
Turner Sports' Exclusive Presentation of the 2017 PGA Championship First Round Delivers Significant Audience Increases Across All Platforms

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Turner Sports' multi-platform coverage of the 2017 PGA Championship generated substantial audience increases across television, digital and social platforms. **TNT's exclusive first round telecast** - Thursday, from 1-7 p.m. ET - averaged a **0.8 U.S. HH rating** and **1.1 million total viewers**, **increases of 14% and 9%** over last year's comparable coverage.

TNT's opening round telecast **peaked with** an average of **1.3 million viewers** and a 0.9 HH rating from 5:30-5:45 p.m. ET, based on Nielsen Fast Nationals. Top rated local markets for Thursday's telecast include Orlando, Oklahoma City and Fort Myers, all tied with a 1.9 HH rating.

Thursday's first round coverage also scored for **PGA.com**, managed by Turner Sports, with a **64% increase in live video views** and **29% growth in time spent watching live video** over last year.

PGA.com's social accounts netted gains across the board with **social video views** across Twitter, Facebook and Instagram **up 130%** vs. 2016. Consumption across **PGA.com's Facebook LIVE and Periscope accounts** were **up nearly 200%** when compared with last year.

Source: Nielsen Media Research Fast Nationals, Live + SD data stream for the 2017 PGA Championship on TNT, 8/10, 2017; Digital Source: Adobe; Social Source: Facebook Insights, Twitter Analytics, YouTube Analytics, Instagram and Crowd Tangle.