



Place-Based Golf Network Tees Off

by Erik Sass, Monday, Sep 8, 2008 9:45 AM ET



A new place-based video network devoted to all things golf-related is launching in 100 retail locations over the next two months, according to the Sports Retail Network, which is creating the network with support from private equity.

The digital flat-screen displays will deliver golf-related editorial content--including instructional tips, travel and leisure, technology, and golf fashion, as well as advertising, according to Sports Retail executives. The net has produced a sales lift of as much as 30% at locations where it has already been tested.

The Golf Network includes a high-tech twist: It detects motion in radio frequency identification (RFID) chips when the customer picks up a particular product, prompting the system to interrupt the regular programming and display additional promotional information about that product choice, including complementary products.

By 2010, the Golf Network hopes to expand to a total of 400 locations, and is currently in negotiations with a number of retailers, including Dunham's Sporting Goods, Golf USA and Pro Golf. The network already reaches golf courses around the nation, and claims to reach 5 million golfers per month.

The Golf Network is not the only place-based video network targeting golfers. A company called ProLink Solutions delivers advertising to 10.4-inch GPS video screens on golf course carts. The ProLink screens, which display three full-color ads in sequence while the golf cart drives to each hole, have been installed on more than 35,000 carts around the country.

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