

LIV Golf Reaches US Broadcasting Deal



Exercise 1

Vocabulary

back

VERB

give financial, material, or moral support to

My family **backed** me up throughout the court case.

household

NOUN

two or more persons who live in the same dwelling

The whole **household** is up early.

I grew up as part of a large **household**.

stipulate

VERB

to demand that it be part of an agreement

Laws **stipulate** the maximum interest rate that banks can charge.

The contract **stipulates** that the seller pays the buyer's legal cost.

tour

NOUN

a journey through different places for business, pleasure, or education

My brother has just left Sydney for a **tour** of the world.

Exercise 2

Article

LIV Golf Reaches US Broadcasting Deal

On Thursday, LIV Golf announced a multi-year TV deal with the CW Network after what it describes as a “competitive bidding process”

The agreement includes coverage of all 14 scheduled LIV Golf events on the 2023 calendar, marking the Saudi-backed tour’s first US broadcast deal.

“This is a momentous day for LIV Golf as this partnership is about more than just media rights,” the tour’s CEO Greg Norman said in a press release.

“The CW will provide accessibility for our fans and maximum exposure for our athletes and partners as their reach includes more than 120 million households across the United States.

“We’re very proud to note how consequential it is that a league that has only existed for one year has secured a full broadcast deal in its debut full league season.”

During LIV Golf’s controversial debut season in 2022, events were broadcast on the organization’s own YouTube channel and website.

The new broadcast deal stipulates action on the Saturday and Sunday of each tournament will be available to watch on the network itself and the CW app, while Friday play will be restricted to the CW app only.

Airing the opening round on Friday, LIV Golf events with 54 holes will air on Saturday and Sunday—a total of three days, as opposed to the 72-hole, four-day events on the PGA Tour and DP World Tour.

“Our new partnership between The CW and LIV Golf will deliver a whole new audience and add to the growing worldwide excitement for the league,” said Dennis Miller, president of the CW network.

“With CW’s broadcasts and streams, more fans across the country and around the globe can partake in the LIV Golf energy and view its innovative competition that has reimagined the sport for players, fans and the game of golf.”

The series has retained its on-air announcers from the 2022 season, headlined by Arlo White, David Feherty and Jerry Foltz.

Exercise 3

Question

1. Which country will have the first US broadcast to support?
2. What contains the deal regarding the airing of the program?
3. What is the expected output of collaboration with CW Network?

Exercise 4

Discussion

1. What are the most common themes of a broadcast?
2. Do you think it's an effective way of marketing? Why?
3. What are the possible pros and cons of running a broadcast?

Exercise 5

Further Discussion

1. Do you prefer broadcast or podcast? Defend on your answer.
2. Do you know any shows or persons who created big names in broadcasting?
3. What are your favorite broadcast shows?
4. Did you consider starting your own broadcast/podcast?