

Point Of View

International Long Drive Championships

"26 Episodes Made for an American & Worldwide Television Audience"

Overview:

The International Long Drive Championship Series is approved and recognized by Golf Long Drivers International, the governing body associated with long drive golf. The series culminates from hundreds of one-day events (globally) leading up to each participating country's national team selection process. The International Teams are assembled at one host venue who then compete against each other in a series of ***World Tour Events*** leading up to the ***World Championship Title Events***.

Countries participating include USA, Canada, Japan, China, Taiwan, Great Britain, Jamaica, Cayman Islands, Australia, Trinidad & Tobago, United Kingdom, Europe, Barbados, Germany, France, Germany, and Bahamas. International Sponsors include a series of *Fortune 500* blue-chip corporations. Additional information can be found on by visiting www.IcemanTelevision.com

Broadcast markets include the United States of America, Canada, England, Ireland, France, Germany, Russia, Switzerland, Jamaica, Cayman Islands, Barbados, US Virgin Islands, St. Vincent & Grenadines, Trinidad & Tobago, Poland, Denmark, Netherlands, Belgium, Norway, Iceland, Check Republic, Puerto Rico, Dominican Republic, Slovakia, and Latvia to name several.

Timing:

- International filming process 4th Quarter 2025

Broadcast: 40 Countries Worldwide, Network TV airing starts the 2nd Quarter of 2026 onwards

Viewership & Attendance:

40 Countries – 250M+ television viewers per episode airing worldwide including re-airings.

On-Line designated - Iceman Golf Channel

Qualifying Tour 45% male 18-45 30%, female 20-45, 15%, seniors 50+ years of age 10%

Vehicles:

- **TV USA/Canada:** Twenty-Six (26) 22 -½hr. & 4 one-hour episodes
- **TV International Series:** Twenty-Six (26) 22-½ hr. episodes & 4 one-hour episodes
- **TV Europe:** Twenty-Six (26) 22-½ hr. & 4 one-hour episodes
- **TV Caribbean:** Twenty-Six (26) 22-½ hr. & 4 one-hour episodes
- **Online:** Iceman Golf Channel – Roku, Amazon TV, Android TV & Apple TV
- **Print:** National & International Golf magazines & Regional print at film shoot locations
- **Out of home Advertising:** posters, fixed signs, billboards & golf course print materials

Participant Profile:

From the 2017 Golf Participation North American Survey conducted by Golf Long Drivers International.

- ◆ 20.5% of the population play golf.
- ◆ Occupation: White Collar 49%, Blue Collar 15%, Other 36%.
- ◆ Sex: Male 72% Age: 16-59 / Female 24% Age: 18-55
- ◆ Occupation: White Collar 49%, Blue Collar 15%, Other 36%. Age: Male 18–45 = 62% / Female 18-45 = 63%
- ◆ Household Income: \$30-74,900+ 67%, under \$30,000 - 11%



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