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Executive Director – International Golf Federation

Golf at The Olympic Games


Table of Contents

- Overview
- The Rio Experience
- Golf's Impact on the Olympics
- The Olympics' Impact on Golf
- Growing Golf Among Women and Youth
- Building Towards Tokyo 2020 and Beyond
- Road to Tokyo



An aerial photograph of a city and a golf course, overlaid with a semi-transparent green filter. The city features a mix of residential and commercial buildings, with a prominent cluster of high-rise apartment blocks. In the foreground, a large, well-maintained golf course is visible, featuring several water hazards and sand traps. The background shows a range of dark, forested mountains. On the left side of the image, there is a vertical column of overlapping, semi-transparent gold circles of varying sizes.

Overview

An aerial photograph of a golf course, showing green fairways, sand traps, and a central water hazard. In the background, a city with numerous high-rise buildings is visible, set against a backdrop of dark, forested mountains. The entire image has a dark green overlay, and several semi-transparent gold circles are scattered on the left side.

The IGF believes that the Olympic Games will help to further spread the popularity of golf, yielding unprecedented growth in awareness, understanding and participation in the sport, in particular among young people.



Executive Summary

Executive Summary

**7th
most
popular**



*sport at the Olympics;
opportunity to move into
Top 5 by 2024*

Relative to the most popular and prestigious events in men's golf, fan engagement around golf and the Olympics exceeded that of each of the Men's Major Championships of the preceding four years – outpacing yearly interest in the Masters, US Open, The Open Championship and the PGA Championship.

Opportunity to leverage platform and exposure of the Olympic Games as a Top 10 sport to expand awareness, understanding and
***inspire participation
in key youth and
female audiences***



The Rio Experience

Participation Inhibitors



1. *Uncertainties:*
 - *Golf Course Condition*
 - *Zika virus*
 - *Security*
 - *The “Olympic experience”*
2. *Congested Golf Schedule*
3. *Family hospitality (accommodation, venue access)*
4. *Retaining Tour Cards*
5. *Ryder Cup qualification*
6. *NOCs not selecting qualified players*
7. *Inequality of treatment of players across NOCs*

Participant Profile

Men



CONTINENTS		
Continent	Players	Countries
Africa	2	1
Asia	16	9
Aus. & Oceania	4	2
Europe	25	14
North America	7	3
South America	6	5
Total	60	34

COUNTRIES		
Country	Eligible	Best Ranked Players
ARG	2	13
AUS	2	26
AUT	1	16
BAN	1	55
BEL	2	22
BRA	1	50
CAN	2	35
CHI	1	48
CHN	2	36
DEN	2	15
ESP	2	6
FIN	2	46
FRA	2	31
GBR	2	4
GER	2	17
IND	2	19
IRL	2	42
ITA	2	54
JPN	2	29
KOR	2	10
MAS	2	45
MEX	1	59
NED	1	21
NOR	1	52
NZL	2	12
PAR	1	41
PHI	1	37
POR	2	34
RSA	2	23
SWE	2	2
THA	2	11
TPE	2	49
USA	4	1
VEN	1	47
Total	60	

Participant Profile

Women



CONTINENTS		
Continent	Players	Countries
Africa	3	2
Asia	16	8
Aus. & Oceania	3	2
Europe	27	16
North America	7	3
South America	4	3
Total	60	34

COUNTRIES		
Country	Eligible	Best Ranked Players
AUS	2	12
AUT	1	46
BEL	1	52
BRA	2	57
CAN	2	2
CHN	2	11
COL	1	33
CZE	1	45
DEN	2	29
ESP	2	20
FIN	2	43
FRA	2	26
GBR	2	16
GER	2	25
HKG	1	54
IND	1	56
IRL	2	49
ISR	1	41
ITA	2	42
JPN	2	15
KOR	4	3
MAR	1	60
MAS	2	38
MEX	2	32
NOR	2	14
NZL	1	1
PAR	1	37
RSA	2	35
RUS	1	48
SUI	2	50
SWE	2	10
THA	2	7
TPE	2	17
USA	3	4
Total	60	

Athlete Feedback



Thomas Pieters ✓

@Thomas_Pieters

Follow

Wow what a week! Best experience of my life so far playing in the Freaking Olympics with @Coelsss for our country 🇧🇪 #cantwaitfortokyo

1:24 AM - 15 Aug 2016

66 342



David Hearn ✓

@HearnDavid

Follow

So proud to be a part of Team Canada! So proud to say I am an Olympian! One of the greatest experiences of my career! #OlympicGolf #Rio2016

5:47 PM - 14 Aug 2016

97 518

Anirban Lahiri Retweeted



Bernd Wiesberger @BWiesberger · Aug 9

Stat of the Day:

Capybaras: 2

Caymans: 1

Owls: 3

Mosquitos: 0

#Olympics #rio2016 #golf

163 344



Nicolas Colsaerts ✓

@Coelsss

Follow

Words cant describe the emotions coming down the last hole @OlympicGolf ...very proud to be an Olympian and an honour to represent Belgium

7:54 PM - 14 Aug 2016

129 732



Danny Lee ✓

@dannygolf72

Follow

I gonna miss @OlympicGolf and Olympic village! it was one of best week of my life!!! #RioOlympics2016

12:05 AM - 15 Aug 2016 · Rio de Janeiro, Brazil, Brazil

6 84



Thorbjørn Olesen ✓

@Thorbjornolesen

Follow

Amazing week! very proud and honored to be a Olympian and be apart of the Danish team! #allfordenmark #olympicgolf
Congrats @JustinRose99

10:11 PM - 14 Aug 2016

23 169



bubba watson @bubbawatson · Aug 15

Going to miss this place #TeamUSA

163 1.7K

Athlete Feedback



Leona Maguire @leona_maguire · Aug 21
So proud & honoured to represent #TeamIreland as an Olympian. An incredible, inspiring & unforgettable experience 🇮🇪

You Retweeted
Kelly VanderBeek @KellyVanderBeek · Aug 20
As @BrookeHenderson left the 18th green, a fan shouted, 'Canada's proud of you Brooke!'. The crowd erupted in cheers. @CBCOlympics

You Retweeted
Anna Nordqvist @ANordqvist · Aug 17
Officially an Olympian.. Cant wait to do it again tmrw!! 🇧🇷🇸🇪
@SWEOlympic

12 202

stephmeadow20 What an unbelievable experience !!! Olympics will always be one of the highlights of my career! So proud to have represented my country at the highest level 🇮🇪🇮🇪 #teamireland 🍀
carlareynolds27 Class Steph 🍀

You Retweeted
LPGA @LPGA · Aug 23
#OlympicGolf Bronze Medalist @shanshanfengCHN lands in China to a hero's welcome. How cool is that?!

Television & Social Media

In a potentially positive note for the "grow the gamers," NBC corralled the "youngest" audience for the Olympic contest (adults 18-49 made up 30 percent of viewers) since its coverage of the 2013 U.S. Open. Indeed, the viewership was younger than any regular-season tour event's final round in the past four years. www.sbnation.com

In the first Olympic golf competition since 1904...

NBC and Golf Channel both provided coverage of the dramatic closing holes of the men's Olympic golf tournament (1:12-2:49 p.m.). Aside from the final round of the Masters, this ranks as the highest-rated 90-minute window of final round golf coverage in 2016 with a combined 5.6 household rating and 8.8 million average viewers. Additionally, streaming of the men's competition ranks second to The Open in every metric for NBC Sports' golf events on record, including Live starts: 873,025, Live minutes: 27,463,315, Uniques: 483,616 and Visits: 692,472.

Afternoon coverage on Golf Channel (Noon-3:12 p.m. ET) earned a 1.02 household rating with 1.6 million viewers, marking the best performance in the time period for total viewers and Adults 25-54 (495,000) since the AT&T Pebble Beach Pro-Am featuring Tiger Woods and Phil Mickelson in February of 2012. Golf Channel coverage peaked at a 1.22 household rating and 1.845 million viewers (2:30-2:45 p.m.). Early coverage (6 a.m.-Noon) is Golf Channel's best performance in the time period in more than eight years since the Dubai Desert Classic won by Woods in February 2008 for both total viewers (556,000) and Adults 25-54 (174,000).

Justin Rose won the gold medal with a down-to-the-wire victory over Open champion and silver medalist **Henrik Stenson**. American **Matt Kuchar**, who had Sunday's best score (8-under par 63), won the bronze.



Sports TV Ratings
@SportsTVRatings

Follow

Olympic Golf #s good for NBC & Golf Channel on Sunday:

11:39 PM - 15 Aug 2016

↩️ ↻️ 3 ❤️ 7



The numbers were even crazier in Sweden where the final round was watched by an average of 550,000 people and peaked at 1.5 million. Not bad for a country with a total population of about 9.5 million. www.golfdigest.com

On Thursday Aditi Ashok carded a second-round 68 to move to within three strokes of the lead, setting off a frenzied attempt to put the Indian teen's accomplishment in context. Consider that over 400,000 Indians searched for Ashok's name on Google after Round 2 in Rio, that was more than searched for "Rio Olympics" and "Ryan Lochte," for what's it worth (as an aside, "golf" Google searches spiked over 110 percent during the Games). www.golfchannel.com

According to rating survey company Nielsen Korea, the final round of the women's gold tournament that was broadcast live on Saturday night local time garnered 23.9 percent of viewership, which is the tally of 11.9 percent viewership on KBS 2TV, 6.8 percent on MBC TV and 5.2 percent on SBS TV.

<http://english.yonhapnews.co.kr/>

As was the case with the men a week earlier, women's golf received the "Olympic bump."



Final round coverage of the Olympic women's golf tournament delivered 691,000 viewers on Golf Channel Saturday morning, according to Nielsen fast-nationals, the largest cable audience of the year for women's golf. The previous high was 582,000 for the final round of the Women's PGA Championship in June. www.sportsmediawatch.com

If TV ratings are an indicator of the success of golf in the Olympics, then the game is here to stay in the summer games.

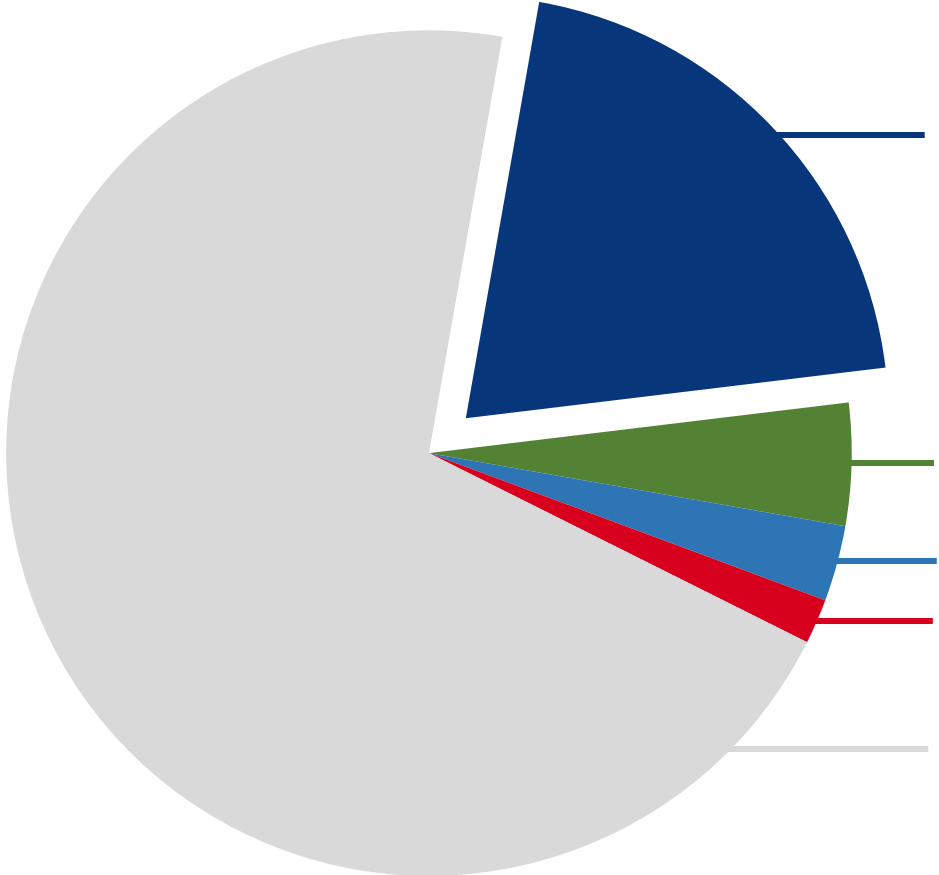




Golf's Impact on the Olympics

Sports Specific Fan Engagement at the Olympics

- 28 Olympic sports and 22 additional disciplines examined
- Opening + Closing Ceremonies
- Sports specific fan engagements represented 27.9% of all Olympic fan engagements

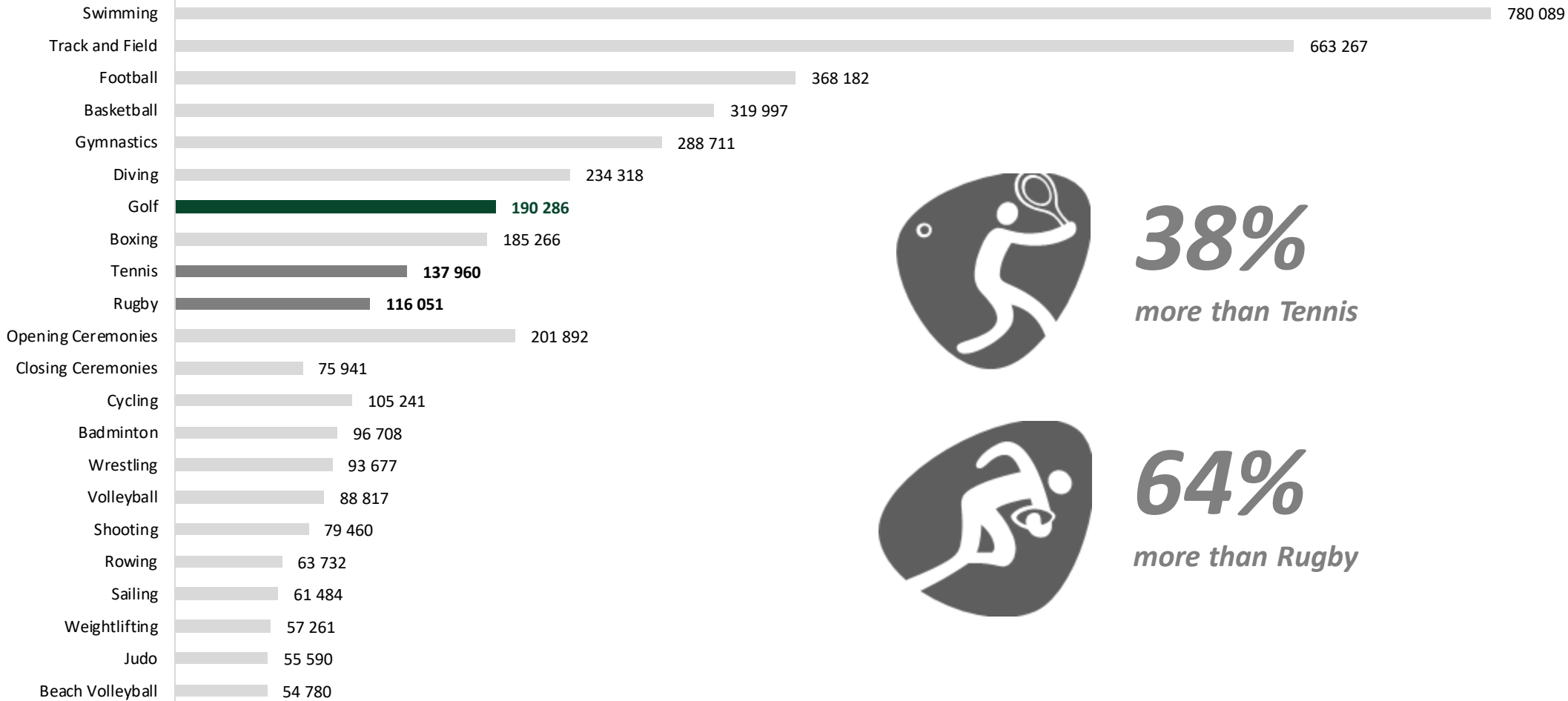


The Top 10 Olympic sports represented 20.3%

- Sports 11-20 - 4.7%
- Sports 21-50 - 2.9%
- Opening / Closing Ceremonies - 1.7%
- Non-Sport Specific - 70.4%

Golf Debuts as 7th Most Popular Sport

Top 20 Olympic Sports / Disciplines (plus Opening / Closing Ceremonies) – Fan Engagements



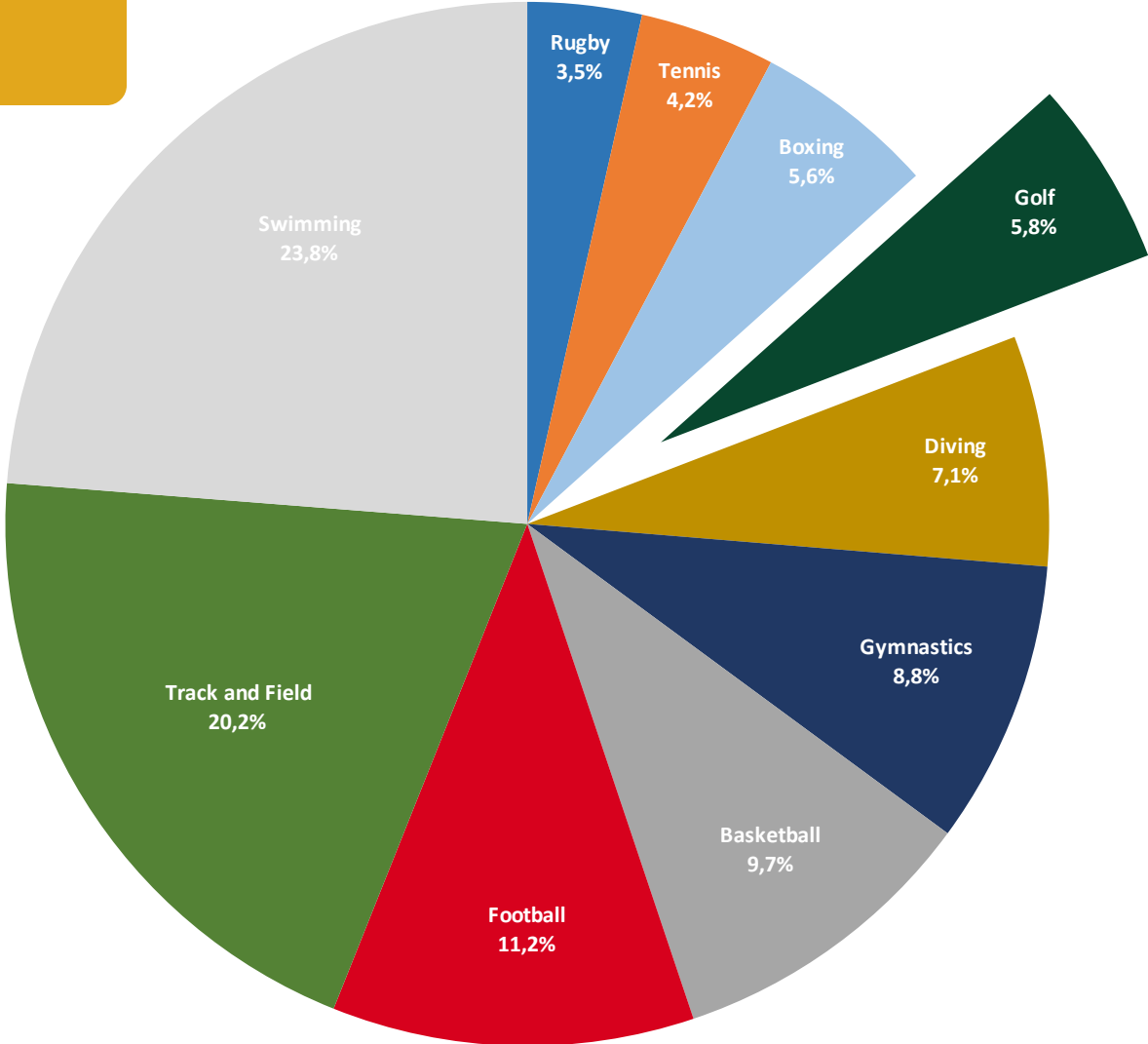
38%
more than Tennis



64%
more than Rugby

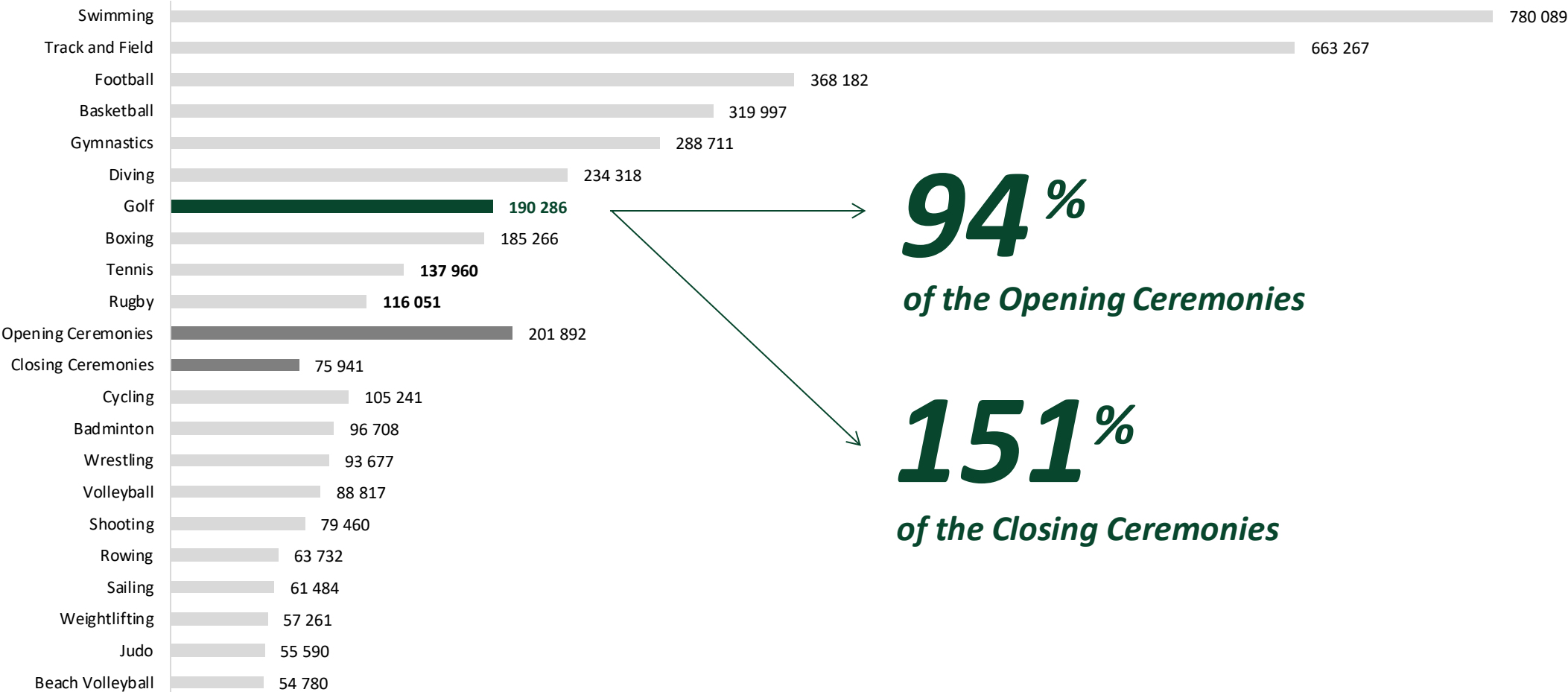
Golf vs. Top 10 Olympic Sports / Disciplines

Relative Share of Fan Engagement



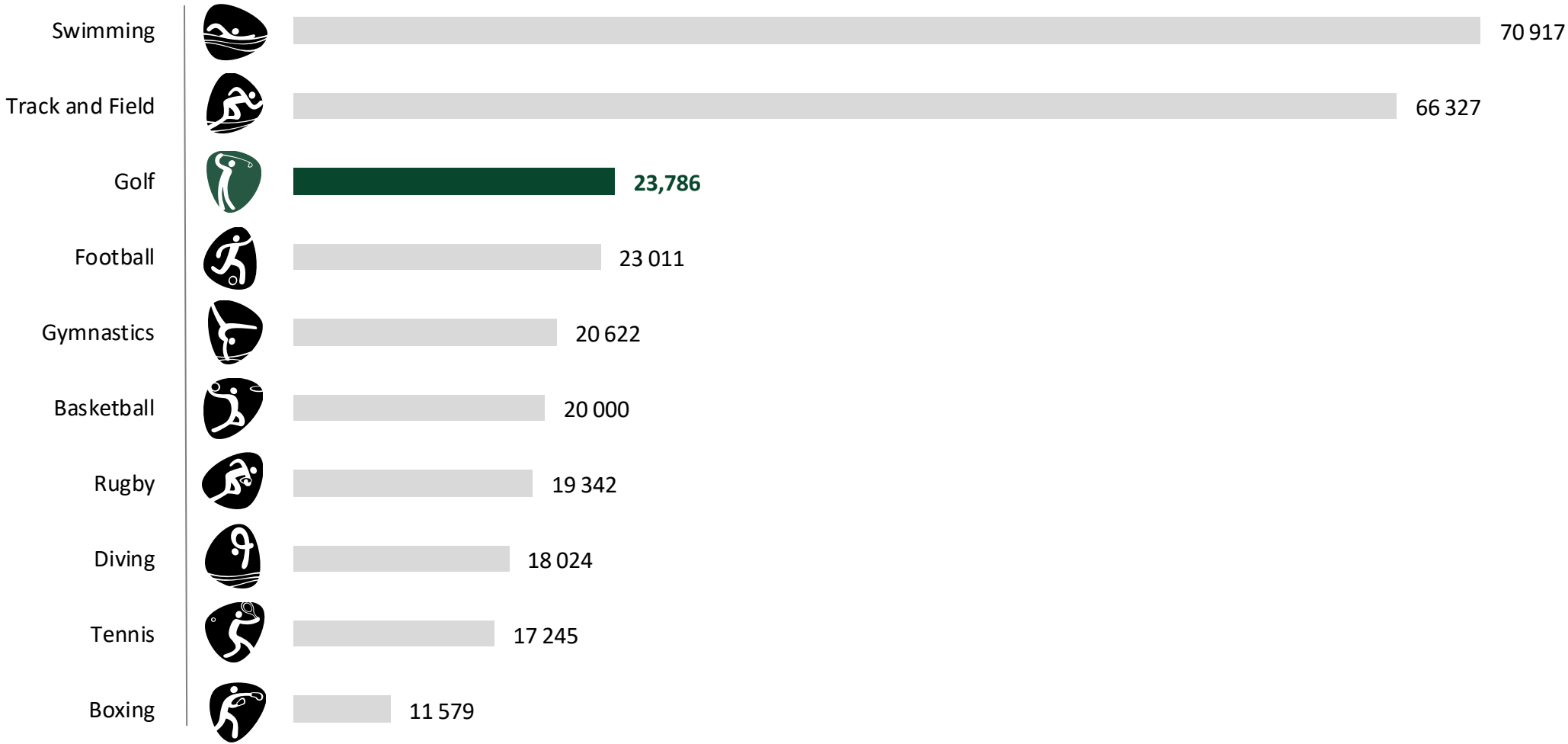
Golf vs. Opening + Closing Ceremonies

Top 20 Olympic Sports / Disciplines (plus Opening / Closing Ceremonies) – Fan Engagements



Fan Engagement per Event Day

Top 10 Olympic Sports / Disciplines – Fan Engagements Per Event Day





Olympics' Impact on Golf

Golf Fan Engagements | Men's Majors

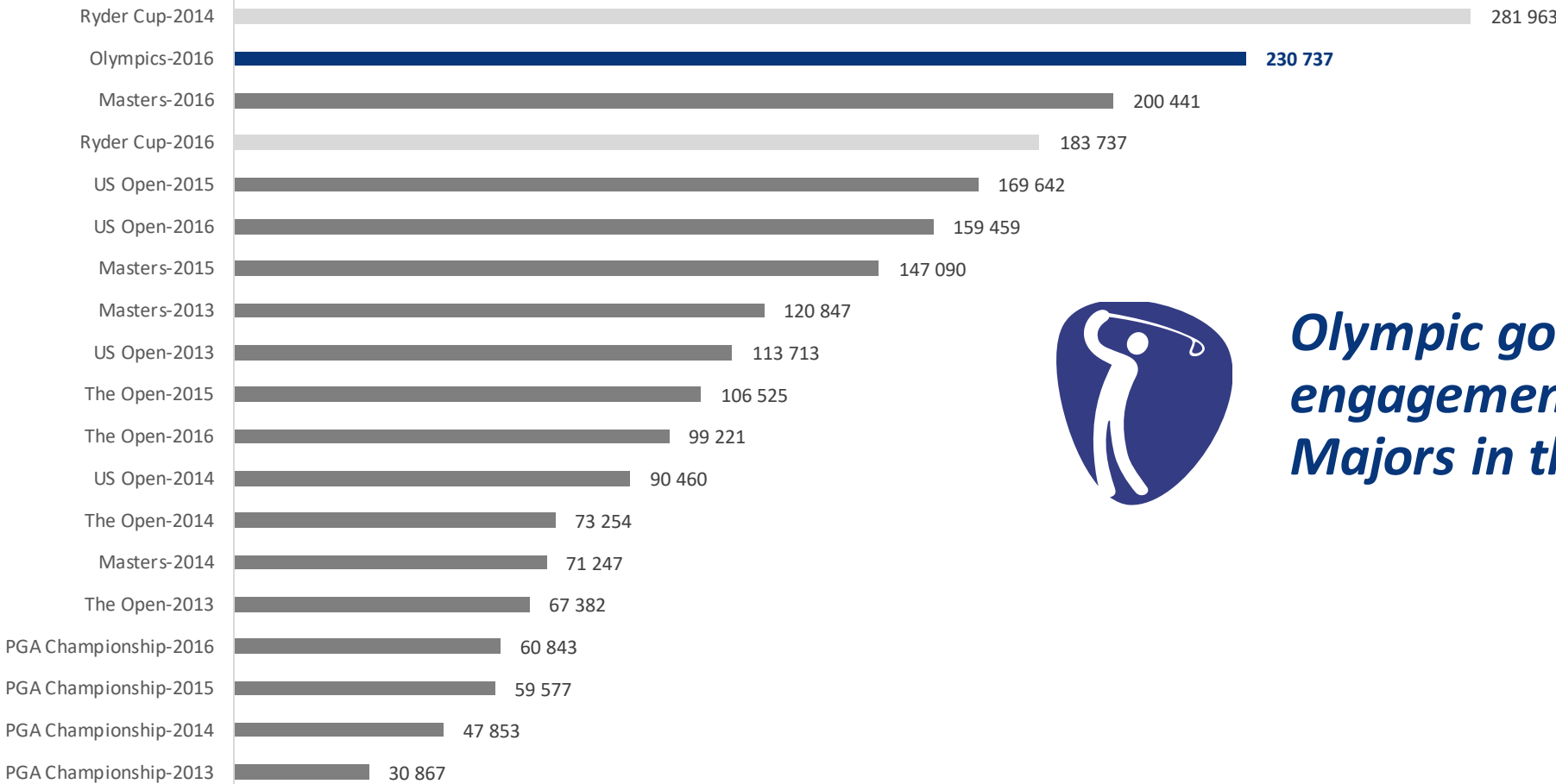
Golf fan engagements outside of playing the game focus on professional golf tournaments. The four Men's Major Championships along with the Ryder Cup drive the majority of these fan engagements.



We examined the volume of Olympic golf fan engagement against fan engagement generated by each of the four Men's majors from 2013 to 2016 along with the two Ryder Cup competitions to gauge the potential impact of the involvement in the Olympics on Golf

Olympics vs. Men's Major Golf Tournaments

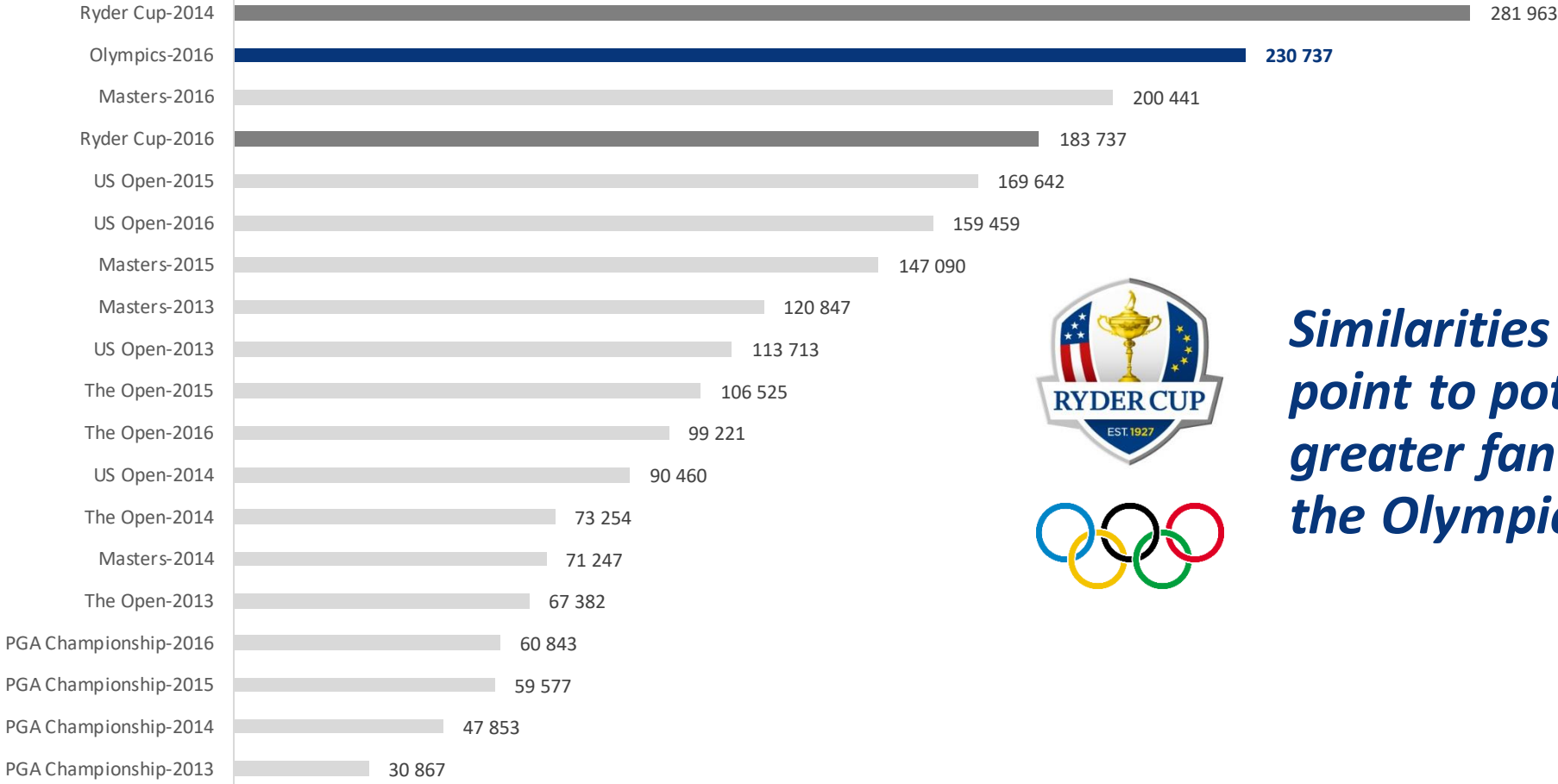
Men's Majors vs. Olympics (2013 – 2016)



Olympic golf topped fan engagement of all Men's Majors in the preceding 4 years

Olympics vs. Men's Major Golf Tournaments

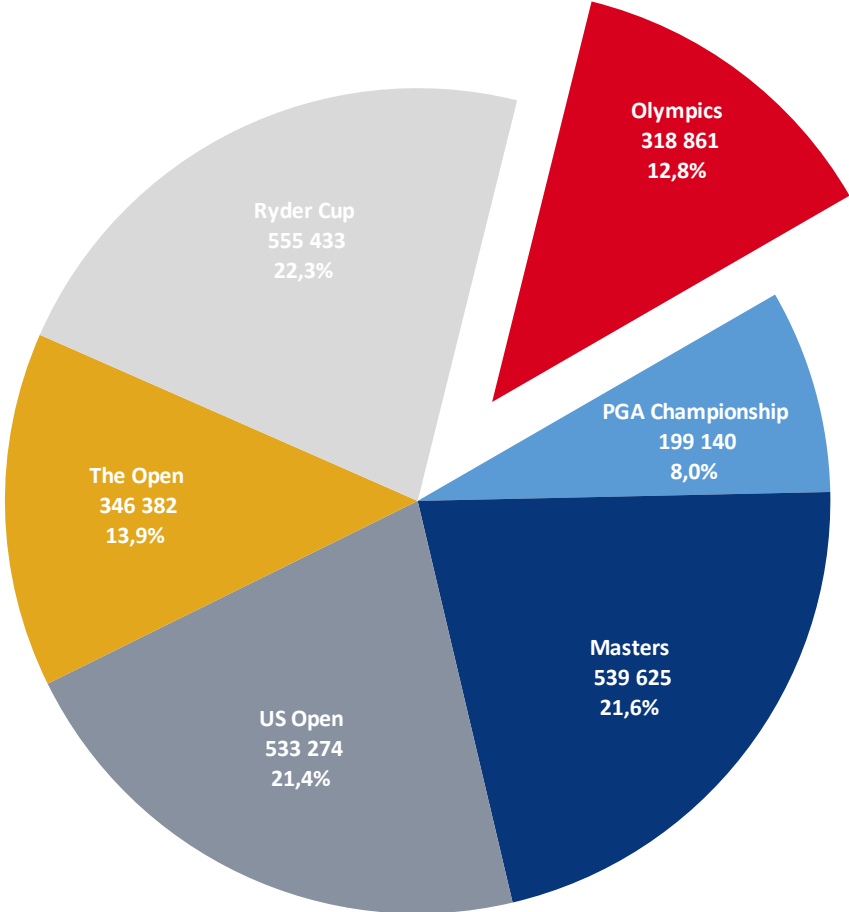
Men's Majors vs. Olympics (2013 – 2016)



Similarities between Ryder Cup point to potential of even greater fan engagement with the Olympics

Olympics vs. Men's Major Golf Tournaments

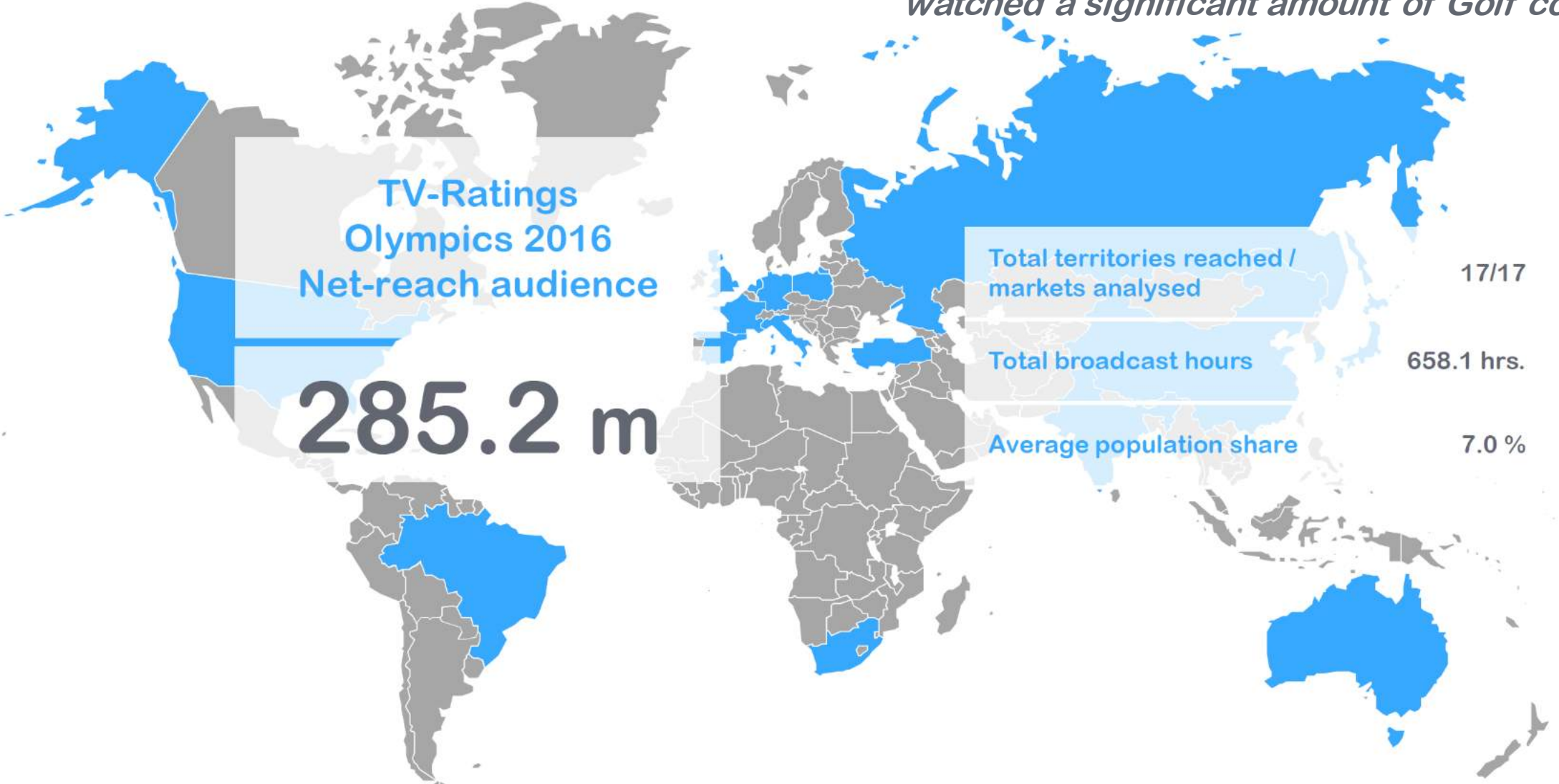
Men's Majors vs. Olympics (2013 – 2016) – Relative Share of Fan Engagement



Worldwide Television Coverage

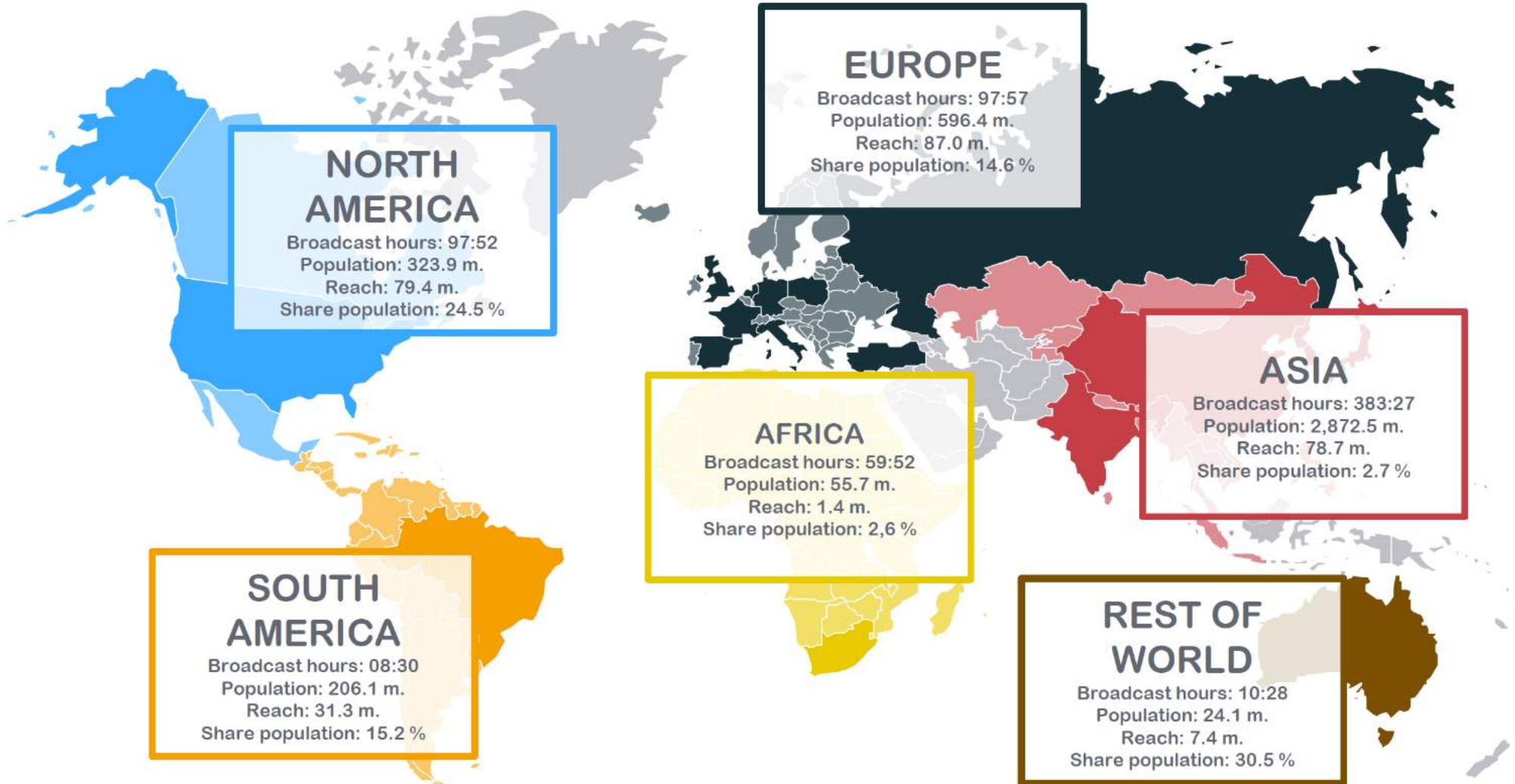
Top Line Broadcast Summary

The total coverage came to 658.1 broadcast hours reaching a unique viewership of over 285 m. people having watched at least 5 minutes of Olympic Golf coverage. This means that 7% of the population watched a significant amount of Golf coverage.



Worldwide Television Coverage

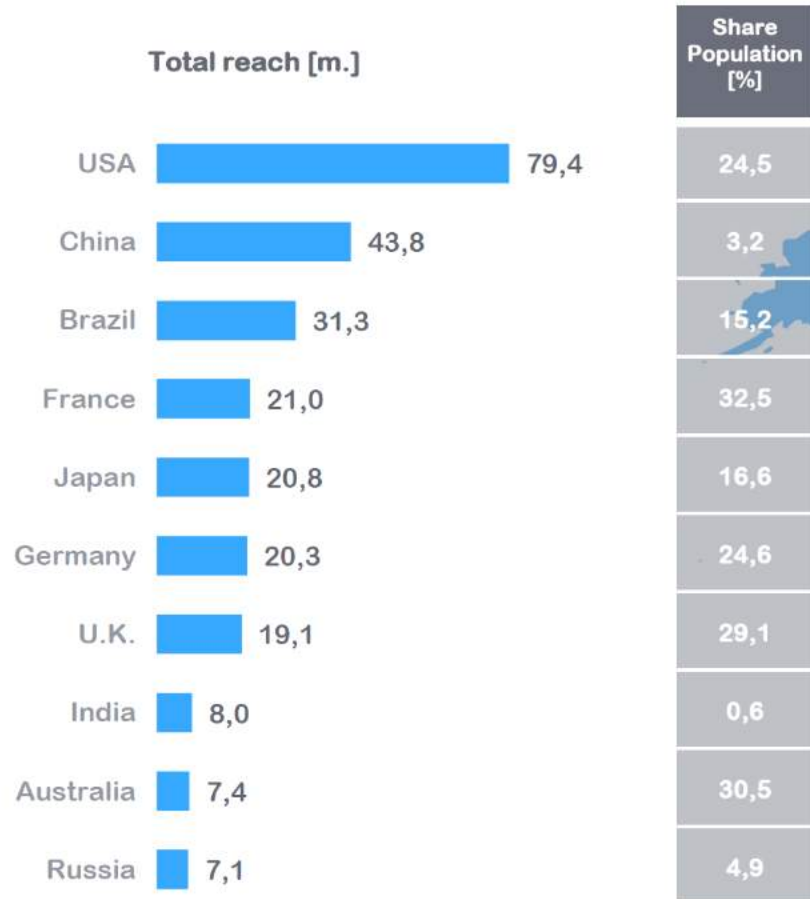
Global Broadcast



The way Golf was presented in many of the markets –frequent switches to the live coverage, when there was a break in other competitions –led to good reach figures, despite the fact that in some core markets (e.g. Germany, France and Spain) the overall coverage was less than 10 hours.

Worldwide Television Coverage

Total Reach Top Ten Markets



The highest rated match was –not surprisingly–the Final Round of the Men’s Competition which reached 9.2 m. viewers on average in the USA. It was broadcasted at a very favourable time slot on a Sunday and the battle between Rose and Stenson and Kuchar’s bronze medal captivated the American audience.

The highest audience for any single Golf broadcast was 57.623 million viewers in China

The average minute of Golf coverage was seen by 34.268 million viewers globally

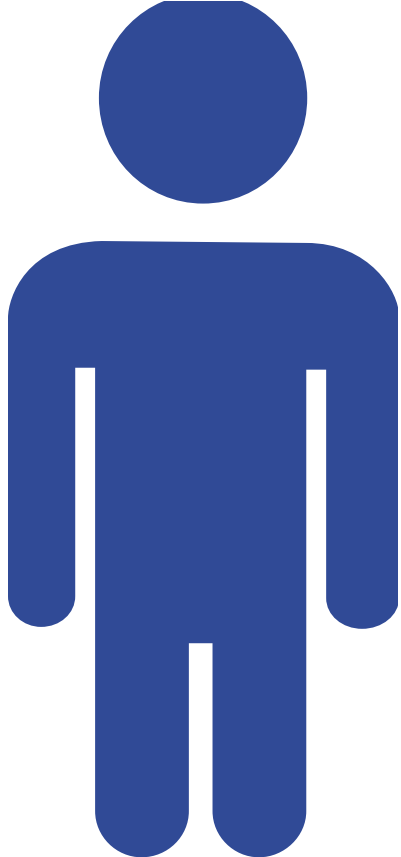


Growing Golf Among Women and Youth

Growing Female Fan Engagement

Top 10 Olympic Sports / Disciplines – Gender Mix

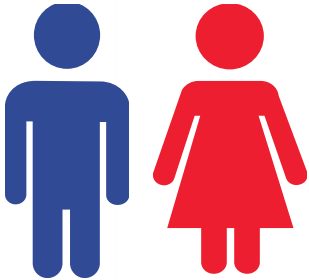
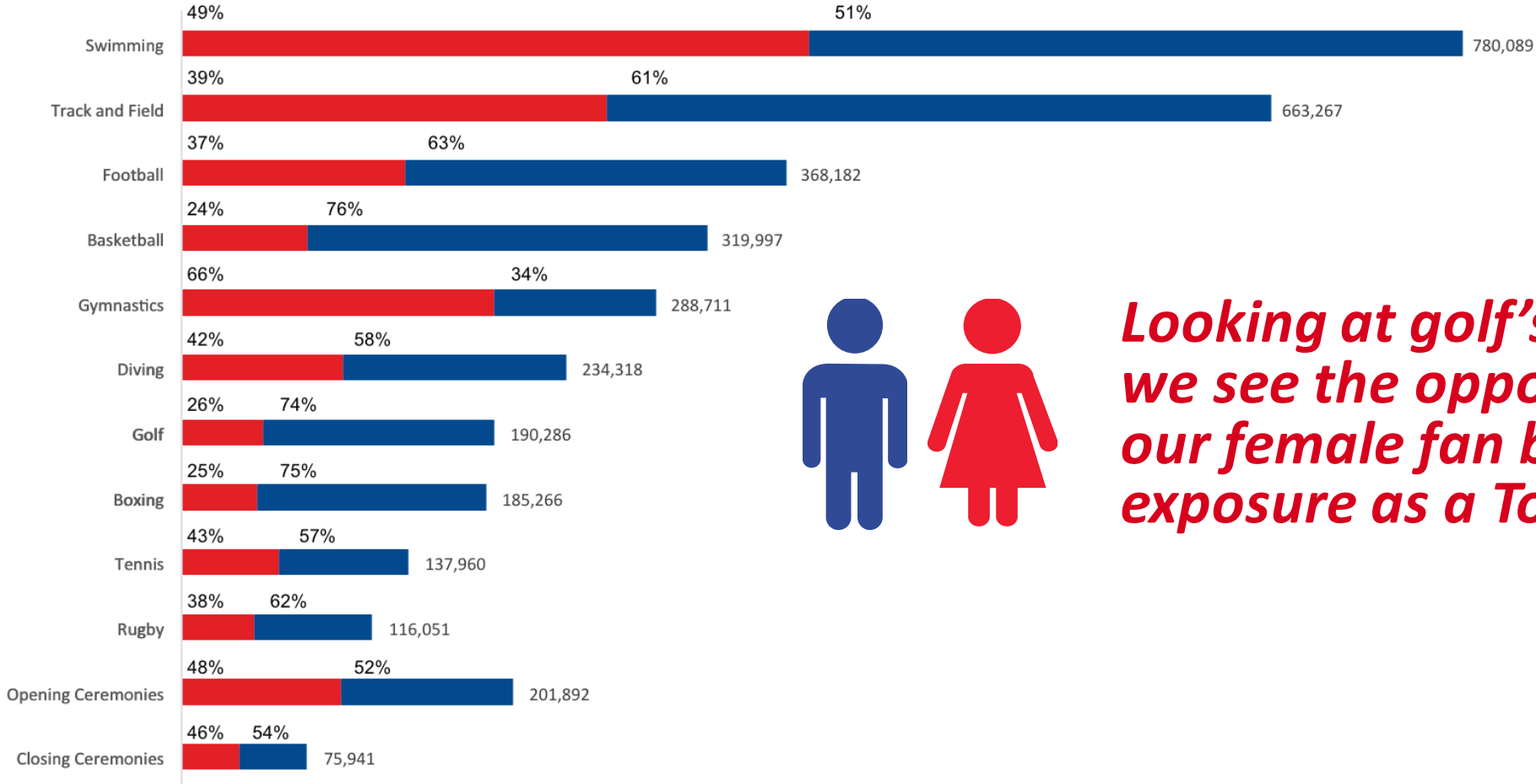
59%
Male



41%
Female

Gender Mix Fan Engagement

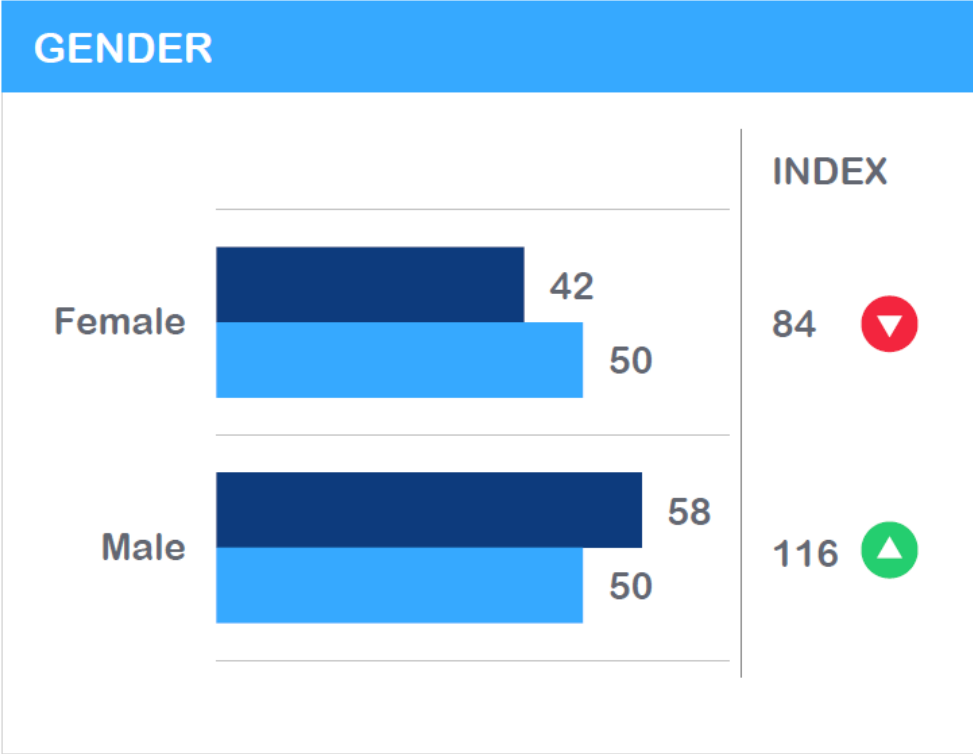
Top 10 Olympic Sports / Disciplines (plus Opening / Closing Ceremonies) – Gender Mix



Looking at golf's gender mix, we see the opportunity to grow our female fan base with increased exposure as a Top 10 sport

Television Audience Reach & Demographics

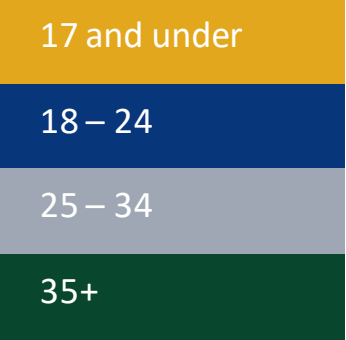
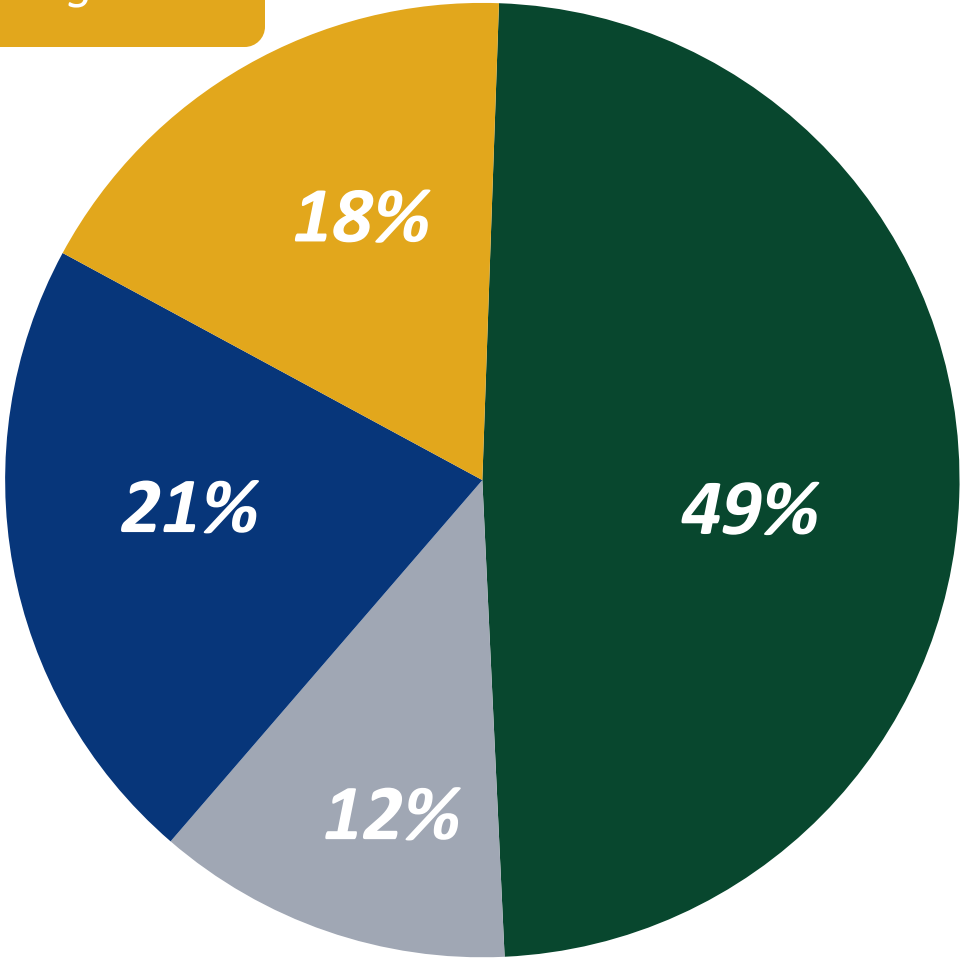
Television Audience Gender



- Consumer demographics Golf 2016
- Average demographics 2016

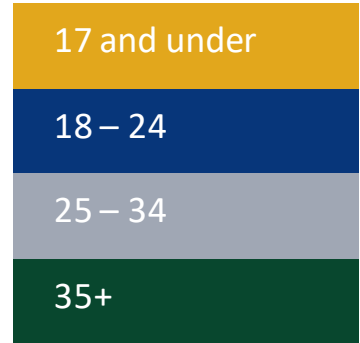
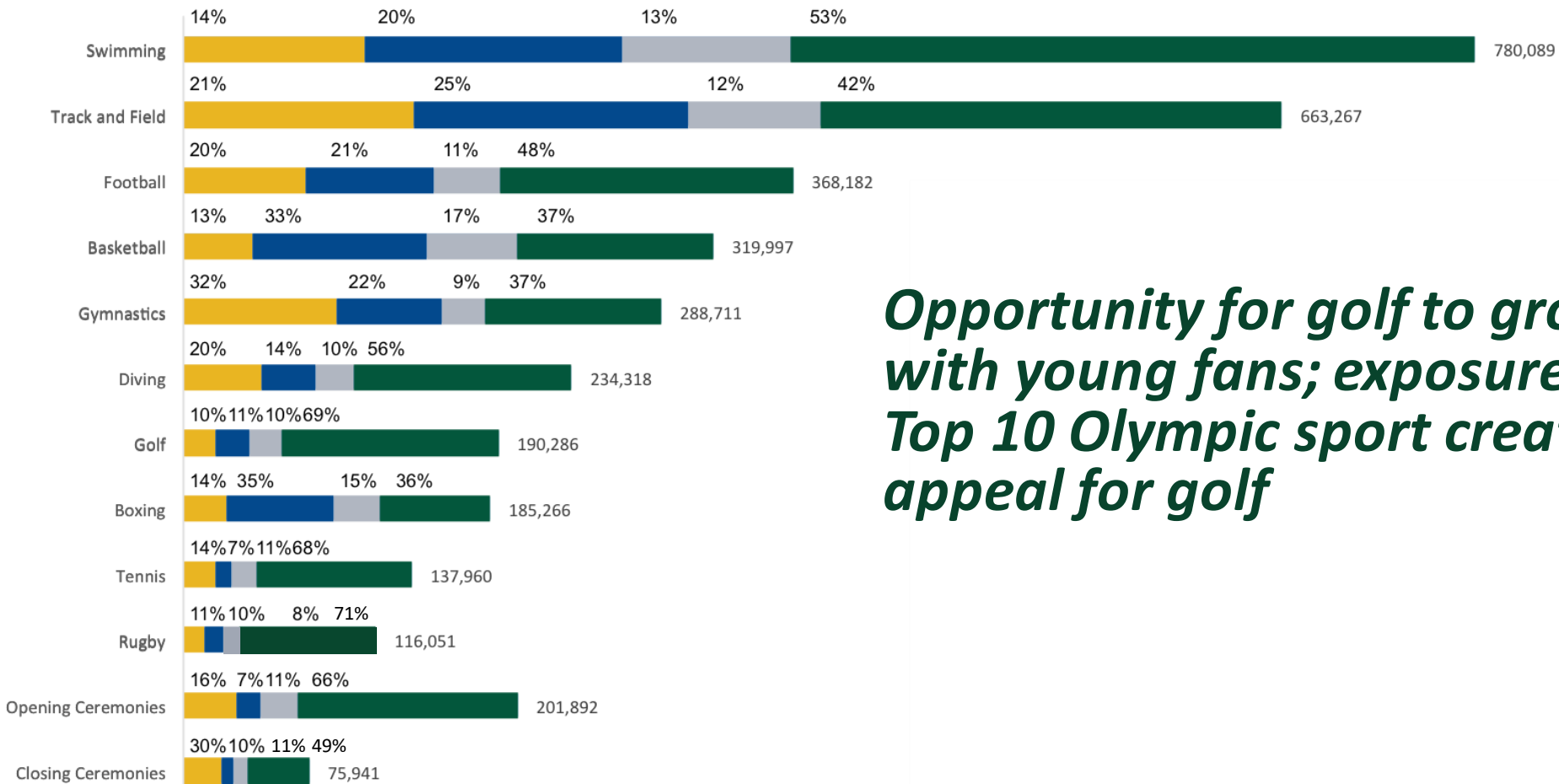
Growing Young Fan Engagement

Top 10 Olympic Sports / Disciplines – Audience Age



Audience Age Fan Engagement

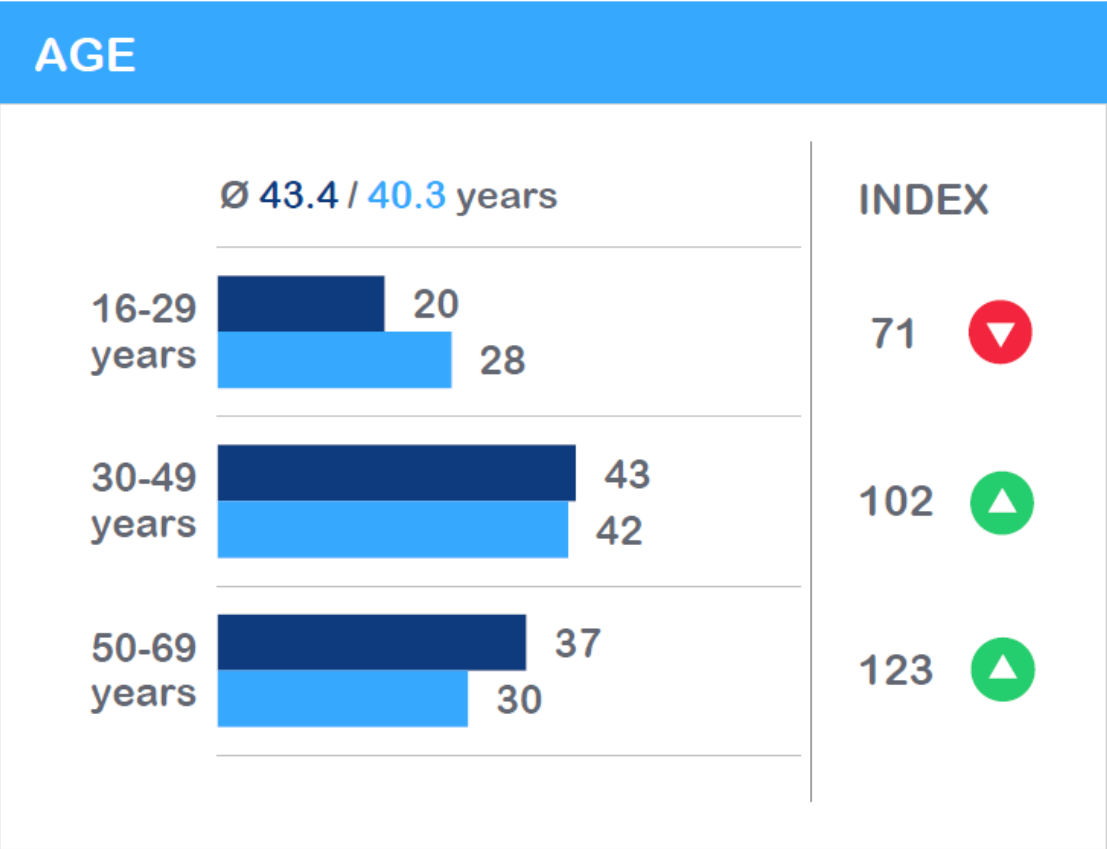
Top 10 Olympic Sports / Disciplines (plus Opening / Closing Ceremonies) – Audience Age



Opportunity for golf to grow engagement with young fans; exposure from being a Top 10 Olympic sport creates aspirational appeal for golf

Television Audience Reach & Demographics

Television Audience Age

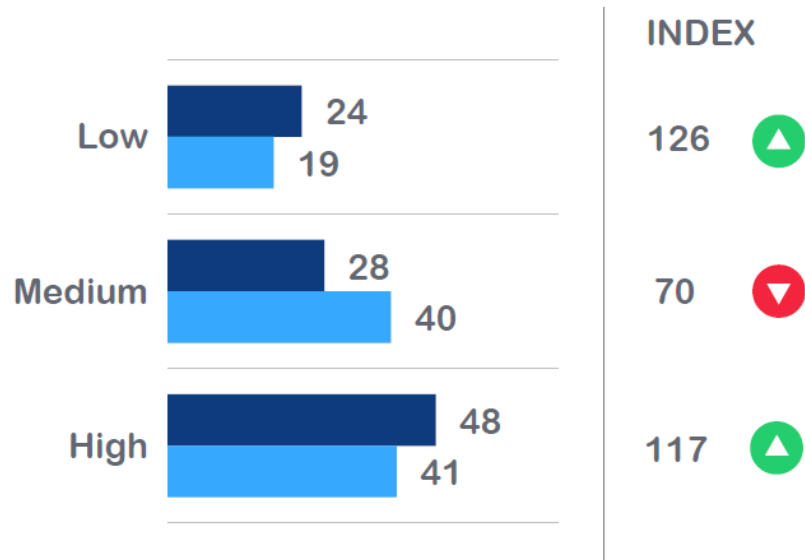


- Consumer demographics Golf 2016
- Average demographics 2016

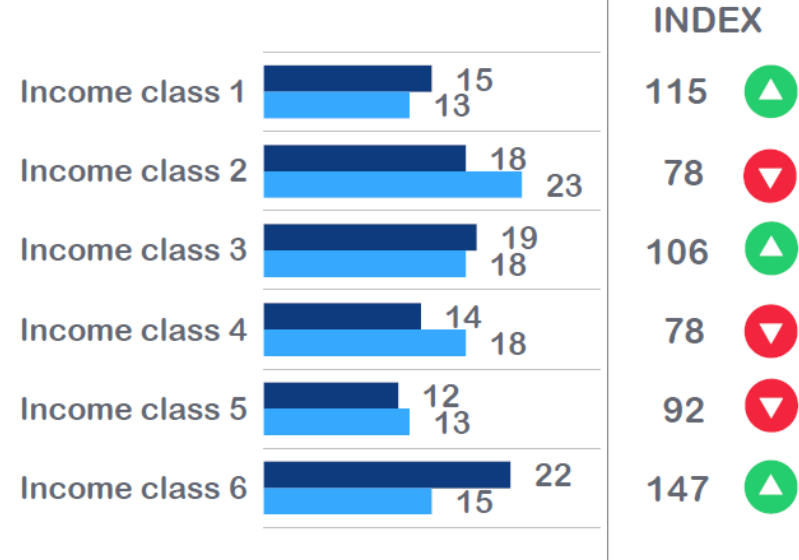
Television Audience Reach & Demographics

Television Audience Education & Household Income

EDUCATION LEVEL



MONTHLY NET HOUSEHOLD INCOME



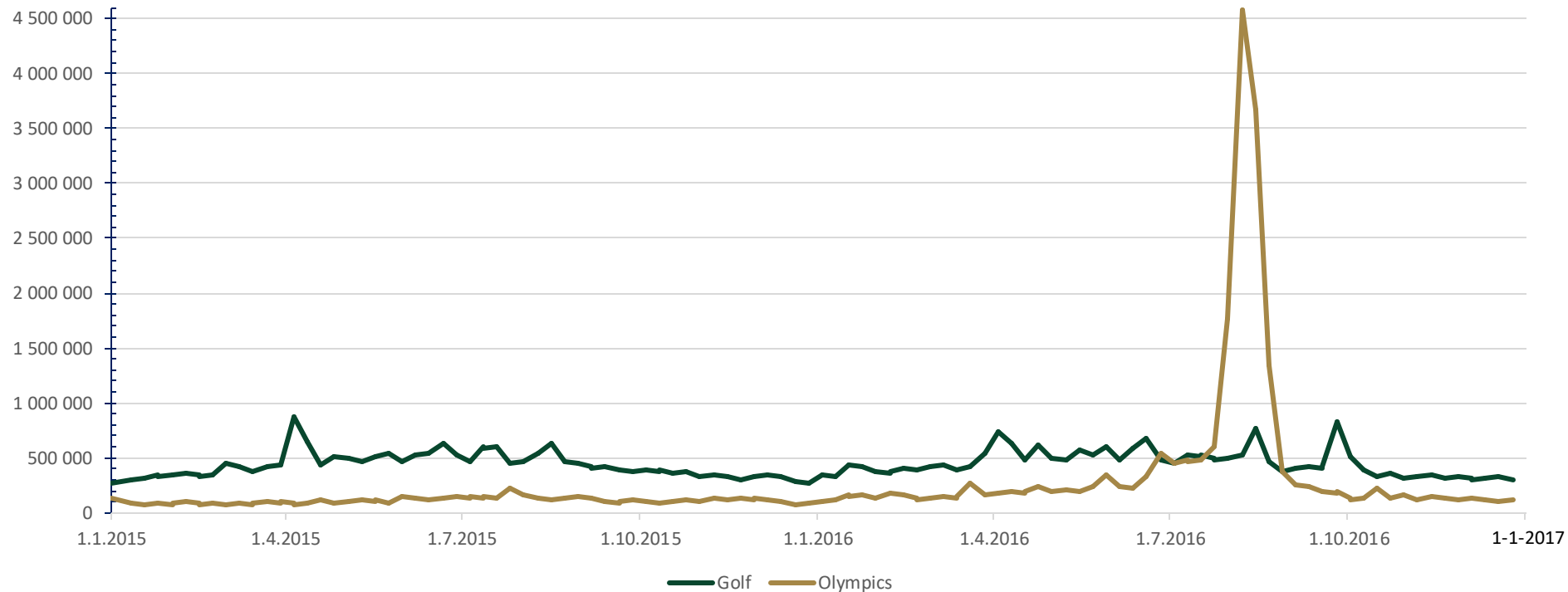
■ Consumer demographics Golf 2016

■ Average demographics 2016

Synergy Between Golf and the Olympics

Golf's strong year-over-year fan interest and engagement is a valuable audience that can be leveraged to ensure fan interest and engagement remains high between each Olympiad.

The spike in fan engagement and interest around the Olympics presents a great opportunity for golf to spread awareness, understanding and inspire interest among those unfamiliar with golf.





***Building Towards Tokyo 2020
& Beyond***

Opportunity for Golf

Grow popularity of golf within Olympics

- Target to be 6th ranked sport in 2020 (ahead of Diving)
- Target to be 5th ranked sport in 2024 (ahead of Gymnastics)

Grow awareness, understanding and interest amongst women and youth

- Leverage Olympic platform, social media and paid media
- Target to increase to be gender neutral and decrease age breakdown for 2020

Inspire participation during Olympic Games

- Develop & Implement initiatives to attract new fans and viewers watching golf to try golf during the Games period at golf facilities around the country

Maximise broadcast hours and viewership of Olympic golf

- Work with Olympic Rights Holder to maximise airtime of Olympic golf and jointly promote viewers to the telecast for 2020
- Target to increase audience reach and population share for 2020

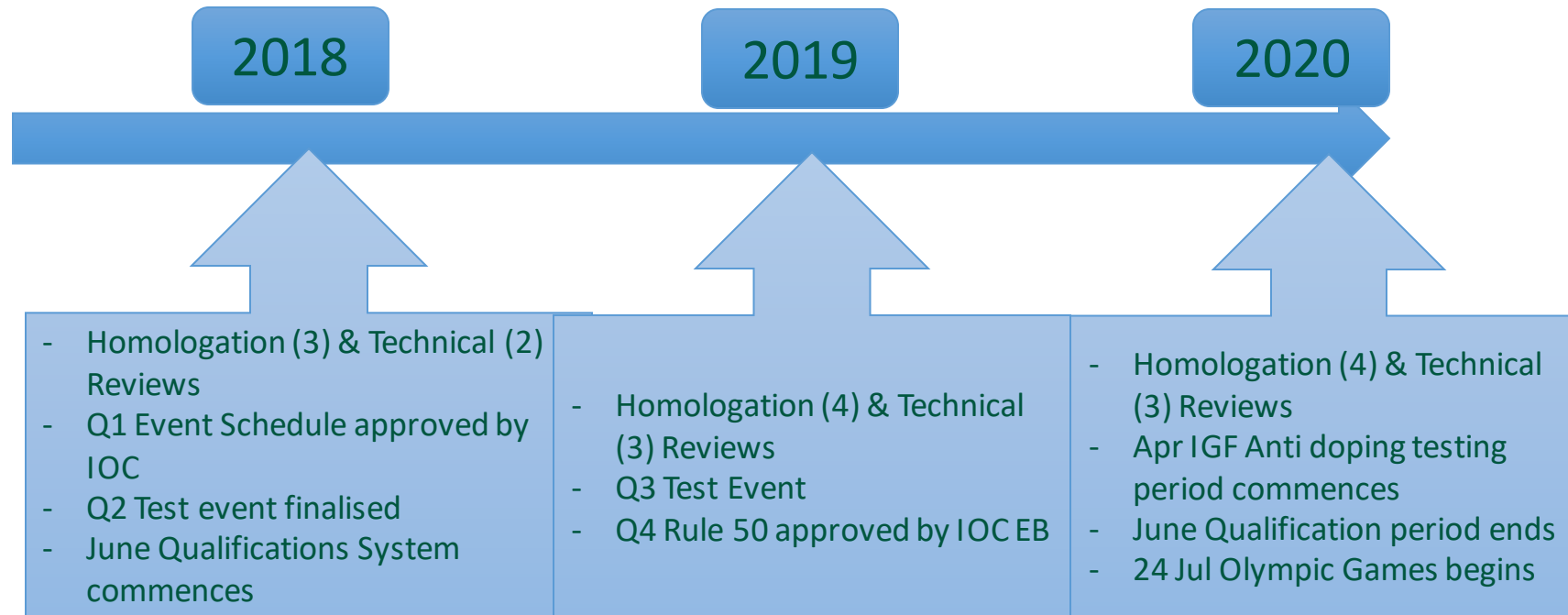
An aerial photograph of a city and a golf course, overlaid with a dark green tint. The city features several high-rise apartment buildings and a mix of residential structures. In the foreground, a large, well-maintained golf course is visible, with a prominent pond and various green fairways and sand traps. The background shows a range of dark, forested mountains. On the left side of the image, there is a vertical column of semi-transparent gold circles of varying sizes. The text "Road to Tokyo" is centered in a white, italicized font, with a thin white dotted line underneath it.

Road to Tokyo

Tokyo Timelines



Date of Games - Fri 24 July – Sun 9 August 2020



Venue

Kasumigaseko Country Club

Kasumigaseki Country Club is a private golf course in Kawagoe, Saitama, Japan.

The course is 71 km from the Olympic Village and travel times are expected to be approximately 60 mins



Venue

Kasumigaseki Country Club

*1929 East Course, first laid out by
Shiro Akaboshi and Kinya Fujita*

*1930 redesigned by Charles H.
Alison*

2016 redesigned by Fazio Design



Events

Two events – Men’s and Women’s 72-hole individual stroke play event

In case of a tie for either first, second or third place, a sudden death playoff will determine the medal winner(s).

EVENT	MEDALS			
	GOLD	SILVER	BRONZE	TOTAL
Men - 60 athletes	1	1	1	3
Women - 60 athletes	1	1	1	3
TOTAL - 120 athletes	2	2	2	6



Competition Schedule



SPORT / DISCIPLINE	24-Jul	25-Jul	26-Jul	27-Jul	28-Jul	29-Jul	30-Jul	31-Jul	1-Aug	2-Aug
	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun
Olympic Day	0	1	2	3	4	5	6	7	8	9
GOLF		Training Sessions	Training Sessions	Training Sessions	Training Sessions	Training Sessions	Men Prelim.	Men Prelim.	Men Prelim.	Men Final
				3-Aug	4-Aug	5-Aug	6-Aug	7-Aug	8-Aug	9-Aug
				Mon	Tue	Wed	Thu	Fri	Sat	Sun
Olympic Day				10	11	12	13	14	15	16
GOLF				Training Sessions	Training Sessions	Women Prelim	Women Prelim	Women Prelim	Women Final	

Men's & Women's Competitions			
	First Tee Time	Last Tee Time	Finish
Rounds 1, 2, 3	7.30am	11.00am	4.00pm
Round 4	7.00am	10.30am	3.30pm



Qualification System



Top-15 from world rankings with limit of 4 players per country, thereafter from countries not already having players qualify with limit of 2 players per country.

Men's Qualification period -1 July 2018 – 22 June 2020

Women's Qualification period 8 July 2018 – 29 June 2020.



NOC Selection



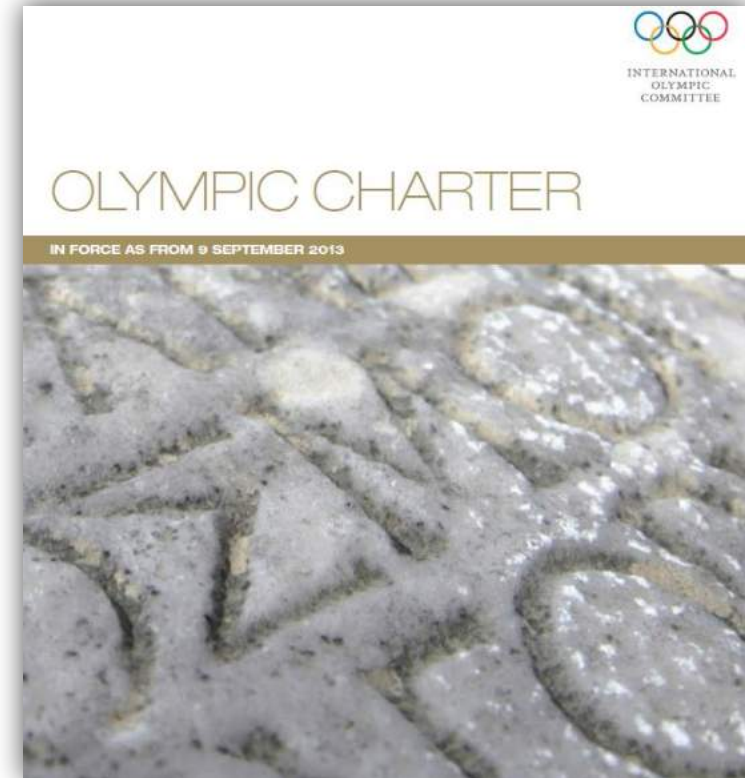
In Accordance With Olympic Charter

“The NOCs have the exclusive authority for the representation of their respective countries at the Olympic Game.

“.. send competitors, team officials and other team personnel to the Olympic Games

Therefore it is the National Olympic Committee who selects the Team

Athletes sign an agreement with the NOC and IOC agreeing to comply with Olympic Charter , rules of NOC and IF and allow filming and use of image.



Athletes Commission



Members

Athletes Commission Members for Tokyo 2020 Games

Suzann Pettersen (NOR)

So Yeon Ryu (KOR)

Alena Sharp (CAN)

Thongchai Jaidee (THA)

Henrik Stenson (SWE)

Matt Kuchar (USA)



Athlete Education

On going Education of Athletes , IGF members and NOCs

- **Players Guide**
- **Competition regulations**
- **Anti Doping Handbook**
- **WADA Webinair sessions on ADAMS**
- **Conference call with every IGF member and NOC team leader**
- **Player & Agent Information seminars**



Challenges



Distance

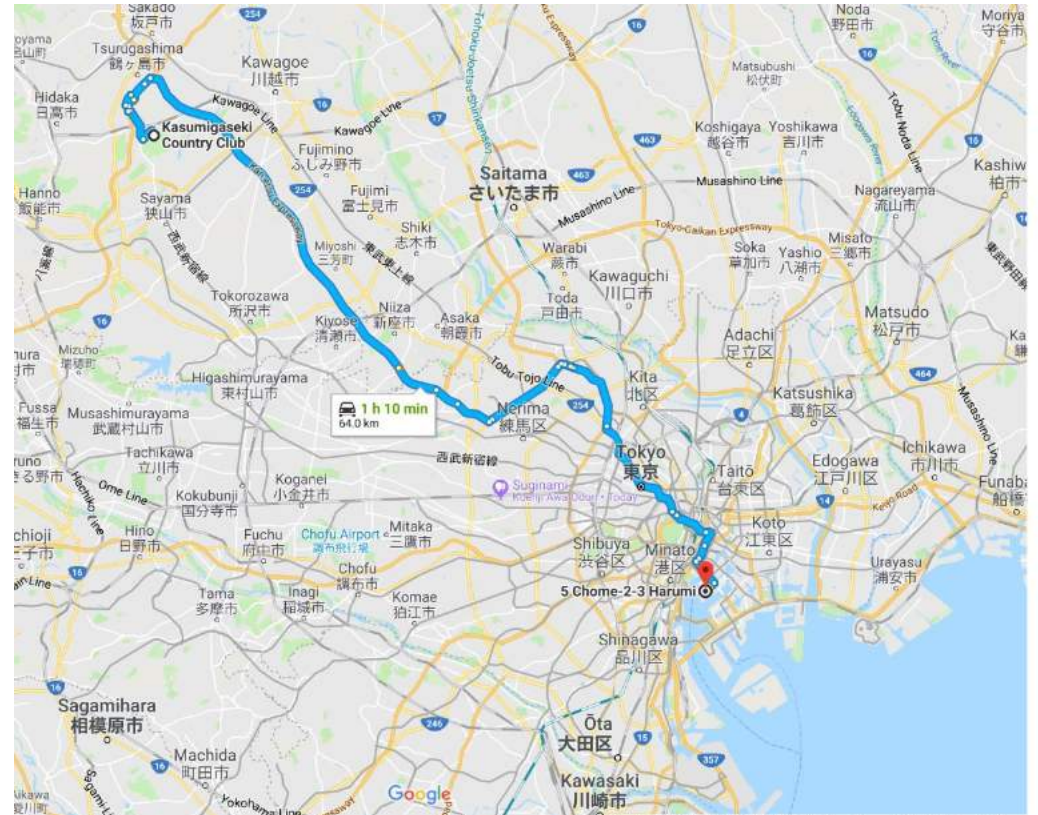
Venue distance from Tokyo centre and Olympic Village

Accommodation

Limited alternative athlete accommodation located near the course

Athlete Experience

Ability for athletes to move around Tokyo and watch other Olympic events



Challenges



Heat

Tokyo can experience extreme temperatures

Early tee times -730am first tee

IGF Medical Commission considering health and safety guidelines for implementation

Rule 50

Identifications and marks on sports uniforms and equipment

IGF has recommended to IOC that the generic rules be applied to golf

No special clauses!



Management of the Olympic Project

IGF Approach

Establish Project Plan with Tokyo 2020 and IGF deliverables

Monitoring of Project Plan

Regular IGF/ Tokyo 2020 calls

Joint issue tracker

Quarterly Project Review visits

Quarterly Homologation visits

Other adhoc meeting / calls when required

Provide Education, Expertise & Support

Define Event Service Levels & Sport Equipment Requirements

Web based Venue Operational Planning tool

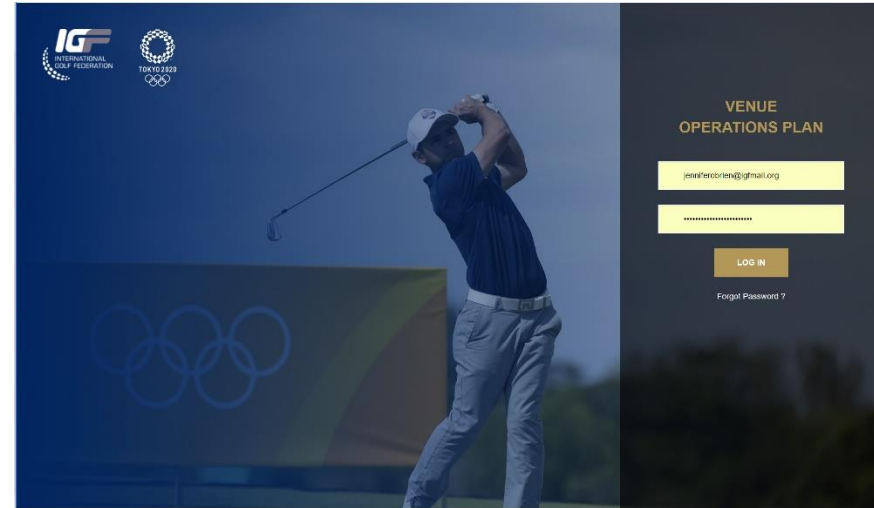
Level 1 & Level 2 Rules Courses

Agronomy Advice on Course Maintenance & Preparation

Secondment of staff into OCOG roles

Scoping & User Acceptance Testing of Scoring System

Attendance and defined role at OCOG Test Event



Delivery of the Olympic Games

IGF Competitions Committee

Membership consists of all Major Championship Directors & Heads of PGA Tour, European Tour, LPGA and LET Tournament Operations

Recommend Events & Qualification System

Develop Championship Regulations & Local Rules

Selection of Referees

Course Set Up



Delivery of the Olympic Games

Anti - Doping

IGF manages the Registered Testing Pool for the Olympic Games Athletes

In cooperation with the Tours and National Anti Doping Agencies conducts tests on all qualified athletes prior to the Games

For Rio2016 Olympic Games 298 urine sample tests and 16 blood test were carried out

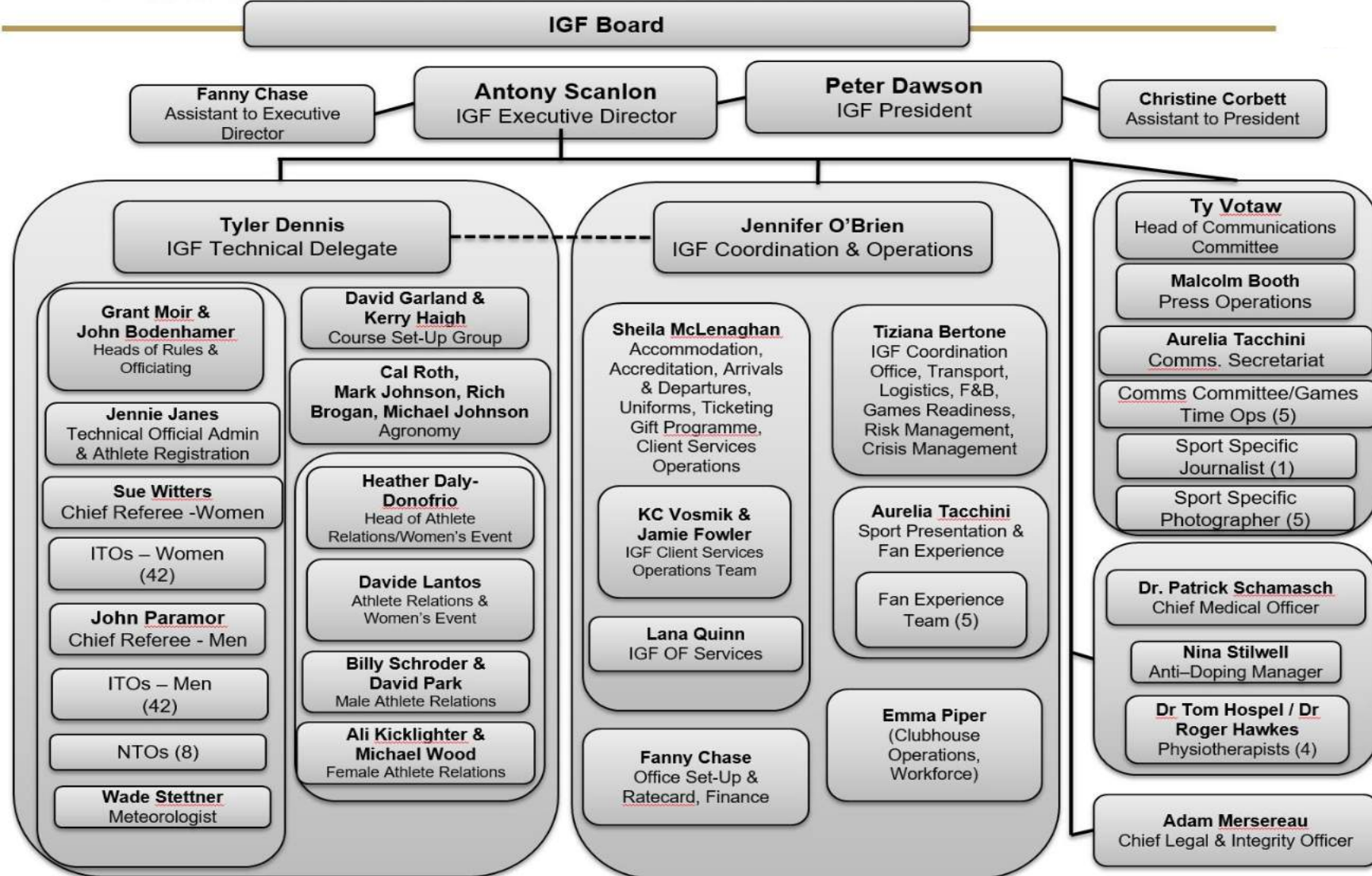


Delivery of the Olympic Games



IGF On Site Presence

RIO 2016 OLYMPIC GAMES – IGF OPERATIONAL ORGANISATION



Delivery of the Olympic Games

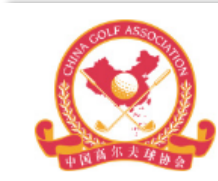


Referees / International Technical Officials

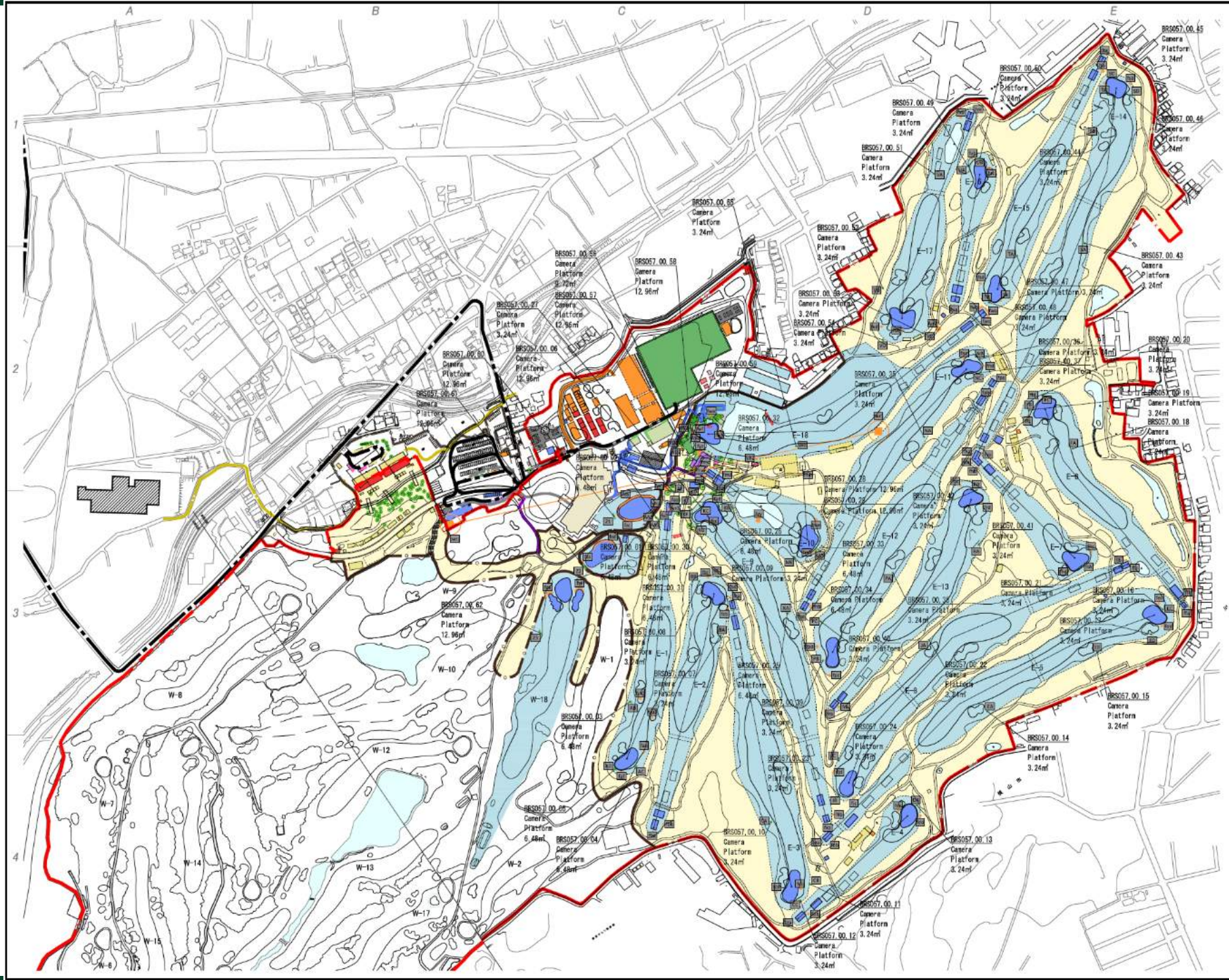
Total number of ITO's = 85

Total number of NTO's = 8

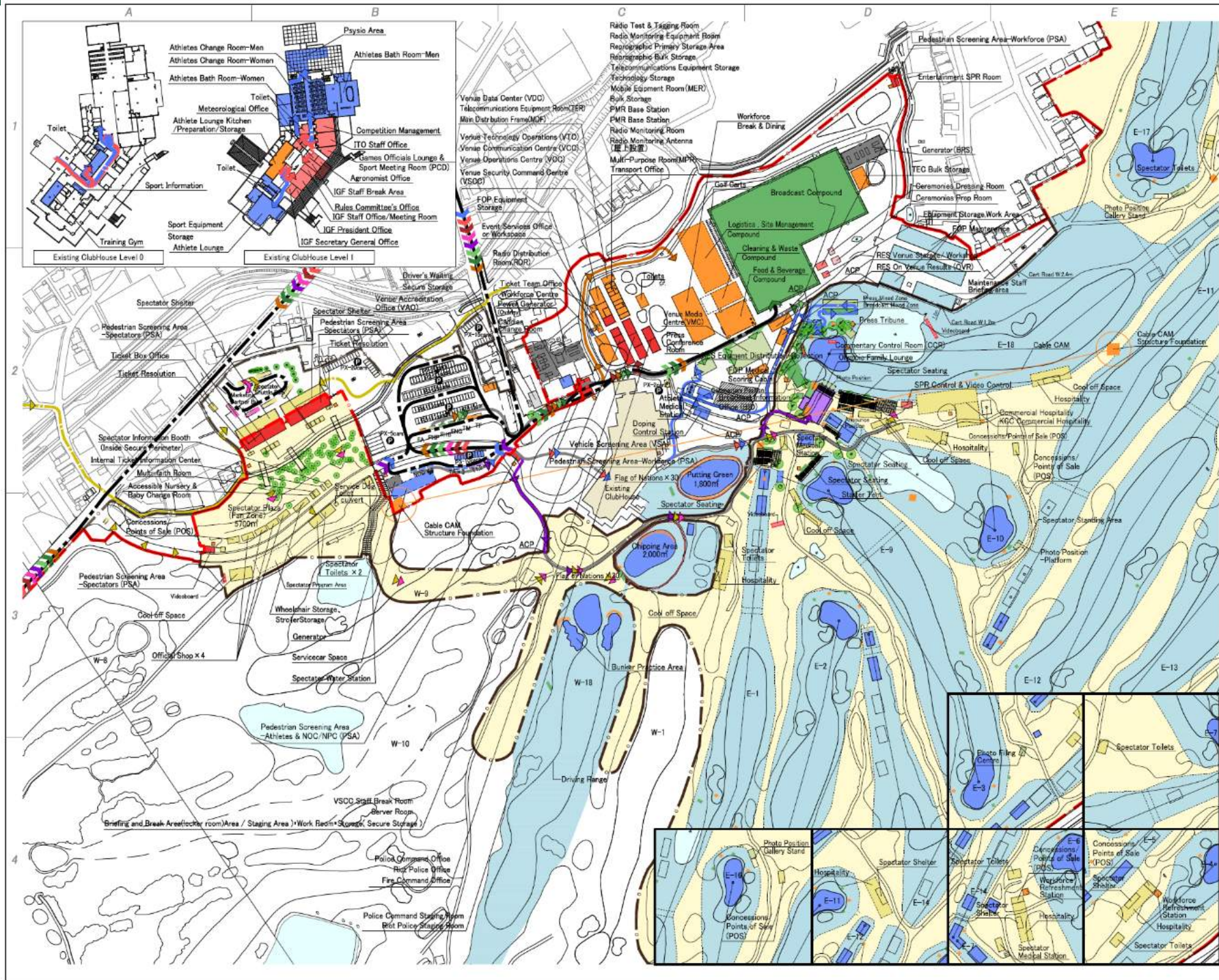
ITOs & NTOs from 28 Organisations



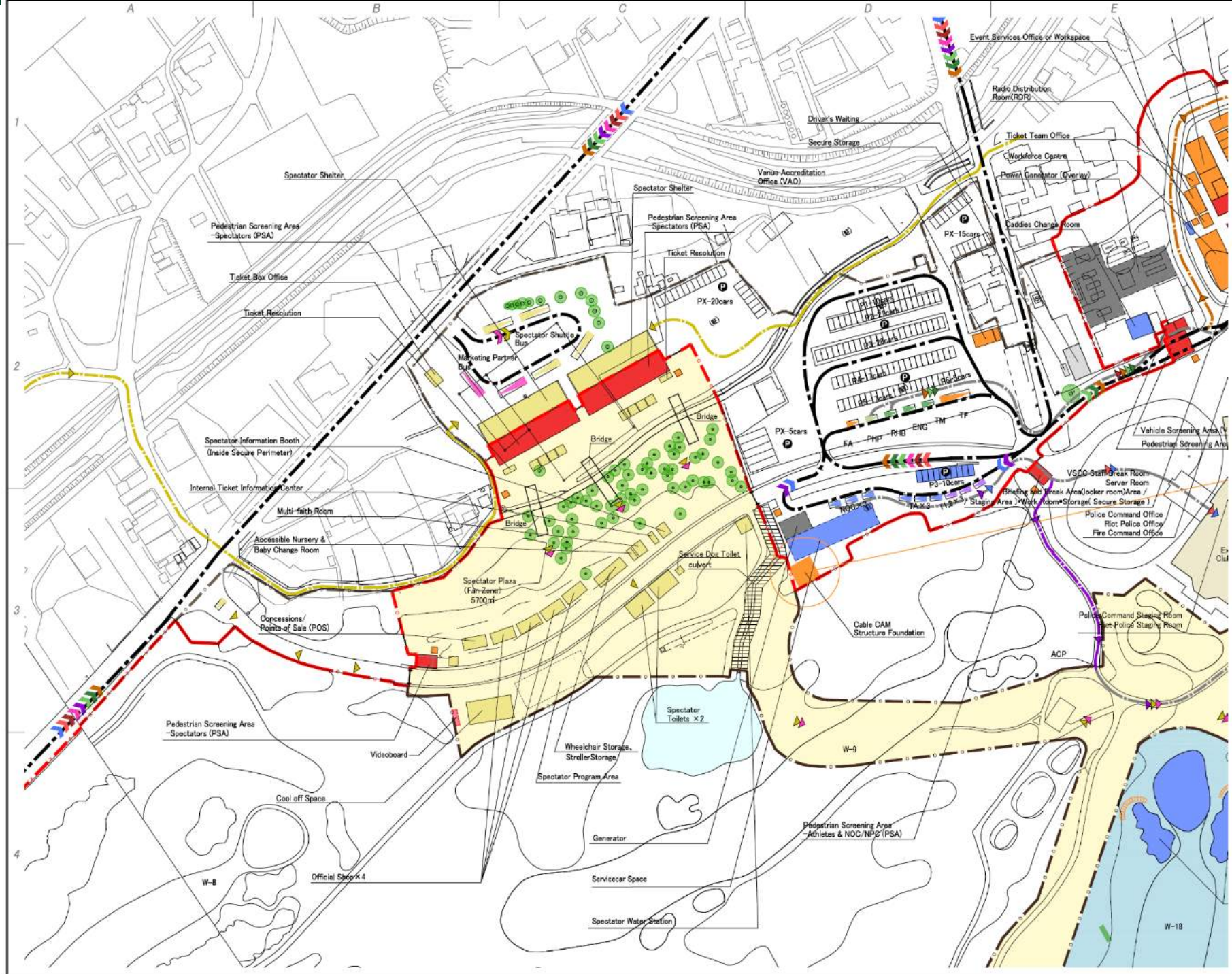
Current Overlay Design



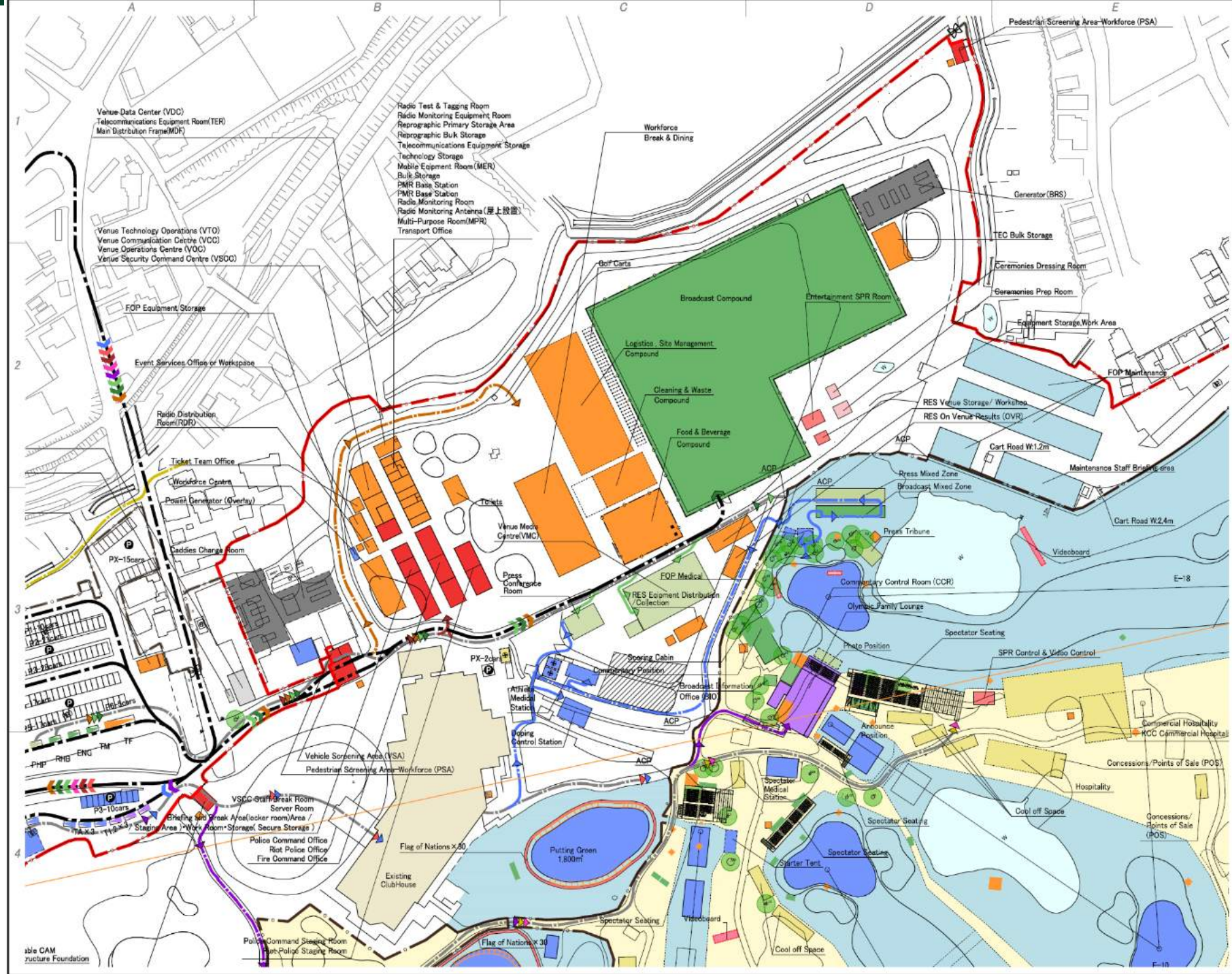
Current Overlay Design



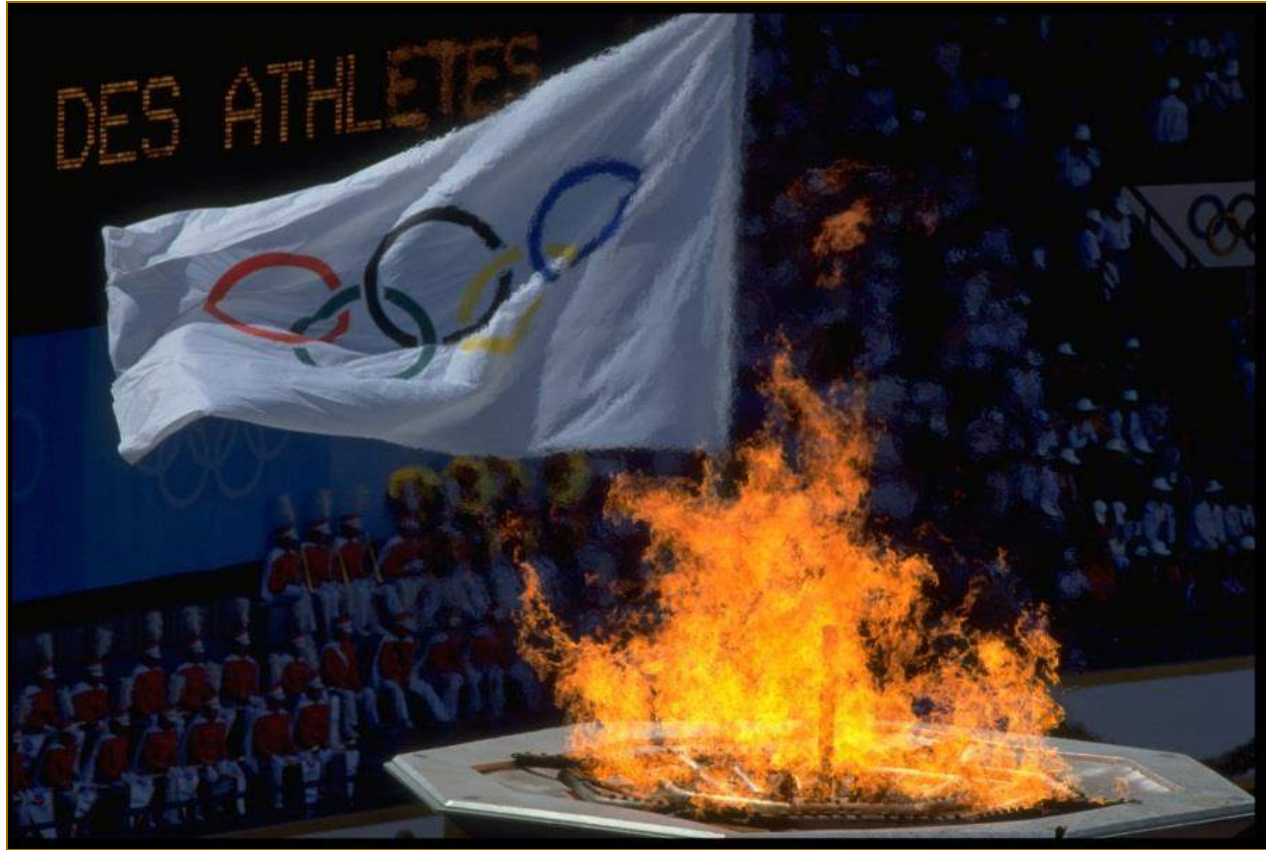
Current Overlay Design



Current Overlay Design



Just 609 Days Away!



Questions

