

The 2011 Open Championship Experience

Compliments of DIRECTV

July 14-17, VC 701-705

For all four days of the tournament, three additional **Course Channels** will each present live coverage. These Course Channels, along with the live network coverage itself, will be available in both SD and HD. Viewers can also watch an SD and HD **4-Cell Mix Channel** from which they can tune to each channel full-screen. From all channels, viewers have access to an interactive menu of features:

- **Top 5 Leaders** - displays the top 5 current scores against par. For viewers who want more, an "Expand" option takes them directly to the full **Leaderboard**.
- **Leaderboard** - provides information on all golfers in the field. On-screen text at the top informs viewers that by pressing SELECT on a golfer, they gain access to in-depth Scorecard
- **Scorecard with Player Stats** - provides hole-by-hole stats for each player in the field. The current round as well as any previous rounds are included. At the top of the page, the player's previous year's stats are displayed. Below, key statistics for each round and in total are available for the player, along with comparative values for the field and for the leader.
- **Open Championship Quiz** – Viewers can test their knowledge of Open Championship history with the daily quiz

Additional Channels for 2011!

- **Channel 702: Holes 1 & 18.** Watch the field start and end their round on these par 4's. In the 2003 Open Championship, Tiger Woods missed the first fairway by 30 yards to the right and lost his ball. One of two major disasters that would cost him the Open.
- **Channel 703: Holes 14, 15, 16.** A treacherous three-hole stretch. Hole 14 being the most famous hole on the course, it used to be called the "River Hole" but there were so many disasters that it was renamed Suez!
- **Channel 705: International View.** Full coverage of the World Feed produced by BBC. Featuring European announcers and greater exposure to European players.

