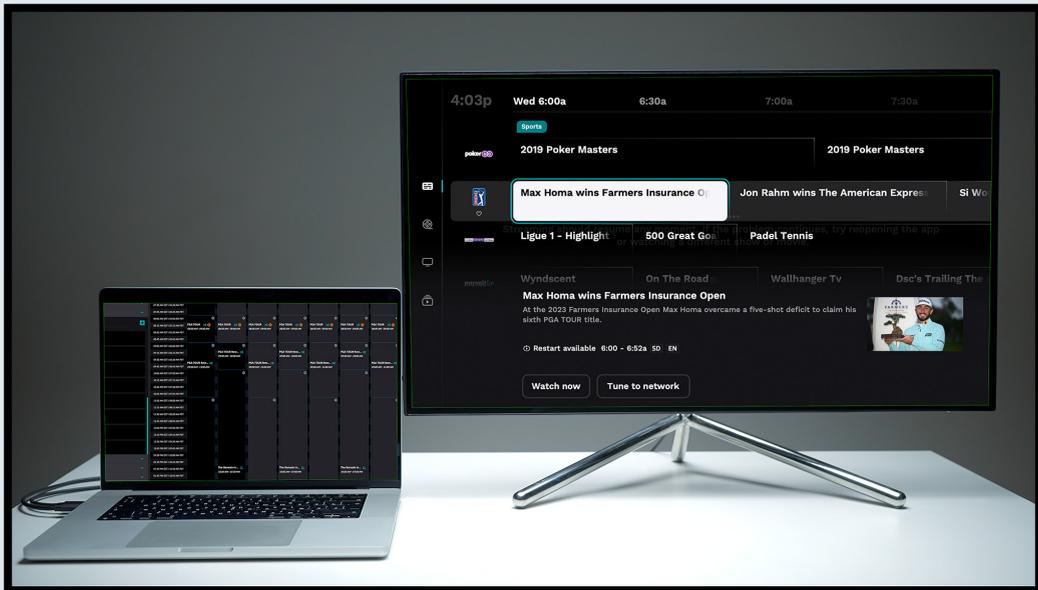


# xumo



## The Content Management System Built for FAST

Driving engagement for the PGA TOUR through enhanced linear programming

## BUSINESS REQUIREMENTS

The PGA TOUR was looking for a personalized programming experience to aid their rapidly growing FAST channel. In addition to more precise programming schedule, the PGA TOUR wanted to continue increasing unique viewership, and amplify time spent on their channel. The PGA TOUR participated in our CMS beta program to accomplish their programming goals.

“Xumo Enterprise’s CMS solution has been a great asset for us, giving us a simple way to nimbly program and manage our FAST channel as an extension of our broader storytelling efforts.”

*Tom Jeffs, Vice President of Media Business Development, PGA TOUR*



## SOLUTIONS

The PGA TOUR was granted exclusive access to the CMS from Xumo Enterprise to program their linear FAST schedule on Xumo Play for nine weeks.

Because of the ease of use, the PGA TOUR delivered brand new programming and introduced a new weekly 22-minute series, "The CUT" for consumption on the PGA TOUR channel on Xumo Play.

The PGA TOUR was able to better execute against their programming schedule for "PGA TOUR Rewind" blocks.

When comparing the nine weeks post programming to the nine weeks prior, the PGA TOUR experienced significant increases against their goals.

**+137%**

Unique Assets Viewed

**+40%**

Total Hours Streamed

**+13%**

Time Per User