



Tee off with Programmatic OOH for the Ryder Cup

This September, the Ryder Cup returns to North America for the first time since 2021. Taking place in New York, advertisers have the opportunity to capitalize on what is predicted to be a record breaking golf tournament with a global audience.

<p>271k</p>	<p>fans from over 100 countries attended the 2023 Ryder Cup in Italy¹</p>	<p>4.3 Million</p>	<p>fans tuned into the 2023 Ryder Cup²</p>
<p>€262 Million</p>	<p>economic activity generated by the 2023 Ryder Cup in Italy¹</p>	<p>500k</p>	<p>fans registered for a chance to purchase 2025 Ryder Cup tickets³</p>

Source: ¹Ryder Cup, 2023, ²SportsMediaWatch, 2023, ³Front Office Sports, 2024

Leverage Place Exchange's global footprint of premium digital OOH inventory with coverage across all venue categories to reach spectators at the event and tuning in around the world. DOOH allows advertisers to put their message in brand-safe physical environments, with complete viewability, across the consumer's daily journey, breaking through the clutter with high impact creative.

Sample set of global Ryder Cup sponsors



Contact sales@placeexchange.com to learn more.

Reach spectators in New York at every stage of the tournament

- **Arrival:** Welcome spectators and participants as they touch down in NYC and nearby airports. Target arrivals screens to connect with audiences the moment they land.
- **Tournament Time:** Build excitement leading up to and during the tournament with DOOH screens throughout NYC and Long Island, reaching fans as they move through the city.
- **Victory Lap:** Celebrate the tournament's outcome with high-impact digital billboards and spectaculars, and join the post-tournament buzz.

Airports

Digital Screens: 827 | 4-Week Impressions: 65M+

Restaurants & Bars

Digital Screens: 1,246 | 4-Week Impressions: 385M+



Street Furniture

Digital Screens: 5,395 | 4-Week Impressions: 4B+

Moving Media

Digital Screens: 7,341 | 4-Week Impressions: 18B+



Leverage advanced targeting capabilities

PX can match 1st and 3rd party audiences to individual screens and deliver ads to those that index highest for the target audience.

Contact sales@placeexchange.com to learn more.

Access the Most Iconic Digital Screens

Connect with golf enthusiasts through unmissable spectaculars and billboards. Place Exchange unlocks programmatic access to the most recognized and eye-popping digital screens.

Spectaculars

Digital Screens: 619
4-Week Impressions: 5B+

Billboards

Digital Screens: 25k+
4-Week Impressions: 57.8B+



Utilize Dynamic Creative to Guide Golf Enthusiasts

Leverage Place Exchange's dynamic creative solution to deliver contextually relevant messaging on a national and global scale. Work with the Place Exchange team to develop a unified global creative experience or choose from our library of templates for an off-the-shelf solution that incorporates dynamic elements. Drive customer relevance with ad elements that change according to game times, live scores, or feature countdowns, sports betting odds, and more.

