



Media Information  
24th June 2021

**Enjoy a multimedia BMW International Open experience from your home.**

- Golf fans can enjoy an intense 2021 BMW International Open experience, free of charge, at [www.bmw-golfsport.com](http://www.bmw-golfsport.com).
- 20 hours of livestream, innovative live statistics and personalised news with the “Data Experience powered by NTT DATA”, daily TV show “Inside the ropes”, and an exclusive podcast, as well as fascinating videos and articles on the BMW International Open.
- Florian Fritsch as golf expert on livestream and podcast host.

**Munich. The BMW International Open will be more digital in 2021 than ever before. At [www.bmw-golfsport.com](http://www.bmw-golfsport.com), golf and sports fans can follow the most prestigious professional golf tournament in Germany, which takes place from 22<sup>nd</sup> to 27<sup>th</sup> June at Golfclub München Eichenried, in a more detailed and entertaining manner than ever. At the heart of the “Data Experience powered by NTT DATA” is the combination of livestream and comprehensive statistics, which offer an extraordinary second screen experience. An exclusive tournament podcast, a daily tournament magazine and many fascinating videos can be accessed free of charge in the “Content Hub”, along with all the other offerings on the site.**

Providing expert analysis on the livestream will be Florian Fritsch. The former European Tour player will be on the microphone on Thursday and Friday from 12:30 to 18:00, and from 13:30 to 18:00 on the Weekend. However, the services provided by the “Data Experience powered by NTT DATA” goes far beyond the stream. Golf fans benefit from a live leaderboard, as well as a live ticker, which allows them to select their favourite pros and receive updates on those players. Rounding off the offering is a detailed hole-by-hole scoring service, which BMW Golfsport is providing in collaboration with main partner NTT DATA.

Florian Fritsch's voice will also be heard in an exclusive podcast on the BMW International Open. This will be produced on a daily basis from Wednesday to Sunday, in cooperation with Germany's most notable golf podcast “TEE



TIME – Der Golf-Podcast" – and can be listened to in the extensive media library. The daily tournament show "Inside the ropes", with presenter Jule Gölsdorf, exciting videos of the top players and the tournament, and a host of other editorial treats, round off the audio-visual experience.

**Media Contact.**

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**Media Archive.**

<https://www.press.bmwgroup.com/deutschland/article/topic/10840/golf/>

**BMW Golfsport on the Web.**

Website: [www.bmw-golfsport.com](http://www.bmw-golfsport.com)

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