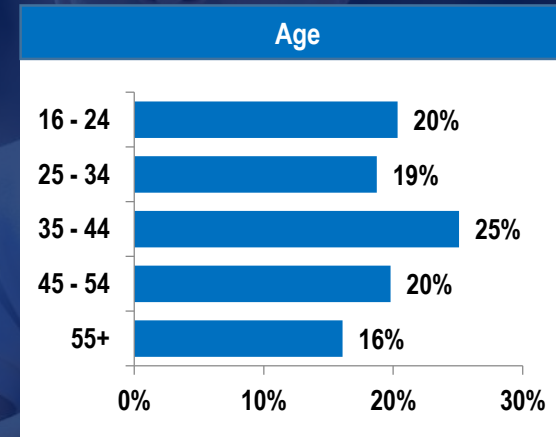
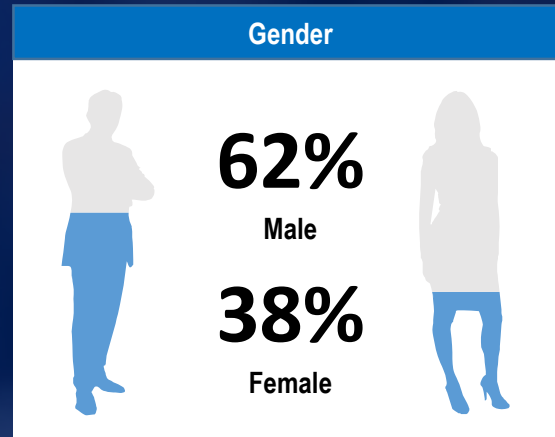




FRANCE

7.7 MILLION GOLF FANS


Market Facts	
Broadcaster(s)	
Potential Household Reach	5,300,000
Broadcast Hours	53:55
100% Media Equivalency	\$1,851,938
QI Media Value	\$445,057

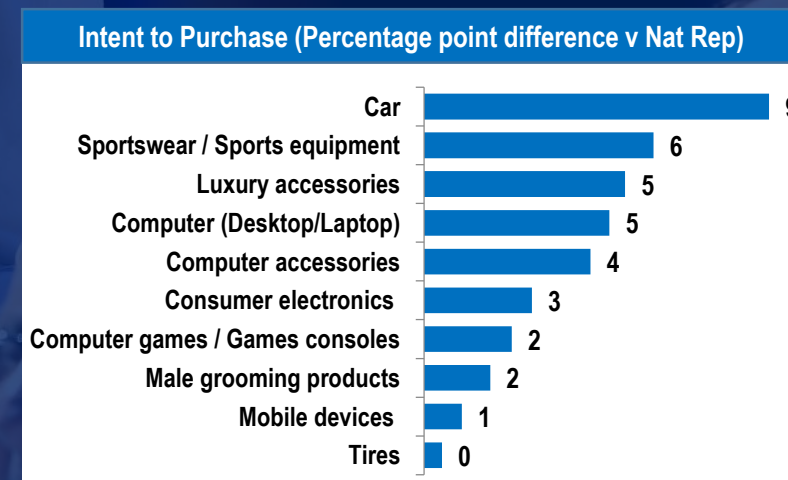
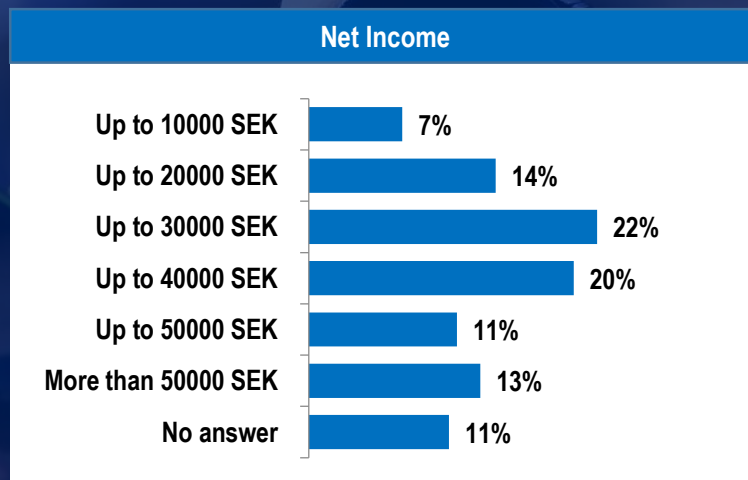
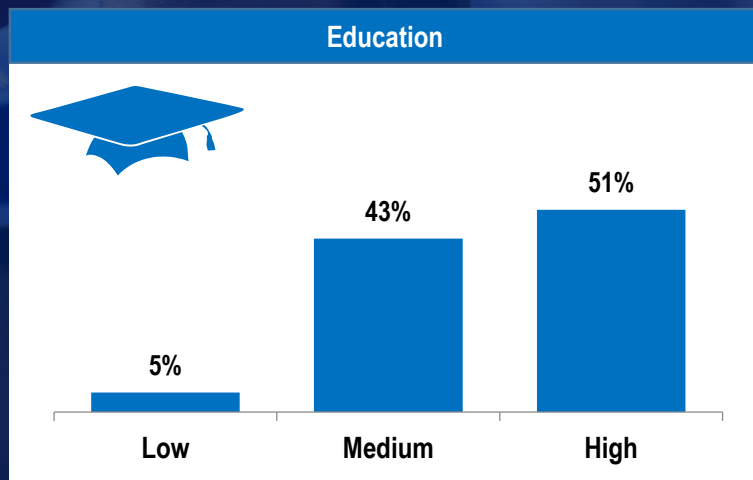
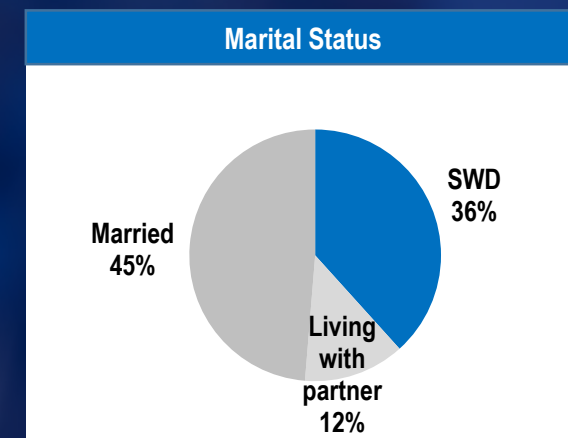
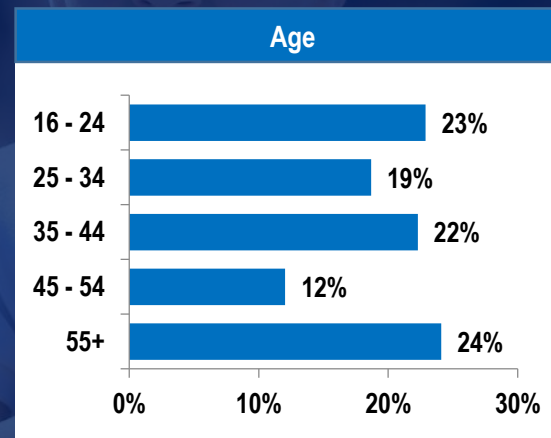
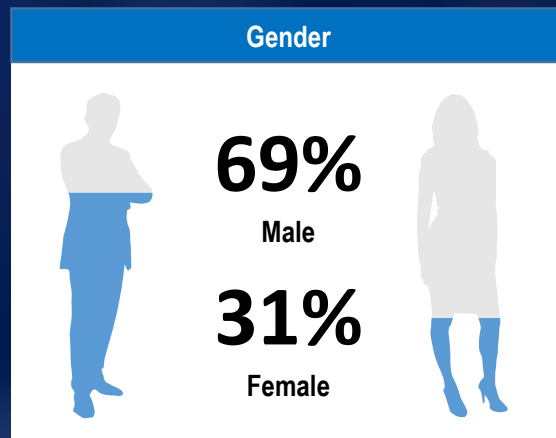




SWEDEN

1.1 MILLION GOLF FANS

Market Facts	
Broadcaster(s)	
Potential Household Reach	1,491,690
Broadcast Hours	66:55
100% Media Equivalency	\$2,784,978
QI Media Value	\$671,660

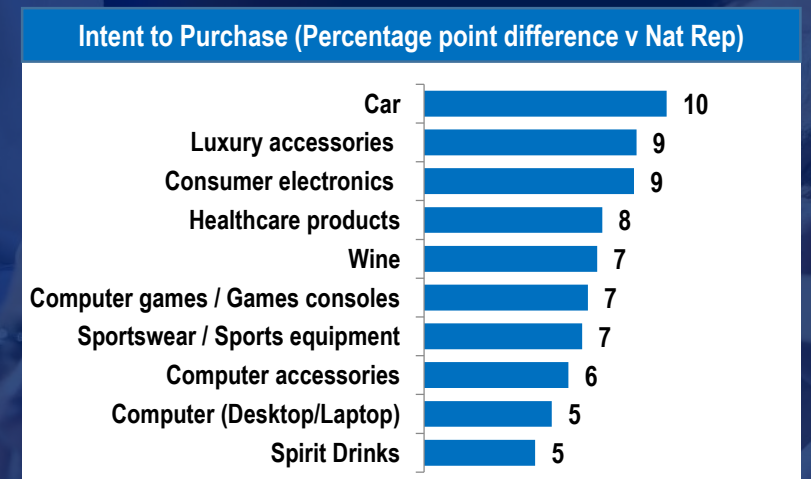
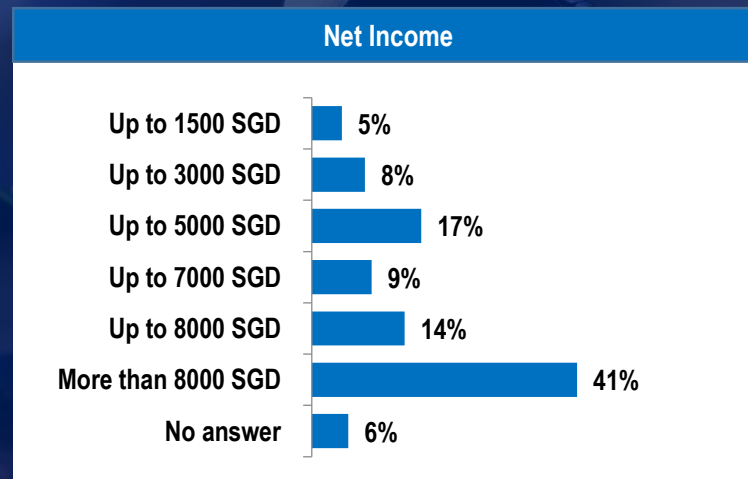
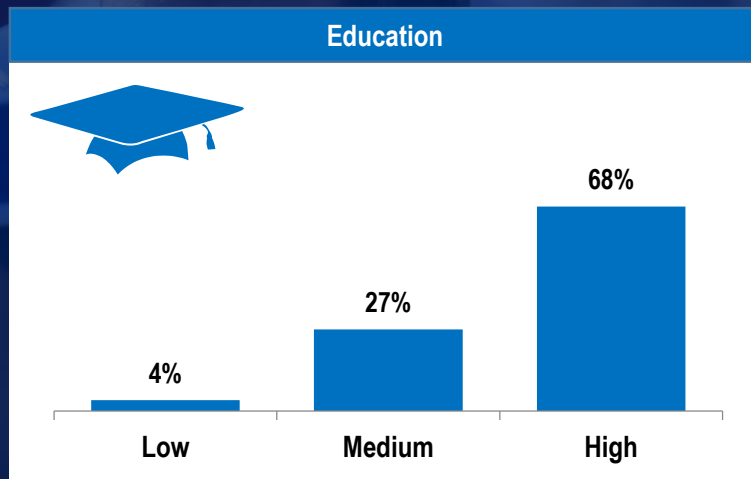
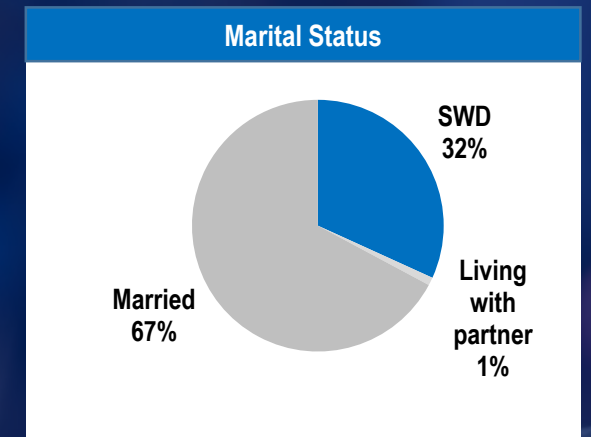
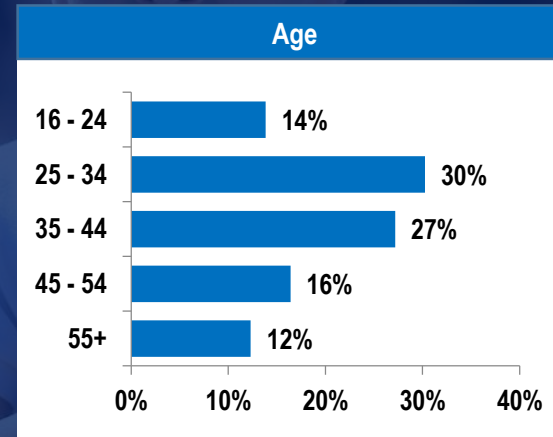
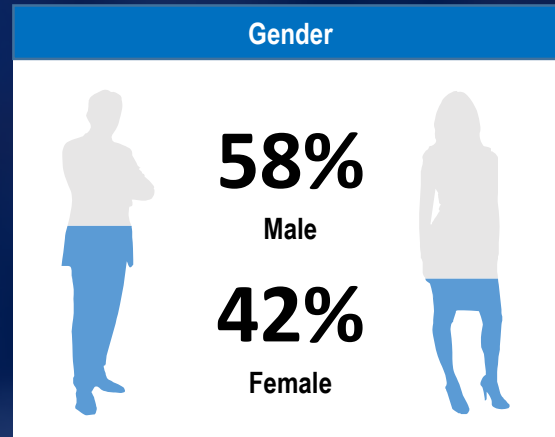




SINGAPORE

0.9 MILLION GOLF FANS

Market Facts	
Broadcaster(s)	
Potential Household Reach	1,075,000
Broadcast Hours	60:25
100% Media Equivalency	\$3,327,414
QI Media Value	\$809,405

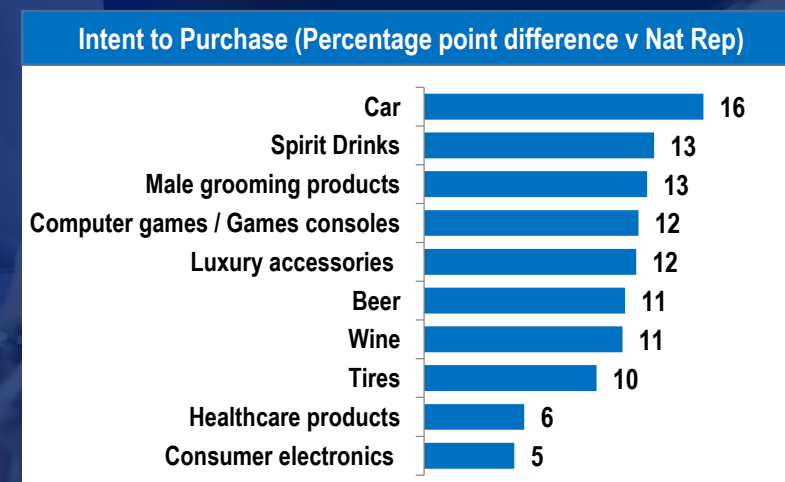
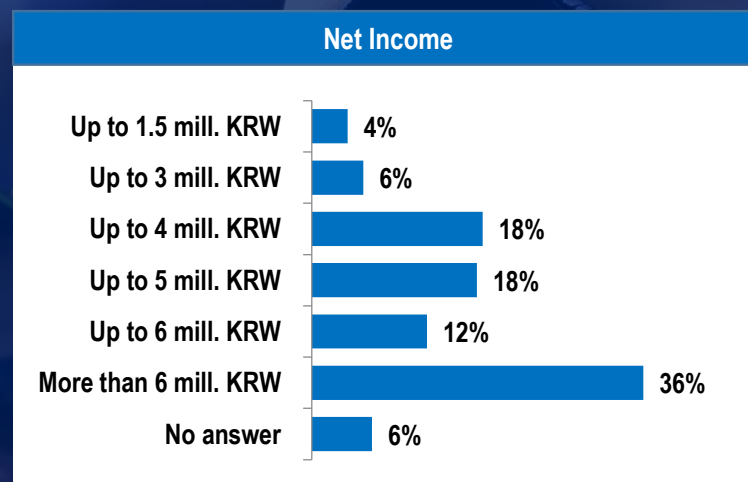
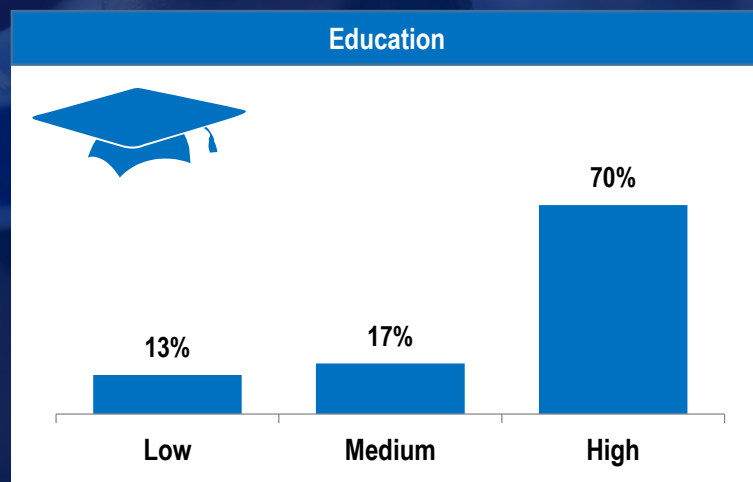
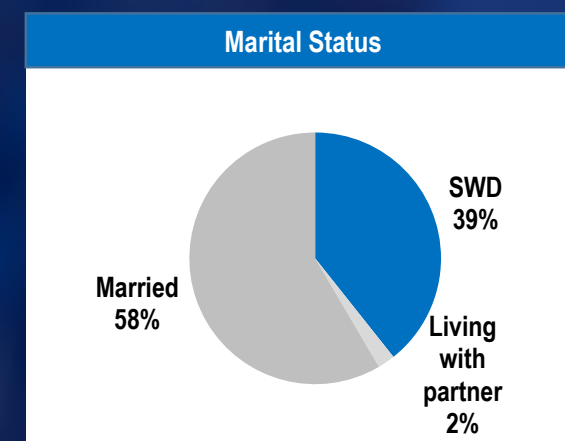
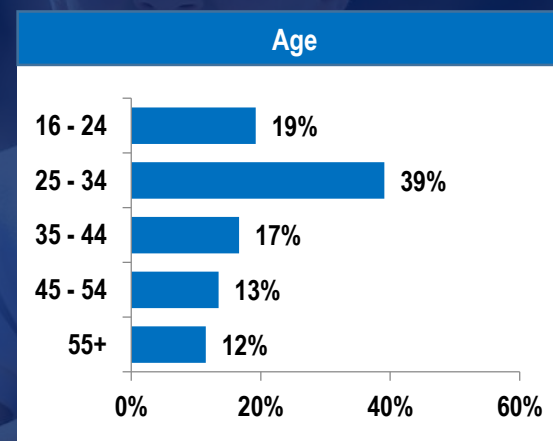
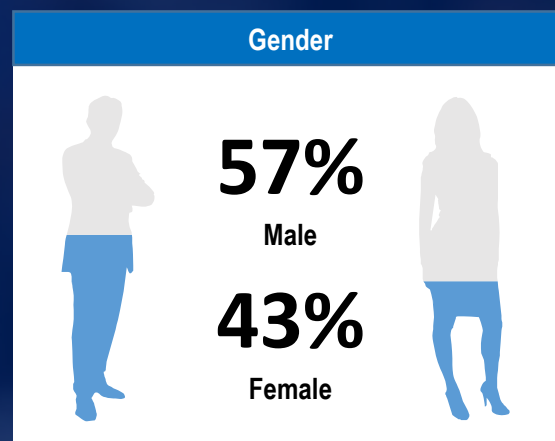




MALAYSIA

4 MILLION GOLF FANS

Market Facts	
Broadcaster(s)	
Potential Household Reach	1,820,762
Broadcast Hours	34:55
100% Media Equivalency	\$4,500,631
QI Media Value	\$1,084,655



GLOBAL MEDIA EQUIVALENCY

BY BRAND & PROPERTY



Location	Source Exposures	Source Duration	Global 100% Media Equivalency	QI Score	Global QI Media Value
TVGI Leaderboard Text	485	12,512	\$6,753,029	28.4	\$1,919,871
TVGI Leaderboard Logo	230	6,925	\$6,134,490	24.9	\$1,529,186
TVGI Player Scorecard Logo	389	2,238	\$1,899,912	31.0	\$588,024
Caddie Bib	832	2,487	\$1,184,099	35.2	\$416,278
Interview Backdrop	38	2,772	\$827,563	29.7	\$245,774
Presentation Backdrop	25	777	\$487,186	39.2	\$190,954
Yardage Board	211	1,587	\$758,162	23.7	\$179,618
Verbal Mention	51	204	\$173,929	100.0	\$173,929
TVGI Text	105	1,122	\$531,016	25.3	\$134,582
General Merchandise	47	359	\$229,539	26.8	\$61,513
TVGI Logo	23	173	\$125,920	43.8	\$55,208
Leaderboard Walking Scorer	56	359	\$184,530	21.7	\$40,109
Apparel Officials Shirt	57	163	\$96,461	26.0	\$25,048
Pin Flag	32	270	\$80,290	25.6	\$20,559
Grandstand Front	49	146	\$81,159	18.6	\$15,122
TVGI Points List Text	2	45	\$53,870	27.9	\$15,024
Apparel Officials Hat	20	94	\$58,691	22.5	\$13,191
TVGI Pairing Text	7	202	\$16,596	32.6	\$5,408
Leaderboard	6	37	\$28,747	16.5	\$4,743
Grand Total	2,665	32,472	\$19,705,190	28.6	\$5,634,140

GLOBAL MEDIA EQUIVALENCY

BY BRAND & PROPERTY



MADE IN DENMARK				
ROUND 2	BEZUIDENHOUT -13	TODAY	PAR	72
Joakim LAGERGREN	SWE	-4		
Lee WESTWOOD	ENG	-4		
Nicolas COLSAERTS	BEL	-4		
39 Matthew MILLAR	AUS	-3	-3	69
Frederik DREIER	DEN	-3	-3	17
39 Ashley CHESTERS	ENG	PAR	-3	3
Jordan SMITH	ENG	-1	-3	3
Nicolai TINNING	DEN	-3	-3	
Grégory HAVRET	FRA	-3	-3	
Scott VINCENT	ZIM	-3	-3	

Silkeborg Ry Golf Club, Aarhus, Denmark

TVGI Leaderboard Text

MADE IN DENMARK				
ROUND 2	BEZUIDENHOUT -13	TODAY	PAR	72
Joakim LAGERGREN	SWE	-4		
Lee WESTWOOD	ENG	-4		
Nicolas COLSAERTS	BEL	-4		
39 Matthew MILLAR	AUS	-3	-3	69
Frederik DREIER	DEN	-3	-3	17
39 Ashley CHESTERS	ENG	PAR	-3	3
Jordan SMITH	ENG	-1	-3	3
Nicolai TINNING	DEN	-3	-3	
Grégory HAVRET	FRA	-3	-3	
Scott VINCENT	ZIM	-3	-3	

Silkeborg Ry Golf Club, Aarhus, Denmark

TVGI Leaderboard Logo



TVGI Player Scorecard Logo



Caddie Bib



Interview Backdrop



Presentation Backdrop



Yardage Board



TVGI Text

GLOBAL MEDIA EQUIVALENCY

BY BRAND & PROPERTY



General Merchandise



TVGI Logo



Leaderboard Walking Scorer



Apparel Officials Shirt



Pin Flag



Grandstand Front

RACE TO DUBAI		Rankings		ROLEX
		PTS		
1	Francesco MOLINARI	ITA	4,635,909	
2	Patrick REED	USA	3,057,948	
3	Tommy FLEETWOOD	ENG	2,805,043	
4	Rory McILROY	NIR	2,760,667	
5	Alex NOREN	SWE	2,729,725	
6	Thorbjørn OLESEN	DEN	2,459,412	
7	Jon RAHM	ESP	2,161,574	
8	Russell KNOX	SCO	2,054,929	
9	Tyrell HATTON	ENG	1,892,819	
10	Rafa CABRERA BELLO	ESP	1,775,523	

AFTER MADE IN DENMARK

TVGI Points List Text



Apparel Officials Hat

GLOBAL MEDIA EQUIVALENCY

BY BRAND & PROPERTY



Made in Denmark
Silkeborg Ry Golf Club, Aarhus, Denmark

Final Round Groups

Group 31	Group 33
Matthew Fitzpatrick	Adrian Otaegui
Aksel Olsen	Richard Sterne
Group 34	Group 35
Lucas Bjerregaard	Callum Shinkwin
Christiaan Bezuidenhout	Matt Wallace
Group 36	Group 37
Jonathan Thomson	Steven Brown
Thomas Detry	Lee Westwood

sky sports

TVGI Pairing Text



Leaderboard



GLOBAL MEDIA EQUIVALENCY

BY BRAND & PROPERTY

Location	Source Exposures	Source Duration	Global 100% Media Equivalency	QI Score	Global QI Media Value
TVGI Leaderboard Logo	135	5,559	\$2,958,669	24.6	\$727,326
TVGI Leaderboard Text	52	2,837	\$2,471,416	18.4	\$454,682
Verbal Mention	123	492	\$442,428	100.0	\$442,428
TVGI Logo	478	1,467	\$697,875	41.4	\$288,764
TVGI Cut Across Logo	577	577	\$424,687	58.4	\$247,859
TVGI Text	103	1,409	\$949,579	25.7	\$244,318
Interview Backdrop	59	1,787	\$608,743	17.9	\$108,970
Presentation Backdrop	13	523	\$348,269	26.0	\$90,478
Tee Fence	82	670	\$305,735	16.7	\$51,167
Greenside Signage	90	473	\$309,639	13.4	\$41,613
TVGI Player Statistics Text	23	236	\$150,305	27.7	\$41,588
Caddie Bib	73	170	\$85,709	25.9	\$22,160
General Merchandise	38	202	\$72,292	22.7	\$16,413
TVGI Weather Text	6	88	\$67,057	23.7	\$15,893
TVGI Points List Logo	2	45	\$53,870	28.1	\$15,123
TVGI Pairing Text	2	31	\$31,482	29.9	\$9,403
TVGI Pairing Logo	8	197	\$16,240	20.6	\$3,339
Apparel Officials Hat	6	17	\$7,951	30.5	\$2,426
Lanyard	7	14	\$4,036	17.4	\$703
Apparel Officials Shirt	1	1	\$1,363	29.0	\$395
Flag Branding	3	6	\$695	26.7	\$185
Yardage Board	1	1	\$832	21.3	\$178
Grand Total	1,882	16,802	\$10,008,872	28.2	\$2,825,411



GLOBAL MEDIA EQUIVALENCY

BY BRAND & PROPERTY

MADE IN DENMARK		ROUND 2	BEZUIDENHOUT -13	TODAY	PAR 72
Joakim LAGERGREN	SWE		-4		
Lee WESTWOOD	ENG		-4		
Nicolas COLSAERTS	BEL		-4		
39 Matthew MILLAR	AUS	-3	-3	69	
Frederik DREIER	DEN	-3	-3	17	
39 Ashley CHESTERS	ENG	PAR	-3	3	
Jordan SMITH	ENG	-1	-3	3	
Nicolai TINNING	DEN		-3		
Grégoire HAVRET	FRA		-3		
Scott VINCENT	ZIM		-3		

TVGI Leaderboard Logo

MADE IN DENMARK		ROUND 2	BEZUIDENHOUT -13	TODAY	PAR 72
Joakim LAGERGREN	SWE		-4		
Lee WESTWOOD	ENG		-4		
Nicolas COLSAERTS	BEL		-4		
39 Matthew MILLAR	AUS	-3	-3	69	
Frederik DREIER	DEN	-3	-3	17	
39 Ashley CHESTERS	ENG	PAR	-3	3	
Jordan SMITH	ENG	-1	-3	3	
Nicolai TINNING	DEN		-3		
Grégoire HAVRET	FRA		-3		
Scott VINCENT	ZIM		-3		

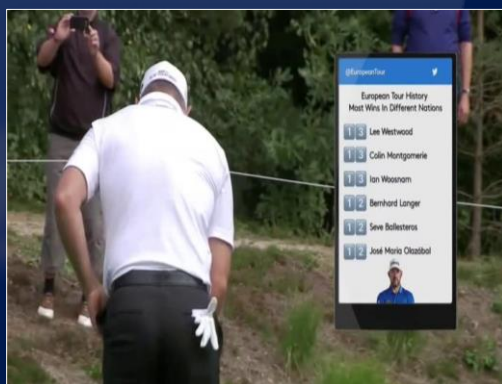
TVGI Leaderboard Text



TVGI Logo



TVGI Cut Across Logo



TVGI Text



Interview Backdrop



Presentation Backdrop



Tee Fence

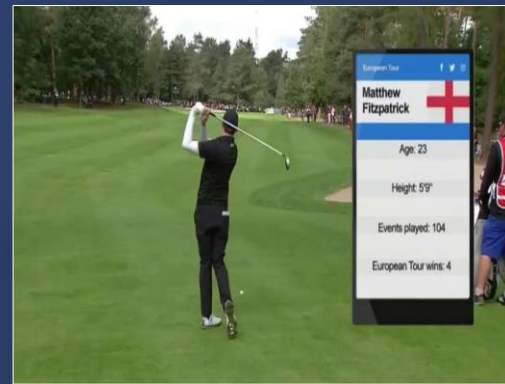


GLOBAL MEDIA EQUIVALENCY

BY BRAND & PROPERTY



Greenside Signage



TVGI Player Statistics Text



Caddie Bib



General Merchandise



TVGI Weather Text



TVGI Points List Logo



TVGI Pairing Text



TVGI Pairing Logo



GLOBAL MEDIA EQUIVALENCY

BY BRAND & PROPERTY



Apparel Officials Hat



Lanyard



Apparel Officials Shirt



Flag Branding



Yardage Board



GLOBAL MEDIA EQUIVALENCY

BY BRAND & PROPERTY

Location	Source Exposures	Source Duration	Global 100% Media Equivalency	QI Score	Global QI Media Value
Caddie Bib	1,194	6,044	\$3,204,529	27.5	\$881,723
Tee Marker	661	8,688	\$4,751,367	13.1	\$624,306
Tee Fence	130	1,475	\$847,055	21.5	\$182,440
Interview Backdrop	69	1,524	\$469,664	20.2	\$94,642
Presentation Backdrop	32	527	\$399,642	23.0	\$91,838
Greenside Signage	145	939	\$441,159	13.6	\$59,959
Tee Billboard	45	537	\$213,734	23.6	\$50,389
General Merchandise	28	136	\$105,336	23.7	\$24,999
Grandstand Front	91	261	\$131,466	15.9	\$20,959
Grand Total	2,395	20,131	\$10,563,951	19.2	\$2,031,256

GLOBAL MEDIA EQUIVALENCY

BY BRAND & PROPERTY



Caddie Bib



Tee Marker



Tee Fence



Interview Backdrop



Presentation Backdrop



Greenside Signage



Tee Billboard



General Merchandise

GLOBAL MEDIA EQUIVALENCY

BY BRAND & PROPERTY



Grandstand Front

GLOBAL MEDIA EQUIVALENCY

BY BRAND & PROPERTY



Location	Source Exposures	Source Duration	Global 100% Media Equivalency	QI Score	Global QI Media Value
TVGI Leaderboard Text	134	5,585	\$2,962,116	25.6	\$758,422
Postcard	146	487	\$147,356	100.0	\$147,356
Verbal Mention	24	96	\$81,456	100.0	\$81,456
TVGI Text	58	317	\$68,619	32.6	\$22,384
TVGI Pairing Text	7	202	\$16,596	25.7	\$4,257
Flag Branding	8	36	\$15,537	23.1	\$3,589
Grand Total	377	6,723	\$3,291,680	30.9	\$1,017,463

GLOBAL MEDIA EQUIVALENCY

BY BRAND & PROPERTY



MADE IN DENMARK

ROUND 2	BEZUIDENHOUT -13	TODAY	PAR 72
Joakim LAGERGREN	SWE	-4	
Lee WESTWOOD	ENG	-4	
Nicolas COLSAERTS	BEL	-4	
39 Matthew MILLAR	AUS	-3	69
Frederik DREIER	DEN	-3	17
39 Ashley CHESTERS	ENG	PAR	3
Jordan SMITH	ENG	-1	3
Nicolai TINNING	DEN	-3	
Grégoiry HAVRET	FRA	-3	
Scott VINCENT	ZIM	-3	

Silkeborg Ry Golf Club, Aarhus, Denmark

www.europeantour.com

TVGI Leaderboard Text



Postcard



TVGI Text

Made in Denmark

Silkeborg Ry Golf Club, Aarhus, Denmark

Final Round Groups

Group 31	Group 33
Matthew Fitzpatrick	Adrian Otaegui
Aksel Olsen	Richard Sterne
Group 34	Group 35
Lucas Bjerregaard	Callum Shinkwin
Christiaan Bezuidenhout	Matt Wallace
Group 36	Group 37
Jonathan Thomson	Steven Brown
Thomas Detry	Lee Westwood

sky sports

Presented by

TVGI Pairing Text



Flag Branding

GLOBAL MEDIA EQUIVALENCY

BY BRAND & PROPERTY

Location	Source Exposures	Source Duration	Global 100% Media Equivalency	QI Score	Global QI Media Value
TVGI Leaderboard Text	136	5,568	\$2,959,751	23.2	\$686,183
Interview Backdrop	55	1,378	\$449,127	19.7	\$88,267
Presentation Backdrop	39	305	\$187,041	20.0	\$37,404
TVGI Text	63	334	\$82,244	29.4	\$24,149
Greenside Signage	65	639	\$192,177	12.1	\$23,224
Grandstand Front	40	108	\$50,700	16.2	\$8,200
TVGI Pairing Text	6	203	\$16,623	21.2	\$3,531
Grand Total	404	8,535	\$3,937,663	22.1	\$870,957

GLOBAL MEDIA EQUIVALENCY

BY BRAND & PROPERTY



MADE IN DENMARK				
ROUND 2	BEZUIDENHOUT -13	TODAY	PAR	72
Joakim LAGERGREN	SWE	-4		
Lee WESTWOOD	ENG	-4		
Nicolas COLSAERTS	BEL	-4		
39 Matthew MILLAR	AUS	-3	69	
Frederik DREIER	DEN	-3	17	
39 Ashley CHESTERS	ENG	PAR	3	
Jordan SMITH	ENG	-1	3	
Nicolai TINNING	DEN	-3		
Grégoire HAVRET	FRA	-3		
Scott VINCENT	ZIM	-3		

Silkeborg Ry Golf Club, Aarhus, Denmark

TVGI Leaderboard Text



Interview Backdrop



Presentation Backdrop



TVGI Text



Greenside Signage



Grandstand Front

Made in Denmark			
Silkeborg Ry Golf Club, Aarhus, Denmark			
Final Round Groups			
Group 31	Matthew Fitzpatrick	Group 33	Adrian Otaegui
	Aksel Olsen		Richard Sterne
Group 34	Lucas Bjerregaard	Group 35	Callum Shinkwin
	Christian Bezuidenhout		Matt Wallace
Group 36	Jonathan Thomson	Group 37	Steven Brown
	Thomas Detry		Lee Westwood

sky sports

TVGI Pairing Text



GLOBAL MEDIA EQUIVALENCY

BY BRAND & PROPERTY

Location	Source Exposures	Source Duration	Global 100% Media Equivalency	QI Score	Global QI Media Value
Greenside Signage	490	3,552	\$1,963,746	13.3	\$260,478
Interview Backdrop	86	2,477	\$672,853	20.3	\$136,257
Tee Fence	97	1,062	\$527,111	22.0	\$116,176
Presentation Backdrop	62	612	\$392,104	24.5	\$96,041
Grandstand Front	170	596	\$288,308	14.4	\$41,501
Tee Billboard	36	283	\$150,156	21.0	\$31,504
Leaderboard	1	1	\$1,363	15.8	\$215
Grand Total	942	8,583	\$3,995,641	17.1	\$682,173

GLOBAL MEDIA EQUIVALENCY

BY BRAND & PROPERTY



Greenside Signage



Interview Backdrop



Tee Fence



Presentation Backdrop



Grandstand Front



Tee Billboard



Leaderboard

GLOBAL MEDIA EQUIVALENCY

BY BRAND & PROPERTY

Location	Source Exposures	Source Duration	Global 100% Media Equivalency	QI Score	Global QI Media Value
Verbal Mention	55	220	\$191,438	100.0	\$191,438
Interview Backdrop	64	1,873	\$609,364	19.0	\$115,682
Tee Fence	115	1,097	\$540,227	18.4	\$99,381
Presentation Backdrop	13	365	\$228,083	29.2	\$66,526
Greenside Signage	104	739	\$447,023	13.3	\$59,503
TVGI Points List Logo RtD Carousel	6	196	\$150,266	27.3	\$41,041
TVGI Logo	27	74	\$55,475	43.4	\$24,056
General Merchandise	2	93	\$76,647	26.3	\$20,146
TVGI Points List Logo RtD Leaderboard	2	45	\$53,870	32.9	\$17,708
TVGI Player Statistics Text	1	9	\$7,502	24.9	\$1,869
Yardage Board	1	1	\$832	21.6	\$179
Grand Total	390	4,712	\$2,360,727	27.0	\$637,528

GLOBAL MEDIA EQUIVALENCY

BY BRAND & PROPERTY



Interview Backdrop



Tee Fence



Presentation Backdrop



Greenside Signage



TVGI Points List Logo Rtd Carousel



TVGI Logo



General Merchandise



TVGI Points List Logo Rtd Leaderboard

GLOBAL MEDIA EQUIVALENCY

BY BRAND & PROPERTY



TVGI Player Statistics Text



Yardage Board



GLOBAL MEDIA EQUIVALENCY

BY BRAND & PROPERTY

Location	Source Exposures	Source Duration	Global 100% Media Equivalency	QI Score	Global QI Media Value
Tee Fence	130	1,411	\$753,872	20.9	\$157,394
Interview Backdrop	72	2,069	\$636,111	20.0	\$127,062
Presentation Backdrop	36	665	\$423,177	23.8	\$100,826
General Merchandise	69	510	\$319,647	20.0	\$63,775
Greenside Signage	156	726	\$388,130	15.3	\$59,567
Grandstand Front	191	841	\$346,060	13.5	\$46,658
Tee Billboard	54	321	\$169,488	26.0	\$44,007
Water Cooler	43	345	\$186,130	20.1	\$37,341
Grand Total	751	6,888	\$3,222,616	19.8	\$636,630



GLOBAL MEDIA EQUIVALENCY

BY BRAND & PROPERTY



Tee Fence



Interview Backdrop



Presentation Backdrop



General Merchandise



Greenside Signage



Grandstand Front



Tee Billboard



Water Cooler

GLOBAL MEDIA EQUIVALENCY

BY BRAND & PROPERTY

Location	Source Exposures	Source Duration	Global 100% Media Equivalency	QI Score	Global QI Media Value
Tee Fence	191	1,919	\$1,059,101	21.1	\$223,106
Interview Backdrop	81	2,142	\$705,928	24.4	\$172,542
Presentation Backdrop	25	560	\$386,104	30.9	\$119,495
Grandstand Front	132	678	\$331,628	12.8	\$42,564
Greenside Signage	48	209	\$123,205	13.6	\$16,750
General Merchandise	7	22	\$13,538	34.3	\$4,645
Grand Total	484	5,530	\$2,619,504	22.1	\$579,103

GLOBAL MEDIA EQUIVALENCY

BY BRAND & PROPERTY



Tee Fence



Interview Backdrop



Presentation Backdrop



Grandstand Front



Greenside Signage



General Merchandise



GLOBAL MEDIA EQUIVALENCY

BY BRAND & PROPERTY

Location	Source Exposures	Source Duration	Global 100% Media Equivalency	QI Score	Global QI Media Value
Interview Backdrop	40	2,550	\$762,528	23.1	\$176,030
Presentation Backdrop	23	804	\$509,204	29.6	\$150,955
Postcard	18	156	\$128,764	100.0	\$128,764
Tee Fence	47	495	\$248,584	21.9	\$54,478
Verbal Mention	4	16	\$13,693	100.0	\$13,693
Grandstand Front	35	103	\$56,914	18.5	\$10,522
Yardage Board	2	6	\$1,265	27.7	\$350
Grand Total	169	4,130	\$1,720,952	31.1	\$534,792

GLOBAL MEDIA EQUIVALENCY

BY BRAND & PROPERTY



Interview Backdrop



Presentation Backdrop



Postcard



Tee Fence



Grandstand Front



Yardage Board



GLOBAL MEDIA EQUIVALENCY

BY BRAND & PROPERTY

Location	Source Exposures	Source Duration	Global 100% Media Equivalency	QI Score	Global QI Media Value
Tee Fence	149	1,919	\$1,087,493	19.7	\$213,921
Interview Backdrop	64	2,173	\$560,458	21.5	\$120,308
Presentation Backdrop	68	565	\$352,453	30.1	\$105,965
Greenside Signage	106	740	\$335,431	14.1	\$47,248
Grandstand Front	81	276	\$118,945	16.4	\$19,483
Grand Total	468	5,673	\$2,454,781	20.7	\$506,925



GLOBAL MEDIA EQUIVALENCY

BY BRAND & PROPERTY



Tee Fence



Interview Backdrop



Presentation Backdrop



Greenside Signage



Grandstand Front



GLOBAL MEDIA EQUIVALENCY

BY BRAND & PROPERTY

Location	Source Exposures	Source Duration	Global 100% Media Equivalency	QI Score	Global QI Media Value
Tee Fence	147	1,534	\$792,638	17.4	\$137,900
Presentation Backdrop	25	529	\$372,287	30.3	\$112,628
Interview Backdrop	62	1,834	\$537,544	20.2	\$108,369
Greenside Signage	109	721	\$356,400	14.1	\$50,394
Grandstand Front	47	232	\$118,979	13.6	\$16,230
Grand Total	390	4,850	\$2,177,847	19.5	\$425,521

GLOBAL MEDIA EQUIVALENCY

BY BRAND & PROPERTY



Tee Fence



Presentation Backdrop



Interview Backdrop



Greenside Signage



Grandstand Front



GLOBAL MEDIA EQUIVALENCY

BY BRAND & PROPERTY

Location	Source Exposures	Source Duration	Global 100% Media Equivalency	QI Score	Global QI Media Value
Presentation Backdrop	35	717	\$469,971	26.4	\$124,052
Interview Backdrop	77	2,082	\$586,268	20.7	\$121,524
Greenside Signage	167	1,076	\$654,712	13.1	\$85,975
Grandstand Front	233	1,019	\$418,101	12.3	\$51,303
Tee Fence	51	321	\$177,649	17.2	\$30,617
Grand Total	563	5,215	\$2,306,701	17.9	\$413,471



GLOBAL MEDIA EQUIVALENCY

BY BRAND & PROPERTY



Presentation Backdrop



Interview Backdrop



Greenside Signage



Grandstand Front



Tee Fence

GLOBAL MEDIA EQUIVALENCY

BY BRAND & PROPERTY

Location	Source Exposures	Source Duration	Global 100% Media Equivalency	QI Score	Global QI Media Value
Presentation Backdrop	32	698	\$473,811	27.8	\$131,794
Interview Backdrop	98	2,074	\$624,560	20.7	\$129,004
Greenside Signage	136	922	\$532,894	14.8	\$78,882
Tee Fence	34	230	\$167,376	22.8	\$38,193
Tee Billboard	17	126	\$68,707	22.8	\$15,670
Grandstand Front	26	53	\$21,381	18.0	\$3,850
Grand Total	343	4,103	\$1,888,729	21.0	\$397,394

GLOBAL MEDIA EQUIVALENCY

BY BRAND & PROPERTY

EJNER HESSEL



Presentation Backdrop



Interview Backdrop



Greenside Signage



Tee Fence



Tee Billboard



Grandstand Front

GLOBAL MEDIA EQUIVALENCY

BY BRAND & PROPERTY

Location	Source Exposures	Source Duration	Global 100% Media Equivalency	QI Score	Global QI Media Value
Tee Fence	102	1,488	\$813,693	17.4	\$141,239
Interview Backdrop	41	2,165	\$547,393	22.7	\$124,230
Presentation Backdrop	53	507	\$292,224	30.9	\$90,253
Greenside Signage	45	234	\$109,915	15.3	\$16,779
Grandstand Front	23	99	\$64,693	15.9	\$10,255
Grand Total	264	4,493	\$1,827,918	20.9	\$382,757

GLOBAL MEDIA EQUIVALENCY

BY BRAND & PROPERTY

WillisTowersWatson



Tee Fence



Interview Backdrop



Presentation Backdrop



Greenside Signage



Grandstand Front

GLOBAL MEDIA EQUIVALENCY

BY BRAND & PROPERTY



Location	Source Exposures	Source Duration	Global 100% Media Equivalency	QI Score	Global QI Media Value
Tee Fence	119	1,044	\$588,614	22.2	\$130,760
Presentation Backdrop	31	513	\$304,410	22.5	\$68,444
Interview Backdrop	77	1,492	\$400,518	15.5	\$62,084
Apparel Officials Hat	79	256	\$158,107	26.9	\$42,593
Apparel Officials Shirt	81	317	\$160,718	25.4	\$40,896
Greenside Signage	32	223	\$155,301	11.8	\$18,374
Grandstand Front	51	172	\$151,579	11.2	\$17,027
General Merchandise	3	15	\$9,807	20.7	\$2,035
Grand Total	473	4,032	\$1,929,053	19.8	\$382,214



GLOBAL MEDIA EQUIVALENCY

BY BRAND & PROPERTY



Tee Fence



Presentation Backdrop



Interview Backdrop



Apparel Officials Hat



Apparel Officials Shirt



Greenside Signage



Grandstand Front



General Merchandise

GLOBAL MEDIA EQUIVALENCY

BY BRAND & PROPERTY

Location	Source Exposures	Source Duration	Global 100% Media Equivalency	QI Score	Global QI Media Value
Interview Backdrop	84	2,045	\$562,726	20.0	\$112,480
Presentation Backdrop	25	586	\$363,718	28.5	\$103,817
Tee Fence	72	720	\$420,065	22.4	\$94,189
Grandstand Front	141	629	\$289,649	13.3	\$38,477
Greenside Signage	76	461	\$132,931	17.6	\$23,413
Grand Total	398	4,441	\$1,769,089	21.0	\$372,376

fotex

GLOBAL MEDIA EQUIVALENCY

BY BRAND & PROPERTY



Interview Backdrop



Presentation Backdrop



Tee Fence



Grandstand Front



Greenside Signage

GLOBAL MEDIA EQUIVALENCY

BY BRAND & PROPERTY

Location	Source Exposures	Source Duration	Global 100% Media Equivalency	QI Score	Global QI Media Value
Tee Fence	103	1,073	\$433,897	22.2	\$96,523
Greenside Signage	185	1,319	\$617,311	14.4	\$88,819
Presentation Backdrop	33	618	\$386,200	23.0	\$88,722
Interview Backdrop	106	1,595	\$381,986	17.9	\$68,511
Grandstand Front	66	237	\$109,991	13.5	\$14,850
Grand Total	493	4,842	\$1,929,385	18.5	\$357,425

GLOBAL MEDIA EQUIVALENCY

BY BRAND & PROPERTY



Tee Fence



Greenside Signage



Presentation Backdrop



Interview Backdrop



Grandstand Front



GLOBAL MEDIA EQUIVALENCY

BY BRAND & PROPERTY

Location	Source Exposures	Source Duration	Global 100% Media Equivalency	QI Score	Global QI Media Value
Greenside Signage	244	1,627	\$750,497	14.4	\$107,831
Interview Backdrop	78	1,584	\$396,103	22.6	\$89,669
Tee Fence	51	427	\$222,533	21.8	\$48,597
Presentation Backdrop	34	197	\$120,637	29.6	\$35,670
Grandstand Front	86	340	\$158,021	13.7	\$21,717
Grand Total	493	4,175	\$1,647,791	18.4	\$303,484



GLOBAL MEDIA EQUIVALENCY

BY BRAND & PROPERTY



Greenside Signage



Interview Backdrop



Tee Fence



Presentation Backdrop



Grandstand Front



GLOBAL MEDIA EQUIVALENCY

BY BRAND & PROPERTY

Location	Source Exposures	Source Duration	Global 100% Media Equivalency	QI Score	Global QI Media Value
Greenside Signage	74	608	\$387,124	12.9	\$49,916
Tee Fence	35	388	\$210,781	22.1	\$46,486
Interview Backdrop	8	30	\$3,474	15.7	\$544
Grand Total	117	1,026	\$601,380	16.1	\$96,946



Greenside Signage



Tee Fence



Interview Backdrop



GLOBAL MEDIA EQUIVALENCY

BY BRAND & PROPERTY

Location	Source Exposures	Source Duration	Global 100% Media Equivalency	QI Score	Global QI Media Value
Tee Fence	40	462	\$259,025	21.4	\$55,452
Greenside Signage	48	316	\$152,450	12.5	\$19,090
Interview Backdrop	12	140	\$31,343	11.2	\$3,510
Grand Total	100	918	\$442,818	17.6	\$78,053



Tee Fence



Greenside Signage



Interview Backdrop

GLOBAL MEDIA EQUIVALENCY

BY BRAND & PROPERTY



Location	Source Exposures	Source Duration	Global 100% Media Equivalency	QI Score	Global QI Media Value
Tee Fence	38	427	\$181,203	23.9	\$43,255
Greenside Signage	6	34	\$20,246	18.1	\$3,667
Grand Total	44	461	\$201,449	23.3	\$46,922



Tee Fence



Greenside Signage

The background of the slide is a dark blue gradient. On the left side, there is a silhouette of a person wearing a headset and operating a professional video camera mounted on a tripod. The person's right hand is on the camera's handle, and their left hand is near the lens. The camera is a large, professional-grade model with a long lens. The overall scene is dimly lit, with the person and camera appearing as dark shapes against the blue background.

INTANGIBLE ASSET VALUATION

INTANGIBLE ASSET VALUATION

INTANGIBLE CONTRIBUTIONS

Brand*	Global QI Value (All Broadcast Types)	Maximum Intangible Uplift (%)	Scorecard (Out of 10)	Uplift Applied (%)	Intangible Contribution	Total Sponsorship Value
Made in Denmark	\$5,634,140	35	9.0	31.5	\$1,774,754	\$7,408,894
Garia	\$2,031,256	35	7.0	24.5	\$497,658	\$2,528,913
Silkeborg Ry Golf Club	\$1,017,463	35	5.4	18.9	\$192,301	\$1,209,764
Aarhus Events	\$870,957	35	7.0	24.5	\$213,384	\$1,084,342
Freja	\$682,173	35	7.0	24.5	\$167,132	\$849,306
Heineken	\$636,630	35	7.0	24.5	\$155,974	\$792,604
JYSKE Bank	\$579,103	35	5.4	18.9	\$109,451	\$688,554
Silkeborg Kommune	\$534,792	35	7.0	24.5	\$131,024	\$665,816
Mercedes Benz	\$506,925	35	7.0	24.5	\$124,197	\$631,122
PWC	\$425,521	35	7.0	24.5	\$104,253	\$529,774
ECCO	\$413,471	35	7.0	24.5	\$101,300	\$514,771
Ejner Hessel	\$397,394	35	7.0	24.5	\$97,362	\$494,756
Willis Towers Watson	\$382,757	35	7.0	24.5	\$93,775	\$476,532
Backtee	\$382,214	35	7.0	24.5	\$93,642	\$475,857
Fotex	\$372,376	35	7.0	24.5	\$91,232	\$463,608
Nordea	\$357,425	35	7.0	24.5	\$87,569	\$444,995
JYSK	\$303,484	35	7.0	24.5	\$74,354	\$377,837
OK	\$96,946	35	5.4	18.9	\$18,323	\$115,269
Kingo	\$78,053	35	5.4	18.9	\$14,752	\$92,805
Santander Consumer Bank	\$46,922	35	5.4	18.9	\$8,868	\$55,790
Grand Total	\$15,750,003				\$4,151,305	\$19,901,308

- Excludes the competitions 'European Tour' and 'Race to Dubai'.

Please see Appendix for further information on the methodology.



The image features a dark blue background with a silhouette of a person on the left side, wearing a cap and a headset, operating a professional video camera mounted on a tripod. The camera is positioned in the center-right of the frame, with its lens pointing towards the right. The person's hands are visible, adjusting the camera. The overall scene is dimly lit, emphasizing the shapes of the person and the equipment.

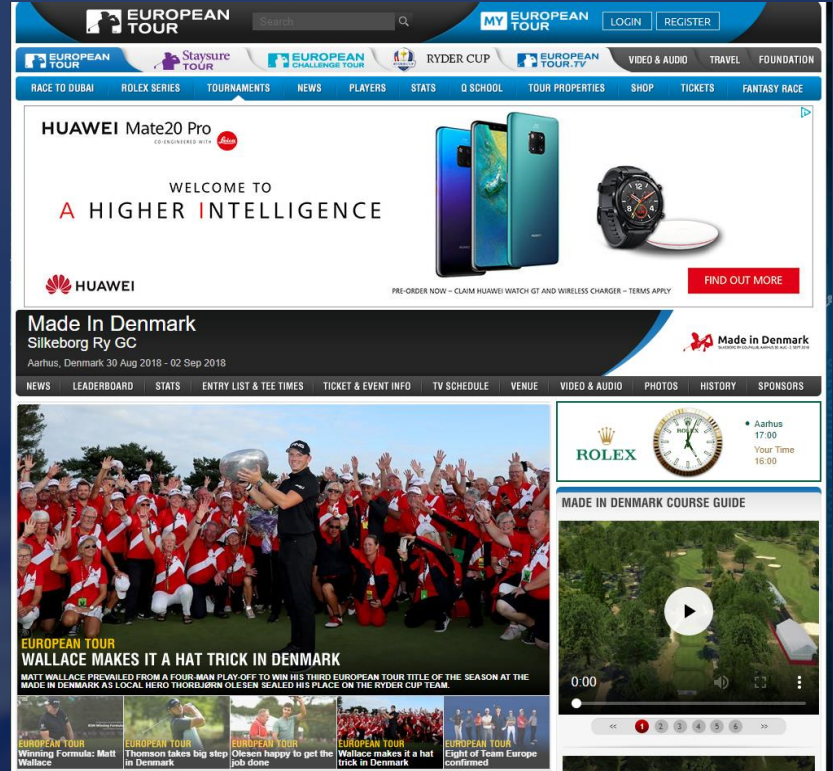
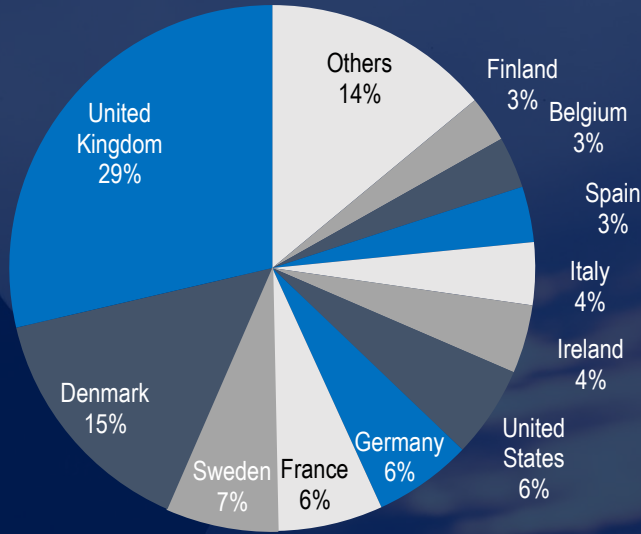
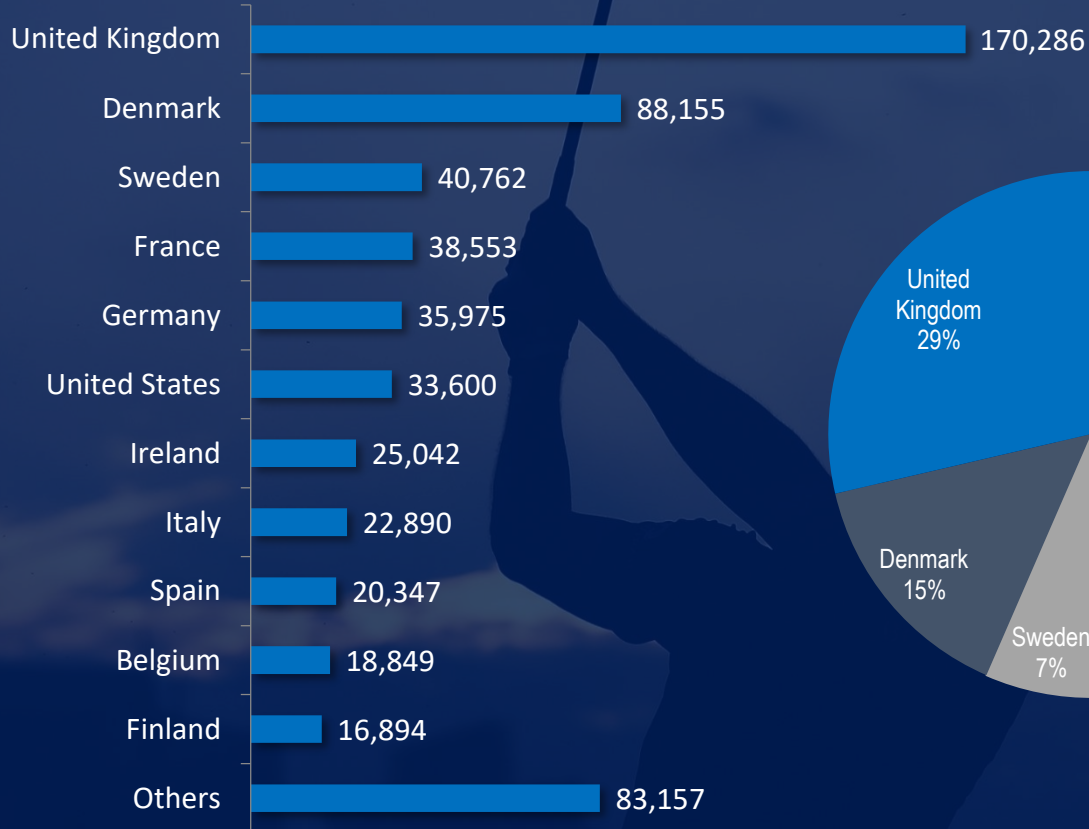
EUROPEAN TOUR ANALYTICS

EUROPEAN TOUR ANALYTICS

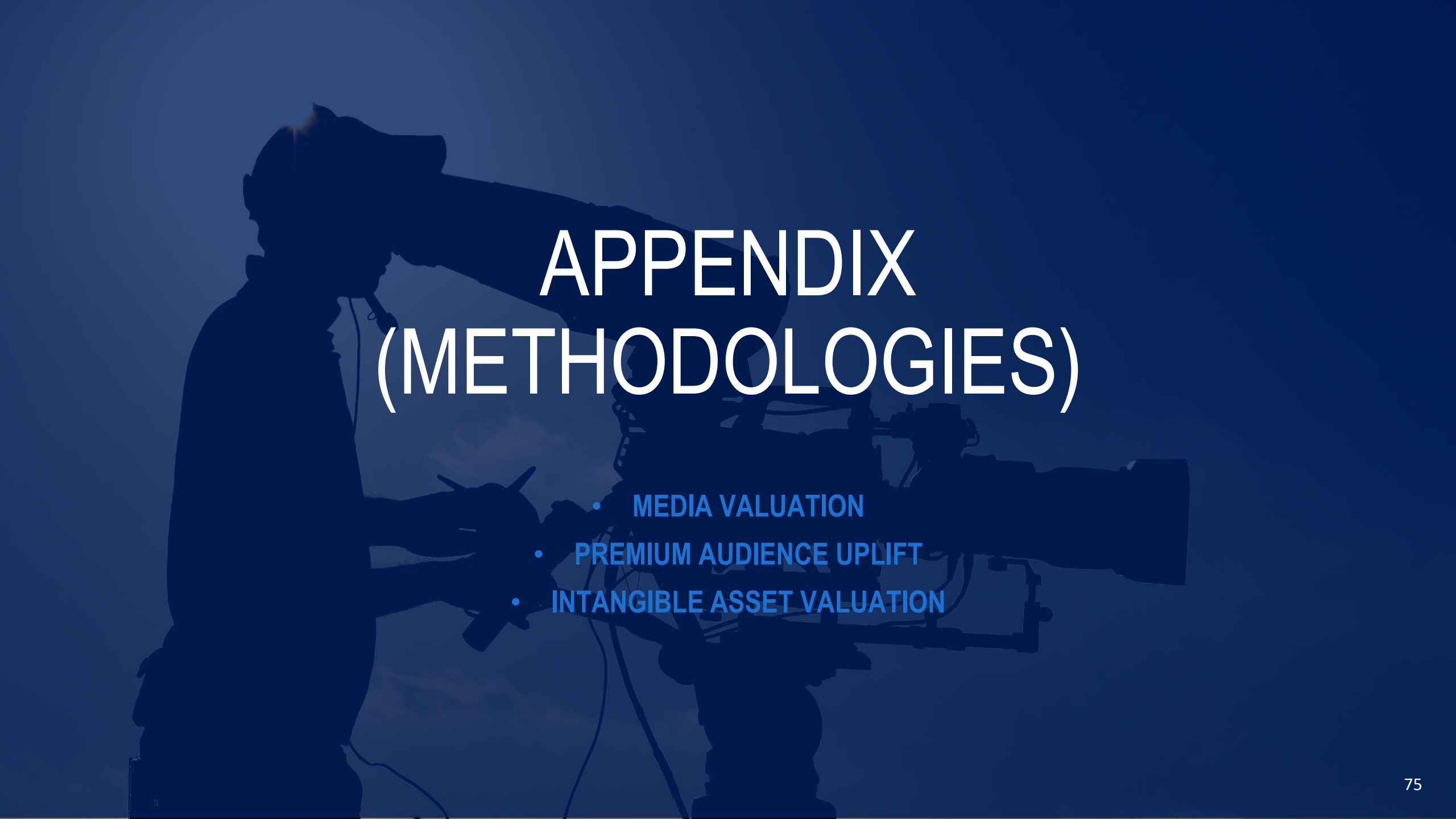
28th August – 3rd September 2018

User Sessions of the European Tour website – www.europeantour.com

TOTAL: 594,510



Source - Google Analytics

A silhouette of a person operating a camera on a tripod against a blue background. The person is on the left, wearing a cap and holding a camera. The camera is mounted on a tripod and is pointed towards the right. The background is a solid blue color.

APPENDIX (METHODOLOGIES)

- MEDIA VALUATION
- PREMIUM AUDIENCE UPLIFT
- INTANGIBLE ASSET VALUATION

MEDIA VALUATION

GLOSSARY OF TERMS

100% MEDIA EQUIVALENCY

The 100% media equivalency attributes equal value to a second of in-program passive branding to the equivalent cost of a second of advertising at the time of broadcast in a given market. This equivalency brings an added layer of audience, CPT /spot rate on top of the duration comparison. It is suitable if an analysis is needed where these metrics are factored in, but the quality or impact of the exposure is not.

QI MEDIA VALUE

It is widely recognised that passive in-program exposure is not as valuable as a commercial advertising as it is not exclusive nor does it enable a brand to provide a message or marketing call to action. As a result, Nielsen Sports provides this discounted media equivalency based on the four viewer impact factors (see QI Score). The QI media value is the most common method of comparison as it comprises all elements of the equation – weight of exposure, audience, CPT/ spot rate, and quality of the exposure. It is the best method for overall appraisals of sponsorships and inventory, particularly in comparison to investment.

QI SCORE

QI Score is an excellent comparison of the actual exposure quality and impact between logos and properties, considering four factors; size, location, duration and multiple exposures. If the QI Score is devised for an overall sponsorship, it can act as a guide on which a mix of properties is the optimum from a pure quality and impact perspective, not counting weight of exposure, audience, CPT or spot rate.

The subsequent pages demonstrate further details on this.

NUMBER OF EXPOSURES (NUMBER)

The number of exposures a property generates is the number of independent sequences of exposure a brand-property combination generates. In regards to its usefulness in analysis, it can be used to assess

the number of times a signage point is seen uniquely. The sum results from the exposures extrapolated to all broadcasts in each market.

Source Exposures represents the cumulative number of individual exposures a brand receives for the relevant feed (e.g. the European Tour Productions World feed). This enables a precise and consistent YoY assessment of exposure duration as it doesn't consider YOY variances in the broadcasts.

SUM OF DURATION ON SCREEN (SECONDS)

Duration on screen is probably the most common comparative used as it is a pure measure. There are no external factors such as audience, CPT, or the quality of location in play. The sum results from the durations extrapolated to all broadcasts in each market.

Source Duration represents the cumulative number of seconds a brand is visible on screen for just the relevant feed (e.g. the European Tour Productions World feed). This enables a precise and consistent YoY assessment of exposure duration as it doesn't consider YOY variances in the broadcasts. A comparison of any single property should consequently be performed using the source duration only.

CPT VS. SPOT RATE

Cost per thousand (CPT) will be used for the UK and USA calculations, while all other markets will be calculated using a weighted spot rate. Weightings will be applied to the different coverage types, e.g. live broadcasts will receive a greater value per second of brand exposure than delayed or highlights coverage.

Broadcasts times (prime vs non-prime) and dates (weekday vs. weekend) will also be differentiated and the rates will reflect this through a different weighting of these broadcasts.

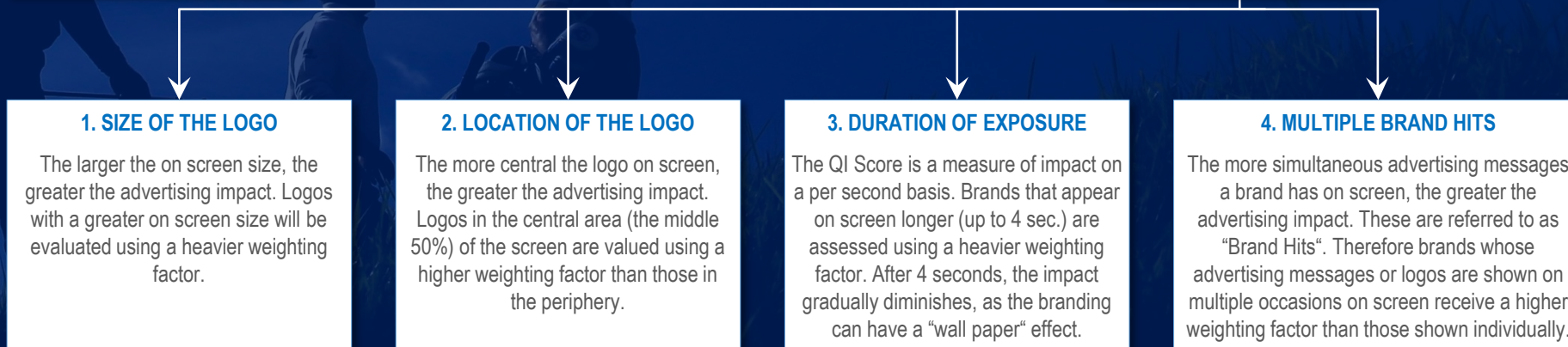


MEDIA VALUATION

REPORTING EXAMPLE



Location	Exposures	Duration	Global 100% Media Equivalency	QI Score	Global QI Media Value
Tee Fence	122	558	\$109,452	21.47	\$23,504
TVGI Logo	98	451	\$88,464	18.89	\$16,707
Total	220	1,009	\$197,915		\$40,211

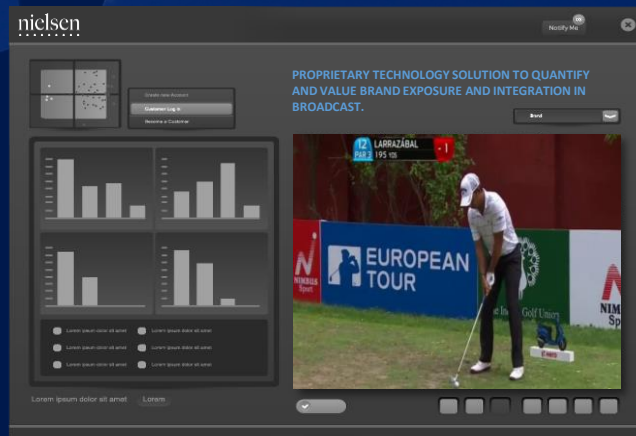


MEDIA VALUATION

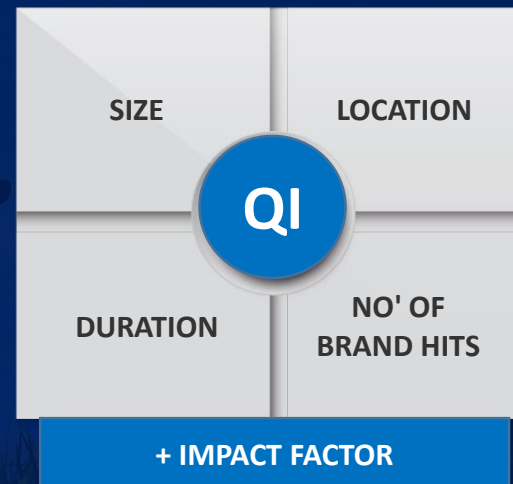
QI SCORE SUMMARY

NIELSEN SPORTS ANALYSES OVER 100,000 HOURS OF SPORTS BROADCAST ANNUALLY USING THIS APPROACH. THIS IS THE ESTABLISHED GLOBAL MEASURE ON BRAND EXPOSURE IN VIDEO CONTENT

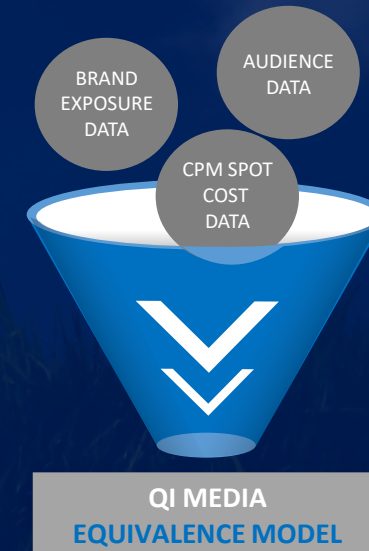
IMAGE RECOGNITION SOFTWARE
DATA CAPTURE



RESEARCH LED APPROACH TO
WEIGHTINGS & DISCOUNTS



AUDIENCE DATA & COST PER
THOUSANDS USED TO VALUE EXPOSURE
BY MARKET & DEMOGRAPHIC



PREMIUM AUDIENCE

UPLIFT METHODOLOGY

1. OBJECTIVES

- To recognise the premium audiences attracted by televised golf events in the 2018 methodology.
- To account for Golf's premium audiences through the creation of an over-indexing ratio based on audience composition when compared to 11 other major global sports.

2. APPROACH

- The average Over-Index Ratio is based on four criteria taken from Nielsen Sports' Global Research Study – Sports DNA across 28 countries.
- The findings absolutely support the assumption of premium viewership in golf as indicated below.
- The number in brackets is Golf's over-index when compared to the average of 11 other major global sports.

3. RESULTS

- Aside from Rugby Union and Sailing, which over-index to a similar degree to Golf, all other sports perform similarly with regards to audience demographics.
- The Average Over-Index Ratio will be applied as a % uplift to the existing advertising rates used.

AB Composition (122)

Highest Education (114)

Highest Income Bracket (107)

Chief Income Earner Status (112)

Average Over-Index Ratio = 13.75



INTANGIBLE ASSET VALUATION

GENERAL OVERVIEW

Tangible Asset Category

Role in Our Analysis

TV

- In scope
- Values as per tournament reports currently provided
- Typically the largest of the tangible assets and constitutes the majority of the sponsorship value

Print

Online

Ambient

Collateral

Additional Benefits

- Out of scope and not included in this calculation of sponsorship value
- Intangible value represents an amplification of the TV component only
- Sponsorship value quoted will be sum of TV plus intangible contribution

In the analysis, all tangible assets other than TV are out of scope



INTANGIBLE ASSET VALUATION

TWO STEP APPROACH

Theory

How we apply it for European Tour

1. Determine the maximum intangible value attributable

- Reflects the balance between pure media exposure and the value of association for the sport and property in question
- Intangible value is treated as an amplification of the tangible assets provided, and as such is calculated as a percentage uplift on these
- Range for golf set at between 25 - 55% of the tangible asset base
- Position of property on set scale is determined by benchmarking against others in the sport. Assessed attributes include awareness, geographic reach, prestige, image, level of fan engagement and the uniqueness of the opportunity

- Tournaments are rated using the following three metrics:
 - 1) **Total prize fund** (afforded 45% weighting in the final calculation);
 - 2) **World Golf Ranking points** awarded to the winner of the event (45%) – determined by the Official World Golf Rankings and reflecting the strength of the field;
 - 3) **Years running** (10%) – a reflection of the event's history.
- An uplift of between 25-55% for intangible value is then applied.

2. Determine the proportion of the maximum applied

- Reflects the actual sponsorship in question
- Proportion of the maximum applied dictated through a 'scorecard' approach, assessing metrics including sponsor-target-fit, clutter, consistency, continuity, IP rights, B2B and B2C interaction, audience receptiveness to sponsors, sponsor status and category exclusivity
- Average mark calculated, with all metrics afforded equal weighting

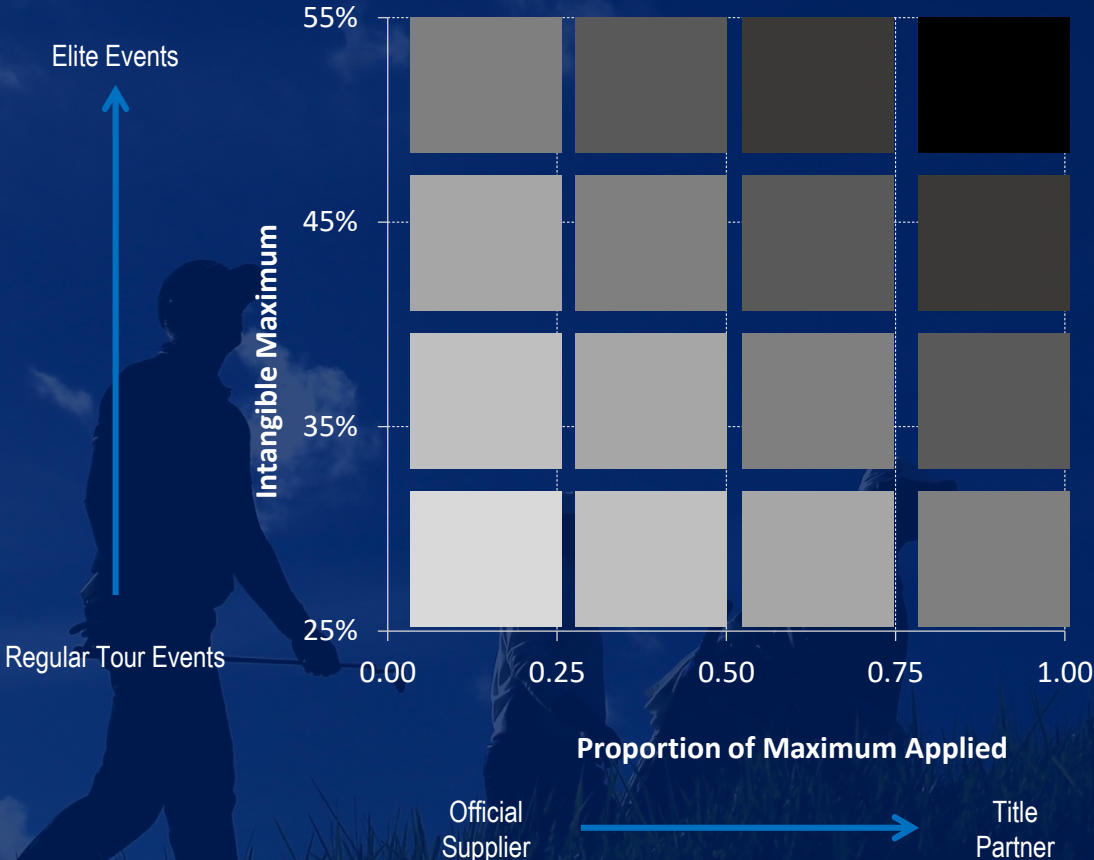
- Sponsor designation and provided rights dictate the proportion of the maximum applied
- Sponsors at the top of the hierarchy (e.g. title partners) will mark higher than those lower down with purely value-in-kind relationships (e.g. official providers and suppliers)





INTANGIBLE ASSET VALUATION

TWO STEP APPROACH

When evaluating the value to a particular sponsor, the intangible 'uplift' on the tangible assets is simply read from the grid...



 High intangible contribution
 Low intangible contribution





CONTACT DETAILS

EUROPEAN TOUR

EUROPEAN TOUR PRODUCTIONS

NIelsen SPORTS

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