

Masters Minus The TV

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As the first round of the Masters got underway, I only wish I could have kicked up my feet, snacked on a pimento-cheese sandwich and watched play in HD. Alas, this is the real world, where deadlines, meetings and to-dos take precedence over enjoying professional sports—however inconvenient that may be.



Being the creative type, I can usually find my way around the system without breaking the rules. During the first round, my iPhone was my partner in crime.

Keeping up on scores in the first round was easy, no real task there. Every news organization posts up-to-date leader boards practically as it happens. But with the Masters, simply viewing birdies and bogeys in a non-interactive medium seems unjust. A golf fan must be able to see a players anguish as they play Amen Corner.

This year, AT&T is making it possible to do just that. If you find yourself in a predicament where you can't excuse yourself to the nearest TV, AT&T mobile devices might be your saving grace.

AT&T is bringing golf fans closer to the 2010 Masters Tournament with more ways to watch all of this year's action across the TV, the PC and AT&T mobile phones. AT&T this week announced its exclusive three-screen coverage of the 2010 Masters Tournament, available on AT&T U-verseSM TV, online at AT&T Fan Zone and AT&T Entertainment, and on AT&T mobile phones.

"This year's Masters is the most anticipated golf event in history, and only AT&T brings customers complete live and on-demand coverage of the Tournament to the screen of their choice," said Dan York, president, content, AT&T. "Sports fans wait all year long for the Masters, and with AT&T, they can catch all the action, excitement and updates whether they're on the couch, at work or on the go. And we're proud to bring back our popular U-verse TV Masters app that gives golf fans an unmatched way to enjoy this year's Tournament."

Through an agreement with the 2010 Masters Tournament, AT&T will provide golf fans with more than 110 hours of live footage and on-demand content from Augusta National Golf Club. AT&T will be the only wireless carrier delivering live and on-demand Masters programming to mobile phones with AT&T Mobile TV, MobiTV and AT&T Mobile Video services.

Live 2010 Masters content available on AT&T Mobile TV, MobiTV, AT&T Fan Zone and AT&T U-verse TV will include:

- Masters Extra, which gives viewers live play-by-play action before network broadcast coverage begins.
- Amen Corner Live, which features live coverage of the 11th, 12th and 13th holes.
- 15th/16th Live, which features live coverage of the 15th and 16th holes.
- Featured Group, a new enhancement for the 2010 Tournament featuring coverage of selected groups beginning on the second nine Thursday, April 8 through Sunday, April 11. • CBS and ESPN will be delivering complete live coverage on U-verse TV.
- And new for 2010, CBS will deliver live Masters coverage on Saturday, April 10 and Sunday, April 11 to mobile phones with AT&T Mobile TV and MobiTV.
- On-demand footage and highlights available during the Tournament on AT&T U-verse TV, AT&T Fan Zone and AT&T Mobile Video will include:
 - Masters Moments, featuring a series of 24 vignettes that highlight the action from past Tournaments, beginning April 1.
 - Multiple player interviews, offered daily beginning April 6.
 - Masters TV, including daily "Masters Today" Tournament previews and "Masters Tonight" recaps, will be available on AT&T Fan Zone and Mobile Video beginning April 5.

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