

GolfZoog^{le}.ca

Changing the way you watch golf

GolfZoog^{le} BETA 2021 Case Study

In cooperation with



Introduction

In 2021, GolfZoogole cooperated with the Great Lakes Tour to Livestream three major Professional Golf Tournaments in Canada, GolfZoogole allows families, friends and golf fans to enjoy professional play from anywhere in the world. The three-event test was labeled as the GolfZoogole Beta and would act as a proof of concept as well as an exploratory project to further enhance the viewer experience and reach for these tournaments.

Tournaments chosen as part of the GolfZoogole Beta:

1. The 2021 Southern Ontario Open — *Port Dover Golf Club, Port Dover, ON*
2. 2021 Omnium Machinex Open — *Laurier Golf Club, Princeville, QC*
3. Sani-Marc Desjardins Canada Cup — *Victoriaville Golf Club, Victoriaville, QC*

The logo for the Southern Ontario Open features the word "SOUTHERN" in small, spaced-out capital letters above "ONTARIO". The "O" in "ONTARIO" is replaced by a green flag on a black pole. To the right, the word "OPEN" is written in a large, bold, green sans-serif font.

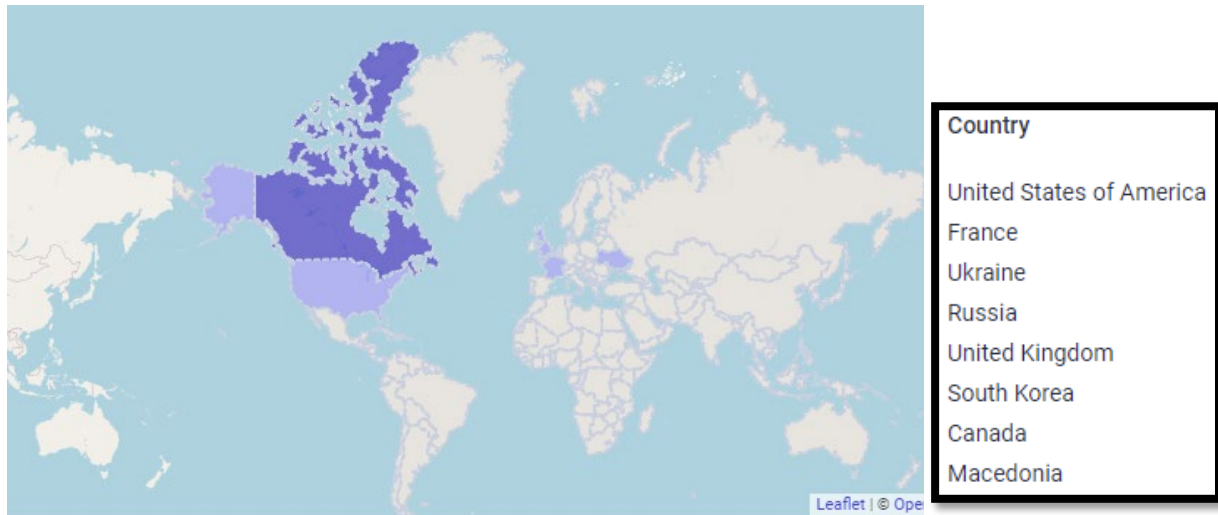
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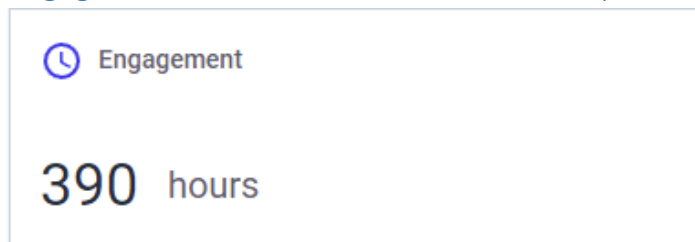
GolfZoogle Beta Platform Analytics

The platform chosen to livestream the three tournaments was Dacast since it allowed for a **paywall feature**. This means that every user had to purchase a viewer pass to watch the event online. Viewer passes were distributed at the event for families and friends and online discount codes were provided via social media and physical coupons.

Viewer locations – Graphical map of user concentration



Engagement – total hours watched on the platform (includes live and post)



GolfZoogle streamed a total of 8 days of tournament play as such:

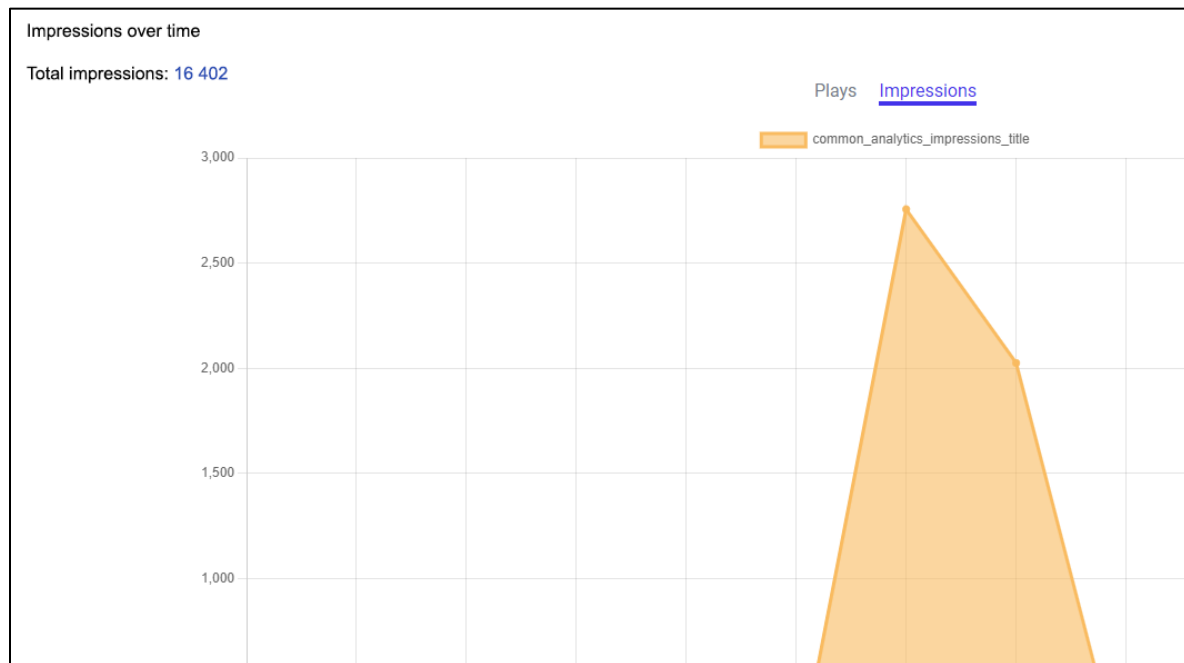
Southern Ontario Open: 2 days for a total of 18 hours

Omnimum Machinex Open: 2 Days for a total of 19 hours

Canada Cup: 4 Days for a total of 48 hours

390 hours — This includes **initial viewing and replays** of past streams after the stream was uploaded to the “past streams” portion of the platform. In most cases, players would go watch the play after the tournament since they could not watch it live while they were playing.

Impressions

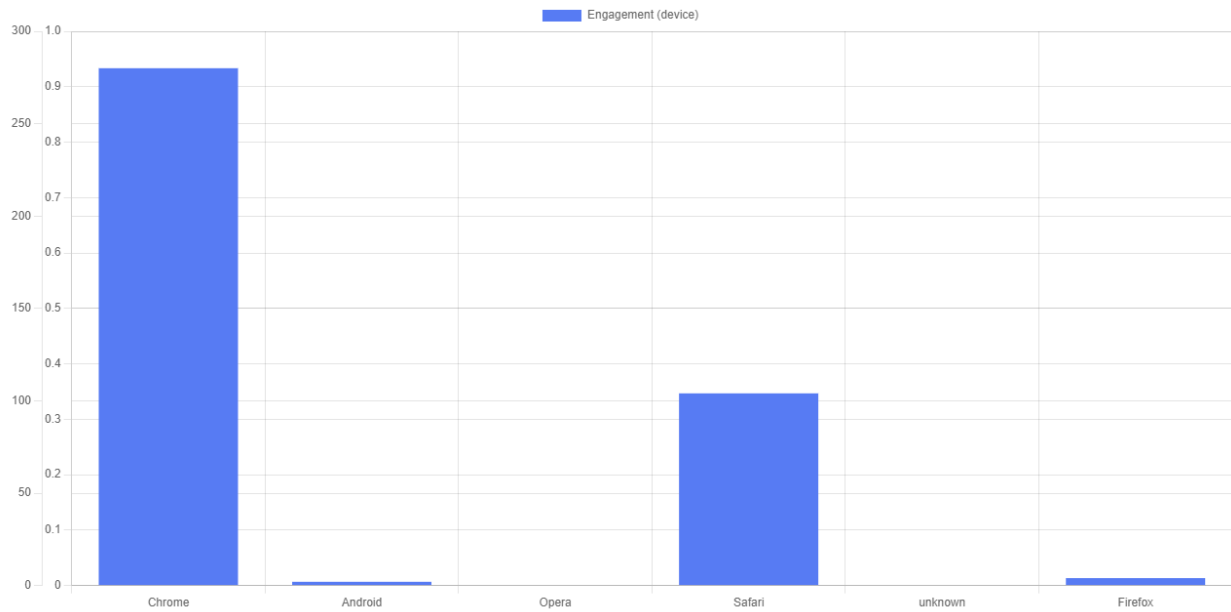


Over the course these three events, the platform has recorded a total impressions count of 16 402 viewers — this includes people that purchased a pass, obtained an access code or users that shared a login in multiple locations (i.e, if someone purchased a pass for their family and multiple people used the login credentials in multiple locations at the same time)

The platform is unable to measure the number of viewers generated by viewings in common rooms, restaurants, Golf clubs, etc. Each of these counted as 1 for the device that was logged in at the time of viewing.

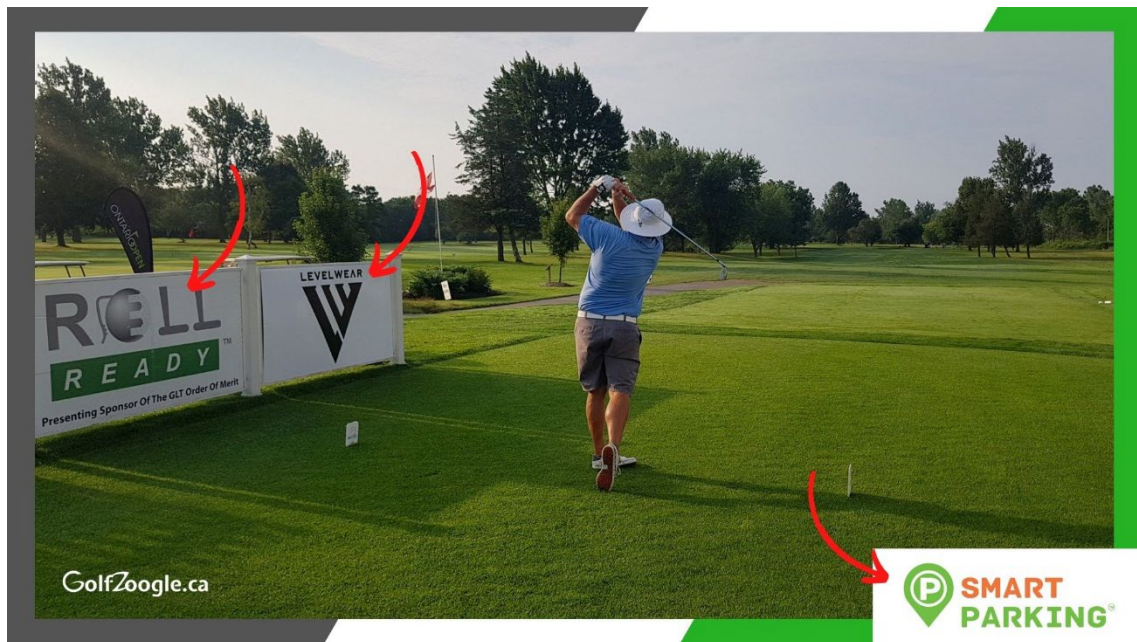
The all-time peak was around 2700 impressions during the 3rd Day of the Canada Cup followed by a 2100 impressions count for the Final day of the Canada Cup — these impressions were LIVE and do not count impressions generated for the Canada Cup after the stream.

Devices (measured in hours)



Google Chrome was by far the most used platform for viewers, this does not include TVs equipped with a Chromecast device – devices like Chromecast, FireTV and Apple TV are not recorded. Safari was also used to watch the content for Apple Macbook owners.

Brand opportunities & recognition



Player recognition

GolfZoogole wanted to give players the opportunity to get more recognition by not only streaming the live play, but also by doing live interviews and having fun interactions with the players. Feedback was very positive as players were excited to be on camera and able to talk about their game, their life and their career. This includes posting content on social media from interviews and player content as well.

- [Watch our GolfZoogole Spotlight video — Noémie Paré](#)



Analysis

Platform Choice & Paywall

Dacast was initially chosen as it was the easiest platform to setup the paywall option that we wanted. Users have reported to us that the viewing experience on Dacast wasn't the best as it required multiple refreshes and the experience for mobile phones was sub-par. Having a paywall is also a big limiter of viewer engagement as it creates a barrier at the entry point. Multiple users reported issues with payment or access after payment.

Viewer location

We noted that users from multiple countries enjoyed the livestream – we would like to see a wider reach for events set in 2022 which would also benefit the players and sponsors.

Engagement — Impression & Devices

The data represented in the Devices graph showed that the platform was not at all mobile-friendly. Impressions were possibly limited for multiple reasons, starting with the difficulty of using the Platform (Dacast) on devices such as iPhones, Android Phones. There is also the fact that the platform has no native app or function to be used with Smart Televisions, which limits the ability to play the livestream in restaurants, bars, Golf clubs and other social settings.

Actionable items

The data provided by Dacast offers a lot of insight into the project and gives an opportunity to make new and improved decisions for the 2022 GolfZoogle Season. Note that user feedback was also used to make these decisions.

[Watch our GolfZoogle 2022 Trailer](#)

#1 — Change of platform from Dacast to YouTube Live — Free vs Paywall

We noted that most issues stem from the platform that we were using. Changing to YouTube LIVE for the 2022 season will have the following benefits:

- **Free Livestreams to maximize accessibility — in partnership with the Golf tournaments all events will be streamed and free to watch for any user.**
- YouTube is a commonly used platform with a native mobile app which means that the user's device will not affect their viewing experience — Smart TVs can also benefit from the Native YouTube App – creating a YouTube (Google Account) is also very easy and most people already have one.
- YouTube is more “worldwide” and accessibility in other countries is much easier than Dacast which means that we can broaden the reach and Country count for 2022.
- Advertising — We noted that our Partners & Advertisers will also benefit from this change as we increase the accessibility, the reach and ease-of-use for viewers.
- YouTube is the world's 2nd largest Search Engine which allows for more organic opportunities.

#2 — Increased visibility for players and sponsors

The change of platform will help players and sponsors get more recognition by the increased accessibility and acceptance of the new platform. Additionally, we are going to focus on:

- Sponsored segments for partners / sponsors (ex: Shot of the day presented by...)
- Continued interviews with Players and other off course player content
- Revised Overlay to maximize Logo space and viewers experience
- Revised partner plan

#3 — Implementation of Shot Tracer Technology

- Provide replays with the Shot Tracer for a better viewer experience

Conclusion

In conclusion, heading into the 2022 season, GolfZoogle is confident that the data obtained from the GolfZoogle Beta will drive the new initiative to the next level. The change of platform will be a great choice to improve in all areas and allow more users to watch the livestream by providing FREE unrestricted access to anyone.

The sponsors will benefit from this increased reach and accessibility which will bring more viewers and opportunities for advertising, sponsored content and added brand recognition.

Players will continue to gain exposure through the GolfZoogle livestream which will be available to a wider audience due to the change of platform, and will also benefit from live interviews, social media content and off-course content.

By going to a free-to-watch model, GolfZoogle expects the growth to be significant as there will no longer be a barrier at the entry point and discovery of the livestream will also be possible with YouTube's algorithm. The integration of the Shot Tracer will allow for fun content and replays to be posted from the best drives and shots.

We recognize the need for this type of exposure and believe that we can be a major outlet to boost the visibility and reach of these professional events as we work closely with tournament organizers to take each event to a new level.

[YouTube Channel \(GolfZoogle\)](#)

