

BRIGHTSPOT®

CONTENT ARCHITECTURE

How Drive Chip & Putt hits the green every time with its technology approach



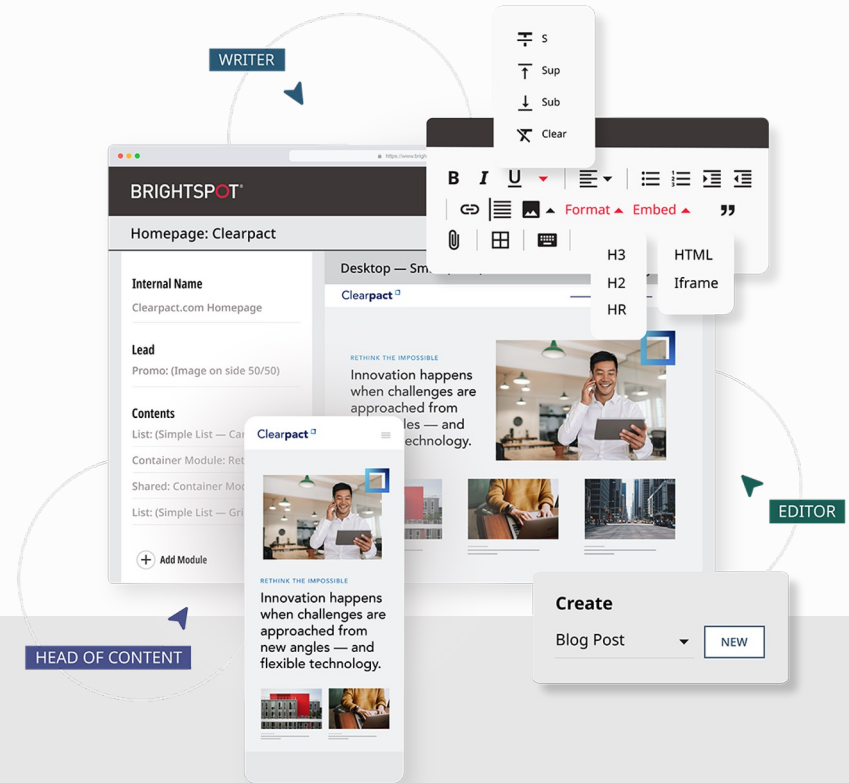
SPEAKER

Chris Hutson

Principal Product Manager, Brightspot

About Brightspot

Brightspot is the CMS solution for delivering brilliant, modern digital experiences with a flexible, fast and secure platform that you can trust to consistently elevate your content approach.



Brightspot content platform



Creative services

Visual designers, UX specialists, and content strategist that create dynamic visual design and engaging experiences



Professional services

World-class delivery, migration, implementation and post-implementation services to support your solution



Managed services

Industry-leading security practices and features to keep you content and information secure and protected

Trusted by the world's leading brands

Media / publishing

POLITICO

AP

EducationWeek

EUROMONEY

eCommerce storytelling

WHOLE FOODS
MARKETS

Sotheby's

MATTRESSFIRM

Technical documentation

LogMeIn

nVIDIA

LexisNexis

JANES

Corporate newsroom & investor relations

FedEx

W

Marriott
INTERNATIONAL

Corporate & marketing

Johnson & Johnson

kw
KELLERWILLIAMS

BCG

THEKEY

Digital asset management (DAM)

Johnson & Johnson

Sotheby's

Los Angeles Times

NATIONAL GEOGRAPHIC

Intranet

wayfair

BYU

WALTON FAMILY
FOUNDATION

Johnson & Johnson

Sports / live events

NBC Sports

Special Olympics

AJGA

UNIVISION

LATAM

CARACOL TELEVISION

GRUPO RADIO CENTRO

Televisa

EL PAÍS

Europe-APAC

iOpinion

Energy Intelligence

vodafone

EUROMONEY



LEADERS																		
HOLE	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18
PAR	4	5	4	3	4	3	4	5	4	4	4	3	5	4	5	3	4	4
CHAMPIONS																		
HOLDEN	14	-	15															
PIATT	7	-	9															
MADISON	12	-	13															
WANG	10	-	11															
LSON	14	-	15															

THRU 9

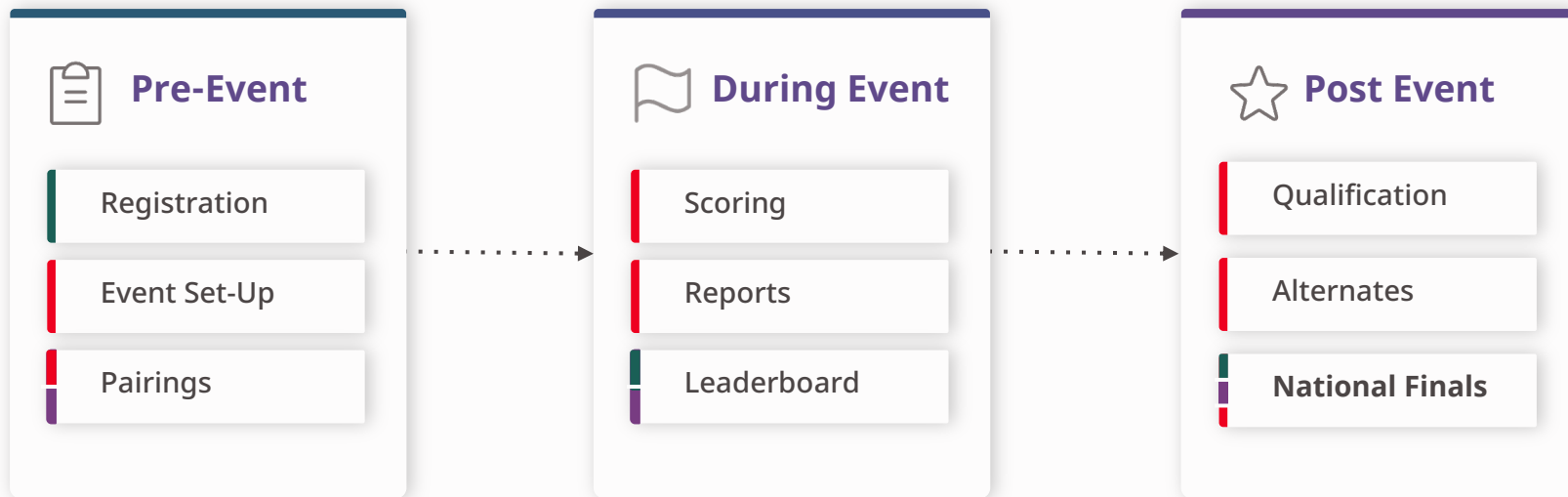
3/17

**DRIVE
CHIP &
PUTT**

Events Management

- Guardians
- Public
- Event Admins

" THE DCP LIFE CYCLE "





CREATE ACCOUNT

SIGN IN



SIGN UP TODAY

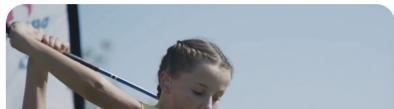
Registration Now Open

Local qualifying kicks off May 3rd with more than 350 events nationwide. Find a site near you and claim your spot!

REGISTER

VIEW LOCATIONS

GET READY FOR LOCAL QUALIFIERS



Real-Time Event Scoring

18.5M+
Global Views

Scoreboards/Leaderboards

- Stroke Play / Match Play
- Rounds, Cutlines, Playoffs
- Shottracker, Stats
- Live Video and Highlights
- iOS and Android Apps

The screenshot displays a comprehensive golf event scoring interface. At the top, a navigation bar includes options for 'FAV', 'POS', 'MOV', 'PLAYER', 'TOTAL', 'THRU', 'RND', 'R1', 'R2', 'R3', 'R4', 'STROKES', and 'VIDEO'. Below this, a 'FULL LEADERBOARD' section features a player profile for Brooks Koepka, showing his current position (1), score (-9), and performance across four rounds (72, 66, 66, 67) with a total of 271 strokes. A 'Player Profile' button is visible.

The main section shows a hole-by-hole breakdown for Round 1 through Round 4. It includes columns for 'HOLE', 'PAR', 'YDS', and 'SCORE'. A legend indicates 'Eagle+', 'Birdie', and 'Bogey' outcomes. A 'Points needed' section shows a target of 14 1/2 points to win and 14 points to tie.

Below the hole-by-hole breakdown, there are tabs for different match formats: 'Friday Morning Foursomes', 'Friday Afternoon Four-Ball', 'Saturday Morning Foursomes', 'Saturday Afternoon Four-Ball', and 'Sunday Singles'. A 'Match 1 - Final' window is open, showing a match recap between V. Hovland and J. Spieth. The match score is 16 1/2 to 11 1/2. The match details table shows the following data:

HOLE	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	
PAR	4	4	4	3	4	4	3	4	5	4	4	5	3	4	4	4	4	3	5
YDS	407	463	414	172	276	348	203	480	537	414	301	499	137	465	438	277	188	546	
V. HOVLAND	4	4	-	3	3	4	2	4	4	4	-	5	-	4	4	-	-	4	
J. SPIETH	3	4	4	3	3	4	3	4	-	-	3	5	3	3	-	3	3	-	
J. THOMAS	-	4	4	-	3	3	3	-	4	-	4	3	5	4	4	3	4	-	
J. SPIETH	4	4	4	2	3	4	3	4	-	4	3	4	2	5	-	-	-	-	



News & Video

Shop

Tickets

Spectator Guide

FAQs

More



2023 PGA Championship Leaderboard

Leaderboard

Starting Times

Odds



What Did I Miss?

Sunday, May 21, 2023 at 5:21 PM EDT

It had been a magical week for PGA Professional Michael Block before he stepped up to the 15th tee. Then it got even more magical when his tee shot found the bottom of the cup for this incredible ace.

Event (EDT) My Time (EDT) In Partnership With ROLEX

Search by Player



Filter

FAV	POS	MOV	PLAYER	TOTAL	THRU	RND	R1	R2	R3	R4	STROKES	VIDEO
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FULL LEADERBOARD

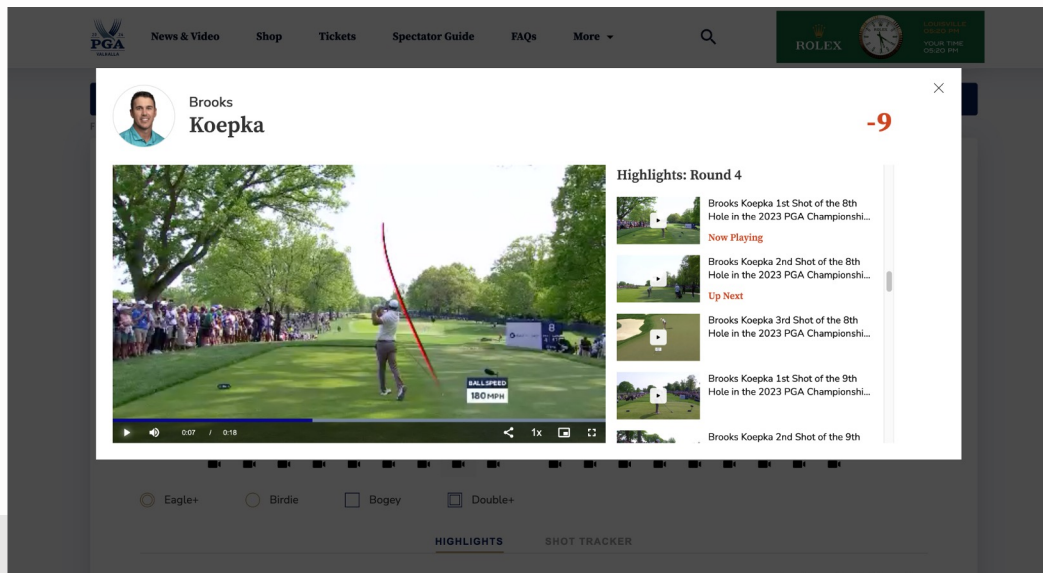
☆	1	-	Brooks Koepka	-9	F	-3	72	66	66	67	271	
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Real-Time Events Automated Publishing

4,000+
Video Assets/Event

Data driven publishing,
synchronization on TV, in-person

- Automated Video Workflow
from Broadcast -> Scorecard
- Playlist Modals
- Syndication to Partners
- Pre-Roll and Mid-Roll Ad
Monetization



Real-Time Events At Scale

100+ Concurrent Daily Games

- Click-thru Scoring Ticker
- Line Score, Box Scores
- Lineups and Matchups
- Live Play-by-Play
- Fantasy and Betting

The screenshot shows the NBC Sports website interface for a live baseball game. The top navigation bar includes the NBC Sports logo and various menu options like 'All Sports', 'Rotoworld', 'PFT', 'Golf Channel', 'Watch', and 'Podcasts'. The main content area is titled 'MLB - Diamondbacks @ Cardinals' and shows the current score: Arizona 1, St. Louis 0, in the 4th inning with 2 outs. A line score table is displayed below the score, showing runs, hits, and errors for both teams. To the right, there is a 'Location & Channel Listing' section for Busch Stadium. Below the line score, a 'Matchup' table compares various statistics for Arizona and St. Louis, such as Batting Average, Hits, Runs, Home Runs, On Base %, Slugging %, Runs Allowed, and ERA. On the right side, there are two 'Injuries' lists for both teams, showing players and their status (e.g., 15 Day IL, 60 Day IL). At the bottom of the page, there is a promotional banner for 'WOLF TRAP' with the text 'On Sale Now! BUY TICKETS'.

	1	2	3	4	5	6	7	8	9	R	H	E
Arizona	1	0	0	0						1	4	0
St. Louis	0	0	0							0	2	0

Matchup	Arizona	St. Louis
Batting Average	.308	.200
Hits	4	2
Runs	1	0
Home Runs	0	0
On Base %	.333	.200
Slugging %	.308	.300
Runs Allowed	0	1
ERA	0.00	2.81
WHIP	0.67	1.25

Injuries	Status
M. Castro	15 Day IL
D. Jameson	60 Day IL
M. Kelly	15 Day IL
R. Nelson	15 Day IL
K. Nelson	15 Day IL
G. Perdomo	10 Day IL
E. Rodriguez	60 Day IL

Injuries	Status
D. Carlson	10 Day IL
M. Carpenter	10 Day IL
T. Edman	10 Day IL
K. Middleton	15 Day IL
R. O'Brien	15 Day IL
D. Rom	15 Day IL



🔍

All Sports ▾ Rotoworld ▾ PFT Golf Channel Watch Podcasts ☰ 📄 👤

MLB ▼	May 1 ▼	BOTTOM OF 8TH		TOP OF 9TH		BOTTOM OF 5TH		TOP OF 2ND		3:37 PM EDT		3:40 PM EDT		4:07 PM EDT		4:10 PM EDT		6:35 PM EDT		NBC Sports
		TB (14-17) MIL (18-11)	1 7	STL (14-16) DET (17-13)	1 4	MIN (16-13) CWS (6-24)	2 3	KC (18-13) TOR (15-16)	0 0	PIT (14-17) OAK (14-17)	0 0	ATL (19-9) SEA (17-13)	0 0	PHI (20-11) LAA (11-19)	0 0	CIN (16-14) SD (15-18)	0 0	NY (15-11) BAL (19-11)	0 0	



PGA Professional Championship - Final Rd

Wed, May 01 4:00PM EDT PGA of America • Golf Channel

Thu, May 02 12:00AM EDT GS Caltex Maekyung Open Golf Championship - Rd 1 Asian Tour • Golf Channel

Thu, May 02 1:00AM EDT Volvo China Open - Rd 1 DP World Tour • Golf Channel

View Full Schedule



NBA Playoffs takeaways: Maxey saves 76ers

Kurt Helin • 7h

His two 3-pointers in the final 25 seconds of regulation forced OT and staved off elimination for the Sixers.

Top Headlines

- Dolphins 'not for sale' after Ross rejects \$10B offer
Mike Florio • 2h
- Kelce 'grateful' for new deal, happy to raise bar for tight ends
Josh Alper • 3h
- Brissett: Excited about Maye, competition brings out best in us
Josh Alper • 1h
- Davis is returning to North Carolina for a 5th season
Associated Press • 4h
- Adams: I don't regret trade, but Love is balling right now
Josh Alper • 7h
- Romanowski files for bankruptcy as government seeks \$15.5M in taxes
Michael David Smith • 8h



Thank you!

The Brightspot team

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