

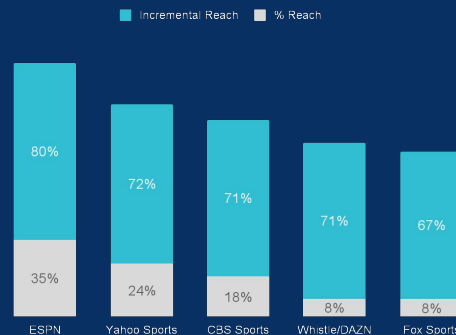


GOLF

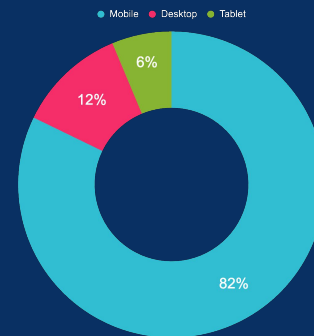
Reach
14.3m
Golf
users

**WE KNOW
THE GOLF
CATEGORY**

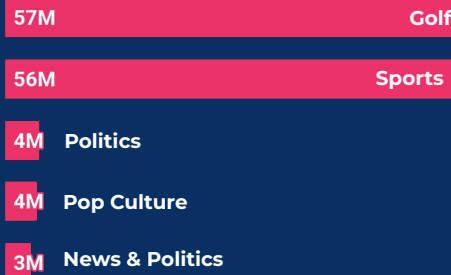
Incremental Sports reach



Device usage



Top five key moment categories



Highest indexing behaviours



Golf

Audiences following Golf's major events surged **>2.5x** higher on average from March to July.

In 2025, **The Masters** drove a **4.5x** higher peak in unique users and page views vs. baseline levels.

Last year's **Ryder Cup** teed up a September surge as Team USA challenged Europe in the premier men's team competition.

Reach 14m+ Golf users during The Masters – the year's key moment

