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# Turner Sports' 2019 PGA Championship Thursday Coverage Delivers All-Time Records for PGA Digital Platforms

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Friday, May 17, 2019

PGA.com, PGACHampionship.com & PGA Championship App Establish

Best-Ever Single Day Mark for Live Hours Consumed & Opening Round Record for Video Views

TNT's Coverage - Tied for Highest Rated Since 2015 - Up 13% vs. 2018

Turner Sports' extensive coverage of this year's PGA Championship on Thursday, May 16, delivered all-time records across PGA Digital assets - PGA.com, PGACHampionship.com & the PGA Championship App - and significant gains for live video consumption across all platforms.

The Turner-managed PGA suite of digital products on Thursday generated an all-time single day high for live hours of consumption, up 22% vs. 2018. This year's coverage also produced PGA.com's best Thursday on record for video views, up 27% vs. last year's opening round coverage.

TNT's opening round coverage is up 13% over last year and matched its top-rated PGA Championship opening round since 2015, based on a 0.9 overnight rating.

Additional highlights include:

Record-Setting Social Performance

PGA accounts managed by Turner Sports have generated a record 1.7 million video views across Twitter, Facebook and Instagram, up 48% when compared to the first day of the 2018 PGA Championship.

Turner's TVE Platform Sets Record Consumption

Live streaming across Watch TNT, Turner's TV Everywhere platform, established a new high for its opening round coverage and delivered a nearly 50% lift in video consumption vs. 2018.

Today's exclusive second round coverage from Bethpage Black Course in Farmingdale, New York will feature defending champion and current leader Brooks Koepka, four-time winner Tiger Woods, 2018 Open champion Francesco Molinari and Rickie Fowler starting at 1 p.m. ET on TNT. The network will also present live coverage on Saturday and Sunday, May 18-19, from 11 a.m.-2 p.m.

Sources: Arianna, Adobe Analytics, Facebook Insights, Twitter Analytics, CrowdTangle