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# Turner Sports' Presentation of Capital One's The Match: Tiger vs. Phil PPV Event – Friday, Nov. 23, at 3 p.m. ET – to Incorporate First-of-its-Kind Innovations for Live Golf

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Thursday, November 8, 2018

*Editor's note:* [Click here](#) for the latest video clip for Capital One's The Match: Tiger vs. Phil

**PPV Broadcast to Include First-Ever Use of Predictive Data for Each Hole; In Addition to Proprietary Data Stream Provided by MGM Resorts Race & Sports Books, in Association with the MGM / GVC Interactive Gaming Joint Venture**

**Live Drone Coverage Presented by AT&T & Unprecedented Access to Woods & Mickelson Among Innovative Technologies Bringing Viewers Inside the High-Stakes \$9 Million Match Play Competition**

Turner Sports' exclusive coverage of [Capital One's The Match: Tiger vs. Phil](#), the blockbuster [pay-per-view event](#) featuring the iconic **Tiger Woods** and **Phil Mickelson**, will incorporate a number of innovative concepts into the live golf presentation including **first-of-its-kind integrations centered on predictive data**. The match will take place **Friday, Nov. 23, at Noon PT / 3 p.m. ET** with a suggested retail price of \$19.99.

The broadcast will include real-time, hole-by-hole statistics that will be displayed on screen to forecast the probability of certain outcomes during the match. The data is based on a model and algorithm that combines **ShotLink Intelligence** with characteristics of Shadow Creek to calculate the likelihood of various scenarios to occur. Separately, after a hole has concluded, the broadcast will integrate a **proprietary data stream provided by the MGM Resorts Race & Sports Books** – in association with the **MGM/GVC Interactive Gaming Joint Venture** – to deliver odds, moneyline and other information associated with the golfers' performance.

Both **Woods** and **Mickelson** will selectively make **side challenges** against one another during the live competition. For instance, Woods or Mickelson could raise the stakes by challenging the other to get closest-to-the-pin; whether one of them can make a crucial putt from 10-feet away; the chances of getting “up-and-down” from a certain location on the course or similar competition during a hole as they play their match, with money being donated to the winning golfer’s charity of choice.

Live PPV coverage will also integrate enhancements that will provide fans with unprecedented access to Woods, Mickelson and Shadow Creek including:

- **Woods** and **Mickelson**, along with their **caddies, mic’d throughout the entire event**, to capture the strategy and competitive banter that takes place during the winner-take-all \$9 million match play competition;
- **Live state-of-the-art drone coverage - “Drone View by AT&T”** - delivering camera angles that have never been seen before for a live golf event;
- Data elements from **Toptracer, presented by Capital One**, that will display real-time trajectories and flight path for each shot;
- The use of **Virtual Eye** real-time golf animations;
- A variety of **super slo-mo cameras** to provide more defined coverage of specialty shots on the course.

As previously announced, [Capital One’s The Match: Tiger vs. Phil](#) will be available on PPV through Turner’s **B/R Live** ([available now](#) for purchase), AT&T’s **DIRECTV** and **AT&T U-verse**. The PPV event will be distributed to other cable, satellite and telco operators including **Comcast, Charter, Cox, Verizon** and **Altice** in the U.S. and **Rogers, Shaw** and **Bell** in Canada through **In Demand** and **Vubiquity** (an Amdocs Company). AT&T is the official 4K sponsor of *The Match*, which will also be broadcast in 4K High Dynamic Range (HDR) on DIRECTV channel 106 for \$29.99. Turner International will facilitate the distribution of live PPV access outside the U.S. and Canada.

In addition to live pay-per-view event coverage, accompanying content will be distributed across wide-ranging Turner, WarnerMedia and AT&T platforms including:

- **HBO Sports** and its groundbreaking 18-time Sports Emmy<sup>®</sup> Award-winning **24/7** reality franchise will capture all the excitement leading up to the match when it airs Tuesday, Nov. 13, at 10 p.m.;
- **Bleacher Report** and its wildly-popular **House of Highlights**, which recently surpassed 10 million followers on Instagram, will offer comprehensive highlights and behind-the-scenes content;
- Turner's **TNT** will also televise programming with select content from the event a week following the live competition.

The media rights agreement with Turner was completed in partnership between CAA Sports, Excel Sports Management and Lagardère Sports. **Excel** and **Lagardère Sports**, who represent Woods and Mickelson respectively, are also the event organizers for *The Match*.

*\*Limited programming available. 4K HDR compatible equipment, minimum programming, 4K account authorization and professional installation required. If 4K TV does not support HDR, content will be viewable in standard 4K. Other conditions apply.*

## About Turner

[Turner](#), a WarnerMedia company, is a global entertainment, sports and news company that creates premium content and delivers exceptional experiences to fans whenever and wherever they consume content. These efforts are fueled by data-driven insights and industry-leading technology. Turner owns and operates some of the most valuable brands in the world, including [Adult Swim](#), [Bleacher Report](#), [Boomerang](#), [Cartoon Network](#), [CNN](#), [ELEAGUE](#), [Great Big Story](#), [HLN](#), [iStreamPlanet](#), [TBS](#), [Turner Classic Movies \(TCM\)](#), [TNT](#), [truTV](#) and [Turner Sports](#).

## About Turner Sports

Turner Sports, a division of Turner, is an industry leader in the delivery of premium sports content across all multimedia screens. Turner Sports' television coverage includes the NBA, Major League Baseball, NCAA Division I Men's Basketball Championship, *ELEAGUE* and professional golf, along with the UEFA Champions League and UEFA Europa League. The company also manages some of the most

popular sports destinations across digital and social platforms including Bleacher Report and its top-rated app, [NCAA.com](https://www.ncaa.com) and the critically-acclaimed NCAA March Madness Live suite of products, [PGA.com](https://www.pga.com) and the Sports Emmy Award-winning PGA Championship LIVE, as well as an accompanying collection of mobile sites and connected device apps. Turner Sports and the NBA jointly manage NBA Digital, a robust collection of offerings including NBA TV, [NBA.com](https://www.nba.com), NBA League Pass, the NBA App and [NBAGLEAGUE.com](https://www.nba.com/league). Turner Sports recently launched B/R Live, a premium live streaming sports platform that serves as the central hub for both the discovery and consumption of live sports content. The new streaming service allows fans to find and watch their favorite sports content anywhere, anytime and on the screen of their choice.

Visit the Turner Sports [online press room](#) for additional press materials; follow Turner Sports on Twitter at [@TurnerSportsPR](#).

## **About Capital One**

Capital One Financial Corporation ([www.capitalone.com](https://www.capitalone.com)) is a financial holding company whose subsidiaries, which include Capital One, N.A., and Capital One Bank (USA), N.A., had \$247.2 billion in deposits and \$362.9 billion in total assets as of September 30, 2018. Headquartered in McLean, Virginia, Capital One offers a broad spectrum of financial products and services to consumers, small businesses and commercial clients through a variety of channels. Capital One, N.A. has branches located primarily in New York, Louisiana, Texas, Maryland, Virginia, New Jersey and the District of Columbia. A Fortune 500 company, Capital One trades on the New York Stock Exchange under the symbol "COF" and is included in the S&P 100 index.

## **About AT&T**

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America and the Caribbean, and is the fastest growing wireless provider in Mexico, serving consumers and businesses. AT&T ad and analytics provides marketers with innovative, targeted, data-driven advertising solutions around premium video content.

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MGM Resorts International (NYSE: MGM) is an S&P 500® global entertainment company with national and international locations featuring best-in-class hotels and casinos, state-of-the-art meetings and conference spaces, incredible live and theatrical entertainment experiences, and an extensive array of restaurant, nightlife and retail offerings. MGM Resorts creates immersive, iconic experiences through its suite of Las Vegas-inspired brands. The MGM Resorts portfolio encompasses 28 unique hotel offerings including some of the most recognizable resort brands in the industry. Expanding throughout the U.S. and around the world, the company in 2018 opened MGM Springfield in Massachusetts, MGM COTAI in Macau, and the first Bellagio-branded hotel in Shanghai. The 81,000 global employees of MGM Resorts are proud of their company for being recognized as one of FORTUNE® Magazine's World's Most Admired Companies®. For more information visit us at [www.mgmresorts.com](http://www.mgmresorts.com).

### **About Shadow Creek**

Shadow Creek, one of the country's most exclusive golf courses, has earned perennial top rankings among Golf Week and Golf Digest magazine's public courses and has been designated the best golf course in the world in a Robb Report's "Best of the Best" issue. Located in the midst of the Nevada desert on the outskirts of Las Vegas, Shadow Creek continues to achieve national recognition and the kind of startling mystique reserved for only a select number of golf courses. Designed by renowned architect Tom Fazio, Shadow Creek is known for its natural beauty, rolling terrain, glistening brooks and ponds, lush gardens and mature trees. The visual elements, spectacular waterfalls and course design lend to astonishing views.

