



Comcast Business Tees Up Next-Level Fan Experiences at THE PLAYERS® Championship 2025

Innovative 'Game the Green' experience, immersive viewing and unmatched access connect golf fans to THE PLAYERS® Championship in more exciting ways than ever before

PHILADELPHIA and PONTE VEDRA BEACH, FLA – MARCH 10, 2025 – [Comcast Business](#) is elevating the fan experience at [THE PLAYERS® Championship 2025](#) with advanced technology solutions that bring fans closer to the action – on and off the course. Set to take place March 11-16 at the iconic PLAYERS Stadium Course at TPC Sawgrass, this year's tournament leverages Comcast Business's advanced connectivity, secure network solutions, and Internet of Things (IoT) technologies from MachineQ, a Comcast Company, to deliver an unparalleled experience for golf enthusiasts both on-site and around the world.

"Comcast Business is redefining the golf experience, delivering groundbreaking fan interactions and technology solutions that shape the future of the sport – one tournament at a time," said Eileen Diskin, Chief Marketing Officer, Comcast Business. "Whether you're a casual viewer or a die-hard golf enthusiast, there's something new for everyone at THE PLAYERS this year. This event not only attracts the world's best golfers but also the most passionate fans, and TPC Sawgrass is the perfect stage to showcase the cutting-edge capabilities of Comcast Business technology – powering the future of the game."

State-of-the-Art Infrastructure for Unmatched Fan Engagement

To deliver a truly transformative fan experience, Comcast Business provides the PGA TOUR with a high-performance technology infrastructure to help power every aspect of the tournament – from real-time shot tracking and streaming coverage to seamless concession ordering and payment processing for thousands of attendees.

To handle the massive data demands of a world-class golf event and broadcast, Comcast Business equips the PLAYERS Stadium Course at TPC Sawgrass with an underlying network designed to provide reliable, and ultra-fast connectivity. This includes multiple 10G-supported circuits, advanced WiFi capabilities, and low-latency connectivity for a flawless digital experience for fans on and off-the-course.

"Our partnership with Comcast Business is essential to delivering a seamless, exceptional experience for both fans on-site and viewers at home," said Lee Smith, Executive Director of THE PLAYERS Championship. "Their cutting-edge infrastructure transforms how we connect, innovate, and deliver world-class sports entertainment."

As the connectivity backbone of THE PLAYERS Championship, Comcast Business is taking fan engagement to new heights this year, offering innovative experiences for golf enthusiasts both at the venue and beyond. Here's a preview of what fans can look forward to at THE PLAYERS Championship:

- **[Game the Green™](#): A First-of-its-Kind Interactive Experience at the PGA TOUR:** Comcast Business is introducing [Game the Green™](#), a groundbreaking, first-of-its-kind, interactive experience designed and developed exclusively for attendees of THE PLAYERS Championship 2025 by engineers from across the Comcast organization, including Comcast Business and Sky. This innovative web-based experience allows fans to predict shot landings on the iconic 17th hole island green, in real-time, utilizing advanced course intelligence and predictive shot modeling powered by Comcast Business's network and live weather data from [MachineQ](#) IoT 'Weather Station' device sensors. Fans on the course can compete daily for golf prizes and have a chance to win a grand prize trip to TPC Sawgrass, enhancing on-site engagement and excitement.

- **Enhanced Viewing Experiences:** Comcast Business and Xfinity are transforming the way fans experience the tournament, providing them with more ways to enjoy the action, whether at the venue or in the comfort of their homes:
 - **THE PLAYERS on Xfinity X1:** Golf fans and Xfinity X1 customers who can't make the trip to TPC Sawgrass can still enjoy the ultimate sports viewing experience from home. Customers can simply say "THE PLAYERS" into their voice remote and be taken to a comprehensive tournament destination, featuring quick access to all live coverage, the latest news and highlights, plus immersive experiences such as an interactive course tour and live leaderboard. Additionally, fans can elevate their excitement by watching and wagering directly through X1 with [Xfinity Odds Zone](#) – now featuring live odds from FanDuel and DraftKings.
 - **TOURCAST:** A dynamic platform that brings fans closer to the action with 3D shot renderings, detailed player statistics, and high-resolution imagery in real-time, powered by Comcast Business's next-generation network infrastructure.
 - **PGA TOUR All-Access:** Enabled by Comcast Business, this feature allows fans to stream every shot by every player in high definition.
- **PGA TOUR Studios:** Comcast Business's advanced network also powers the PGA TOUR's newly opened, state-of-the-art 16,500 square-foot media production studio. This innovative facility centralizes the TOUR's operations, leveraging an IP-based infrastructure to manage up to 144 live camera feeds from tournament locations, further enhancing broadcast quality and fan engagement.

Hospitality and Exclusive Executive Programming

Beyond fan experiences, Comcast Business will host the public, as well as exclusive broadcasts and hospitality events at the Comcast Business Pavilion, offering an immersive space to experience the future of connectivity in a global sports setting. Additionally, the [Comcast Business Executive Forum](#) will bring together leaders in sports, business, entertainment, and technology for an intimate gathering to share insights and explore innovations shaping the future of the industry.

As a global leader in media and technology, Comcast is uniquely positioned to deliver an unparalleled experience for THE PLAYERS Championship 2025. From advanced connectivity and secure network solutions to next-gen gaming, entertainment platforms, and IoT technologies, Comcast is helping power every aspect of this world-class golf event, including the tournament broadcast, to create a truly immersive experience.

To learn more about Comcast Business's partnership with the PGA TOUR and THE PLAYERS Championship, visit <https://business.comcast.com/pga-tour>.

About Comcast Business

Comcast Business offers leading global businesses the technology solutions and forward-thinking partnership they need. With a full suite of solutions including fast, reliable connectivity, secure networking solutions and advanced cybersecurity and a range of managed service options, Comcast Business is ready to meet the needs of businesses of all sizes. Comcast Business has been recognized by leading analyst firms for its continued growth, innovation, and leadership, and is committed to partnering with customers to help them drive their businesses forward.

For more information, call 800-501-6000. Follow [@ComcastBusiness](#) on social media networks at <http://business.comcast.com/social>.

About THE PLAYERS Championship

THE PLAYERS Championship annually combines the strongest field in golf with the world-class venue that is THE PLAYERS Stadium Course at TPC Sawgrass. Proceeds from THE PLAYERS benefit



Northeast Florida charities and have totaled more than \$100 million since it began in 1974 and moved to Ponte Vedra Beach in 1977. For more on THE PLAYERS, visit THEPLAYERS.com. For more on the surrounding areas, visit floridashistoriccoast.com or visitjacksonville.com.

About Comcast Corporation

Comcast Corporation (Nasdaq: CMCSA) is a global media and technology company. From the connectivity and platforms we provide, to the content and experiences we create, our businesses reach hundreds of millions of customers, viewers, and guests worldwide. We deliver world-class broadband, wireless, and video through Xfinity, Comcast Business, and Sky; produce, distribute, and stream leading entertainment, sports, and news through brands including NBC, Telemundo, Universal, Peacock, and Sky; and bring incredible theme parks and attractions to life through Universal Destinations & Experiences. Visit www.comcastcorporation.com for more information.

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