

GolfTraxx.com



A glimpse into the future of television golf: Sunday, October 24, 2021

Each week here at golftraxx.com we publish salutes to the Tour winners across the globe as part of our efforts to salute the professional tour champions across the world of golf.

This past weekend, on Sunday morning around 9am, if you were tracking professional tours from around the world, you had a startling revelation: *“Wait...what? It’s 9am on a Sunday morning and professional golf television viewing (except re-runs and one remaining Champions Tour event) is complete? No more LIVE coverage today?”*

As worldwide tours become more the norm, and even our US Tours are being forced to include events on those foreign stages more frequently with major winners from Japan, South Korea, and the Philippines (just in the past year), not to mention the dominance of certain tours such as the Korean Ladies Professional Golf Association (which dominated the leaderboard in the LPGA event in Busan, South Korea this past weekend and of course included Jin Young Ko’s return to world number one), we may very well find that what happened this past Sunday with regards to LIVE golf event television viewing occurs FAR more regularly.

Here on the west coast, virtually all other Tours occur hours earlier due to time zone shifts. If you’ve ever watched televised professional golf on foreign soil you’re already aware of what I mean. On Sunday there, the events in the US haven’t happened yet. But here in the US, this weekend demonstrated how on the world stage.

This presents an interesting challenge for television golf. Obviously watching **re-runs** of sports isn’t nearly as exciting as watching **LIVE**, and viewership numbers bear that out. Moreover, the target television broadcast audience is FAR larger on Saturday and Sunday when most people here in US are not working than it is Monday through Friday while those same golfers are at work.

So where do you turn for updates about professional tour events when they’re already over? You could watch re-runs and **wait for hours** until the broadcasters decide to replay certain events, and/or watch golf news and find out if the aforementioned Tours even received coverage and the events you’re interested in were even mentioned in the most recent broadcast... or you could point your browser to:

https://golftraxx.com/tour_watch.php

where **in the span of 60 seconds** you’ll receive worldwide Tour event updates from golftraxx.com.

The choice is yours.

GolfTraxx is raising funds for major projects in the upcoming year. You can HELP by clicking here:

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