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Pga Golf: Is Sunday Made For Tu

Introduction

This case study deals "PGA Golf: Is Sunday Made for TV" with the strategic and the financial considerations involved in staging professional golf tournaments, specifically the effect of broadcasting on viewership, sponsorships, and overall revenue of the tournament.

Impact

Television is a huge factor in creating the way the PGA Tour is a business model. Usually, Sunday is the days highest viewability because of the excitement in the final round. For networks and sponsors, it makes more sense to air golf events on Sundays so that they can capitalize on the most viewers' and advertising dollars.

Sponsorship

Second, PGA events are financially lucrative for sponsors because they heavily invest in them. It examines how decisions about the scheduling of the tour affect sponsorship deals, advertising slots, the financial viability on the tour. They are broadcast on a Sunday telecast, so their ads grab premium placement and sponsorship value goes up, prize money increases as well.

Conclusion

The 'PGA Golf: Is Sunday Made for TV' case illustrates how holding on to sports entertainment will result in business unprofitability. It is still important for stakeholders, broadcasters and sponsors to understand the role of television in shaping the PGA Tours future.

Resource

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