PGA Tour Media Conference

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Brian Rolapp
Tyler Dennis
Kirsten Burgess

Press Conference

BRIAN ROLAPP: Good afternoon, everyone. Thank you for joining us today. To begin, I want to take a moment to reflect on the tragic passing of Dan Hicks last week. For more than 25 years Dan's voice was the soundtrack of some of golf's most memorable moments, and his passion for the game and warm spirit left an impact on everyone who watched. Our hearts go out to his wife, Hannah, and their three daughters. The PGA Tour joins our family at NBC Sports as we mourn the loss of an extraordinary, talented broadcaster and a beloved member of the golf world.

Today our Boards approved the final set of recommendations from the Future Competition Committee. This marks the end of the FCC as a special purpose entity and effectively closes a process that began less than 18 months ago.

Announced at the 2025 Tour Championship, the FCC was formed to design the best competitive and commercial model in the world for the benefit of our players, our partners, and our fans, both the ones we have today and the ones that we seek. The FCC's process was inclusive, rigorous, and highly collaborative. We held 16 formal FCC meetings in addition to working groups, player meetings, Player Advisory Council discussions, and Board sessions. Had more than 40 conversations with PGA Tour corporate sponsors, engaged extensively with current and prospective media partners, and retained experienced outside experts to help us evaluate competitive models and long-term economics.

I want to extend once begin my thanks to the Future Competition Committee chairman, Tiger Woods, with additional thanks to our player representatives, Patrick Cantlay, Maverick McNealy, Keith Mitchell, Adam Scott, Camilo Villegas who ensured the process was player-led and their input was critical.

A thank you as well to Theo Epstein, Joe Gorder, and John Henry for their leadership throughout.

In addition to the players on the committee, I want to extend my appreciation to the members of the PAC and the subcommittees. They have devoted a significant amount of time and thought to how we shape the future of the PGA Tour, and they will continue to do so as we move forward in our traditional governance structure.

So now on to today's news. The Boards approved the structure of the new developmental system designed to further strengthen the meritocracy and opportunity of each level of the Tour's new competitive model. Throughout the process I have reinforced the importance of pathways to provide an environment for emerging talent to develop and compete, ensuring that the PGA's Tour promotion relegation structure is continually supported by up-and-coming players. This includes the Korn Ferry Tour, the primary pathway of the PGA Tour.

We have seen the success of PGA Tour University across the PGA Tour system and it will now serve as the basis of eligibility on the Korn Ferry Tour. From the outset, we said we wanted to simplify the model and ensure there was a clear path for top performers at every stage of their career. To that end, we will develop a new unified priority ranking that puts every player in the developmental system on one list and rewards them with playing opportunities as they earn their way up. This final piece connects the entire developmental system, completing the competitive model. As we go into next season every player now knows what they are playing for and will have the opportunity to earn their spot for 2028.

While we've been finishing the work on the competitive structure, the work of the commercial implementation has been in full swing. We have seen significant interest and engagement from current and prospective partners.

On the PGA Tour Championship Series, we concluded our bidding process and now have multiple bids under consideration for the final open PGA Tour Championship Series slots. The full PGA Tour Championship Series schedule, including the two venues set to host the 2028 Tour Championship, will be unveiled at a live broadcast event hosted at our headquarters on February 22nd.

As the PGA Tour Championship Series bidding has concluded, we are seeing the natural progression of the commercial process come with increased interest in the

PGA Tour Challenger Series. The PGA Tour Challenger Series is similarly off to a fast start commercially as we have signed agreements for four events and that we expect to announce soon. We have a line of sight regarding both venues and partners on more than half of the overall schedule. We are continuing to build a pipeline of interested partners and are moving at pace that is well ahead of schedule.

As we look ahead, I want to discuss our future governance. As you all know, Jay Monahan's term as commissioner concludes at the end of this year, and during today's Board meeting, we had the chance to honor Jay privately. In December, we will host an employee event to recognize Jay's service to this organization. As Jay departs and I step into the commissioner role, it is my privilege to assume his duties on both Boards.

Additionally, we have a few changes among our players in accordance with PGA Tour regulations. We welcome PAC chairman, Lucas Glover, who has been working closely with our strategic philanthropy team and will serve on the recently established Philanthropy Board Committee.

As Lucas joins, Adam Scott will transition to the position on the Boards that had been held by Patrick Cantlay, whose term is concluding. We are incredibly grateful for Patrick's commitment and thoughtfulness during this time on the Board where he represented the membership with great care and consideration. The PGA Tour today is better thanks to his leadership.

So before I open up to questions, I will briefly address LIV because I suspect it might come up today. We have heard from our fans and we know that they want the best players playing together and we share that view. I have said that from day one when I took the job I am interested in doing whatever makes the PGA Tour better.

That said, as we have a membership organization, we have rules, and as I shared before, they exist to ensure fairness and competitive balance. Rules matter and they will be enforced. We engaged in thoughtful discussion on the topic of LIV players with both Boards today. As far as we have read, bankruptcy proceedings are ongoing and the process is complex. I hope to have more to say in the beginning of the new year, but until that time, I will not speculate on the outcome or individual decisions players make.

So in conclusion, I want to acknowledge that this is the final week of the 2026 PGA Tour season. We've had a tremendous year and I wish our players at the RSM Classic the best of luck during this important week. And with that, I am happy to take your questions. We'll start with Doug Ferguson.

Q. On connecting through the network of affiliated events, what was wrong, if anything was wrong, with the PGA Tour Americas serving as kind of the feeder through the Korn Ferry Tour and then on to the PGA Tour? And on whatever the new tournaments are and the affiliate network, you're not running them, so someone else is paying for them. How did they come about?

BRIAN ROLAPP: Tyler, do you want to address that?

TYLER DENNIS: Yeah. Sure, Doug. And, hey, everyone. Good evening.

So we're -- look, PGA Tour Americas has been a great success and we're really proud of what we've built there. I think over the last three years, it's been a fantastic pipeline. We've got nine current Tour members, guys like Michael Brennan, Johnny Keefer have come up through there. So it's been a really positive thing. And we just announced the schedule for next year's PGA Tour Americas, which is going to continue as is.

As we looked to 2028 and beyond, we wanted to evolve from that and make it even better. I think the key things there were making sure we had a system that could cover the entire year in a better way, so sort of full coverage across the 12 months of the calendar. And then also just the velocity with which players can come up in this new system combined with the universal priority ranking structure, we see a really great opportunity to allow those guys who are really playing well to move up quickly and really lean into the meritocracy.

Q. Throughout the release today, you mentioned PGA Tour University numerous times. It seems to be a key part of your developmental system. It seems obvious, but can you speak to how important that avenue, that pathway has become for players on the PGA Tour?

Brian ROLAPP: Yeah, I'll comment briefly and if Tyler and Kirty want to make any other comments.

I think we have seen the quality of professional golfer coming from the university ranks has increased over time, and PGA Tour U has been a very successful program for us. And as we looked through and worked with our players around the competitive system, it seemed that strengthening that pathway and creating more of an opportunity for those golfers who are playing at such a high level became a priority. So that really factored into our thinking.

But Tyler or Kirty, you may want to add to any of that.

TYLER DENNIS: Yeah, I think you got it. It's really become such an important part of the college golf ecosystem, and as Brian said, we have seen great success. So really consistent with the meritocracy and leaning into that currently competitive player getting the opportunity, you just see across now all the layers we've announced, you know, us heavily leaning in and expanding the access there.

So you've got that. You've got -- we're also -- we know that we want to both have the opportunity when guys come out of the college system in June to accommodate that, and they need the opportunity to have some time to learn how to play on Tour. So that kind of, as you said, pervades the whole system now that we've made this sort of final announcement today.

Q. I don't see a reference to the DP World Tour. I'm wondering if there's any update on that situation.

BRIAN ROLAPP: Well, we continue to have very productive discussions with the DP World Tour. As we've said publicly before, I think both entities have a mutual desire to extend and modify our partnership. So we're actively working on that as we speak, but nothing new to report at this time.

Q. So my follow-up would be, is there a pathway moving forward for the DP World Tour players --

BRIAN ROLAPP: You kind of broke up there, but I think you -- I think if it I understood your question --

Q. -- the Challenger Series, anything, or this is what we've got?

BRIAN ROLAPP: Yeah, you broke up there a bit, but I think you were asking if there was any specific thing to say about what the cards will be and where from the DP World Tour, and those discussions are ongoing and we have nothing to announce today.

Q. I looked at Tiger Woods' comment about that the Tour's in its best position it's ever been. My question to you is: Would it be in an even better position if some of the best players that are currently not on the Tour were playing on the Tour?

BRIAN ROLAPP: Well, I'm not going to speak for Tiger. I mean, I saw his quotes. I think we believe that the PGA Tour -- the goal of the PGA Tour is to be the best professional Tour in the world. The point of the FCC work is to improve upon that and to do it for the benefit of members, fans, and our partners.

We are essentially leaning into the meritocracy for the best players in the world to earn their way, and that's what we're leaning into. We hope -- as I said before, we hope all the best players in the world find their way back to the PGA Tour. That's ultimately our goal. Now, what that looks like relative to LIV, I think I've said in my opening all I'm going to say, but our goal is to have the best players in the world on the PGA Tour.

Q. Back to the DP World Tour, do you have a timeframe on when you might have a decision?

BRIAN ROLAPP: I don't have a timeframe to give to you. I can just tell you both entities are working really hard to figure something out.

Q. Has anything been decided on the purse size for that season-ending Challenger Series event or those elevated stand-alone Challenger Series events?

BRIAN ROLAPP: Tyler, do you want to answer that?

TYLER DENNIS: Yeah, as we announced, it's a minimum purse size of 4 million that we made the announcement of earlier this year.

Q. So everything will be $4 million, there won't be an elevated purse for the stand-alone events or that season-ending event?

TYLER DENNIS: Yeah, that's correct. That's the minimum plan right now, if you will.

Q. Brian, just to confirm, those discussions about LIV players returning, there's no plans for a returning member program here in 2027?

BRIAN ROLAPP: Yeah, there are no plans for that currently, no.

Q. Sorry, another DP World Tour question, and I would like to follow it too. Is it fair to say that the discussions are more about the financial end of the arrangement and coming to some sort of proper terms and how that works going forward? And is there any chance that it won't happen? Is there any fear that you won't make a deal?

BRIAN ROLAPP: No, I don't think it's fair to say that the conversations are cabined solely to financial matters. I think it's a pretty comprehensive conversation of both competitive matters and how do we improve a Strategic Alliance. That is the goal. So we're focused on working

something out. As all partners have, there's discussions to make sure we get it right for all involved. So as I sit here today, I'm not overly concerned -- or I think your word was scared of not getting anything done, but we're working really hard and I think both parties are working in good faith.

Q. As you're well aware, they came out with a pretty hard line against LIV players, basically saying you had to choose. This was in the last two months. Obviously, it probably helped lead to where LIV is now as they were working out these deals with LIV players to come back. I'm just curious how much of a role you might have had in that, if you had any say in talking to the DP World Tour about taking that stance.

BRIAN ROLAPP: The DP World Tour make their decisions on eligibility independent of us. So I think that's something that they came to on their own, and I think as they feel their way through this new post-LIV world, I think they're probably having a lot of the same internal discussions that we're having here.

Q. A question about the Championship Series, the final couple of pieces in this puzzle. How are you-all assessing an existing market potentially that has a Tour event but maybe a historic venue that is currently not part of the footprint that may be a candidate for the Tour Championship -- that two pieces? How are you guys evaluating what exists and what is out there in potentially the same market, and would you entertain the idea of going back to a market if it secured you a historic venue?

BRIAN ROLAPP: You mean back to the market having a Tour Championship event and a regular season event in the same market? Is that your question?

Q. Yes.

BRIAN ROLAPP: Yeah, it's a good question. I think we're evaluating it. We're not opposed to it. I think there's a lot of factors that go into these decisions not only for a Championship Series event, but also a Tour Championship event, which, as we've said before, is a unique event we haven't done before. You know, we are trying to get to courses that maybe our fans or members haven't seen or played competitively on in some time.

So I think it's a bit of a balance, but we haven't -- if your question is have we ruled it out, we haven't ruled it out.

Q. Brian, you might have mentioned this already, but will there be any more tournaments announced this year? You say you've got some signed, but will we hear any of those publicly?

BRIAN ROLAPP: I think you probably will, yes. But I think it all depends on certain things. And we're sort of deciding what we announce now and what we hold for our February 22nd announcement. So I think we're working through that.

Q. How does the approvals today impact timeframes on when you might want to start TV negotiations?

BRIAN ROLAPP: I think, you know, where our television deals go through 2030, we've had great conversations with our current media partners -- not about renewal, but really about the new competitive format launching in 2028. As we sit here today, we haven't made any decisions when we might go to the market with new television deals. We're concentrating, at least as we sit here today, on how we make 2028 the most successful launch of the new model. That is certainly our near-term focus.

Q. We're probably not going to see Adam Scott for a little while, until early next year. Can you share a little about his thinking on wanting to stay involved on the Board and also the Boards feeling that he was the right guy to stay involved for another three years?

BRIAN ROLAPP: Yeah, I think Patrick's term has ended, and Patrick has been a tremendous asset and a great partner on the board. We would have loved Patrick to stay longer as I think his contributions have been tremendous to the Tour as it is today, to the FCC process, to everything.

But when Patrick did not -- or decided not to seek reelection, I think it became a conversation among the Player Directors of what to do with that seat, and I think there was a vote for continuity and Adam was willing to step in. So I think we're lucky to have Adam and continuity, who is done a lot of tremendous amount of work. But, you know, Patrick will be a loss. He made every process we were in better. He cares deeply about the PGA Tour and its members, and we're going to miss him.

Q. Did you say that there are four title sponsors signed for Challenger Series or is it that four events are covered for Challenger Series from a sponsor standpoint?

BRIAN ROLAPP: There are four sites and deals done that will be subject to further announcement, and then we have line of sight on probably half of the entire Challenger Series.

Q. Brian, given the changes, do you anticipate more

challenges and what I'll call top-tier Championship Series player relations, given how much impact individual agents had in departures to LIV and things like that? It's certainly a very new world that the Tour is entering as they try to field elite tournaments -- elite-only tournaments, if you will?

BRIAN ROLAPP: I'm not sure I understand the question.

Q. Player relations. Do you anticipate that becoming even more complicated as you're building this infrastructure?

BRIAN ROLAPP: I don't know if it becomes more complicated, but we've tried, through the entire FCC process, to be very open with our members from day one all through the process and even now, communicating where we are, what our goals are, what our progress is. And we're really trying to build a Tour where we are, with our members, transparent and communicate often, maybe too often. So I think there's -- it's new for everybody, and as we work through 2027, as people prepare for where they might land in 2028, I think it's incumbent on us to be really communicative to our members. We're working really hard on that.

Q. Our friend Josh recently reported, probably got a heads-up about Visa coming on as an OMP. Where does that leave Mastercard and its long association with the Arnold Palmer Invitational? Do you envision them peacefully coexisting or is this also new territory?

BRIAN ROLAPP: Well, we haven't announced anything around that category publicly, but I will say -- and I mentioned it in my comments -- I think we're excited about the commercial interest we have at all levels of the Tour, which not only includes titles for Championship Series and Challenger Series, but also includes official marketing partners who I think will be really important to the Tour going forward.

So while not commenting specifically on that reporting, I will say I think the new competitive model has something for everybody in the commercial world -- OMP, Championship Series, Challenger Series -- and I am excited about the inbounds we're getting, the discussions we're having, and I think you're going to see us expand the rosters of partners very soon.

Q. You have spoken a lot since joining the Tour about being fan forward. Do you still -- well, since you've had the -- since you've announced the changes coming in 2028, do you see the fan reaction has been what you've expected?

BRIAN ROLAPP: Yeah, the fan reaction's been really positive. Thank you, Tom. And it's not just anecdotal. We've actually -- all through the process have done polling from our fans about what they think about the new model. And I'll get the statistics wrong, but I think it's well over 70 percent, I believe, have a favorable view of the new competitive model. And not only of the competitive model, but also the new Tour Championship format.

Two interesting things: Our polling tells us that the meritocracy is among the things that they're most excited about where we're really opening up the pathways, where we're stripping away some of the things that worked against the meritocracy, whether that's no-cut fields or closed fields or other eligibility status, which I think is encouraging.

And then second, I think if you look among younger fans of the PGA Tour, they actually over-index with their excitement of the new competitive model. So I think that's a bit of data that we like to see.

And then, as I mentioned before, we're seeing a lot of commercial validation as well in some of the sponsors, both title and official marketing partners and elsewhere. So I think we're getting good data and good validation commercially of where we're headed.

Q. Do you believe that it will be the most competitive and meritocratic system that you could have put together?

BRIAN ROLAPP: I think it's close. I mean, I don't think it's perfect. No system's perfect and we're not claiming it is. We're also not claiming that we've solved everything. I think we have, as a Tour, but also the FCC Committee and the Boards, have committed ourselves to do a -- to work to get the best competitive system we can, but also be humble enough to know we don't have all the answers, and we'll continue to innovate and get better.

So my hope is that we'll continue to improve upon it year-in and year-out and really work towards an ideal of having the most competitive and best system we can.

Q. Obviously, Tiger's work with the FCC is ending. You talked about his contribution and I know he remains a Player Director on a couple of the Boards. You encouraged him to stay involved?

BRIAN ROLAPP: Yeah, of course. I mean, he's obviously already involved and will be involved in his current Board seat. But his leadership in the FCC was essential and we couldn't have done it without him. And I've said this before,

his knowledge of the game and the competitive system is unmatched, of course. But also, I really believe that he cares what's best for the PGA Tour, and I think he feels it's part of his responsibility to put the PGA Tour in the best place possible, and I think you saw it in his comments today.

I think he really cares deeply about this Tour, and he wants to just make sure it's in as best a place as possible. So I think his contributions have about been invaluable and I think they will be going forward.

Q. You mentioned earlier rules and that rules have to be followed. The core of the competitive golf experience is the rules and the rule book. I know it's not your Tour, but you saw Rory McIlroy got a two-shot penalty a week or two ago in Abu Dhabi. I'm wondering on that very specific thing, it's been so widely discussed, how do you feel about players taking their stance, putting that flange of the sand wedge often behind the ball and how going forward into the new season the PGA Tour might regulate that particular rule?

BRIAN ROLAPP: Well, as detailed as a rule issue on that, I'll kick that to Tyler who is much closer to that than I am.

Tyler, do you have a comment on that?

TYLER DENNIS: Yeah, I don't want to comment on something that happened on the DP World Tour. I would refer you to them to talk about those incidents.

But just to kind of at a high level say that I think you remember over the last few years, we spent a lot of energy looking through the entire set of rules, the playing rules, and the things that happen on Tour, and going back to that simplification and since, we've made tons of improvements to, you know, sort of clarify those type of things and also, frankly, address a lot of inequities or perceived injustices.

So we feel great with where the rules are right now, and we're always sort of looking -- our officials are always focused and working closely with the USGA and R & A on the things that we can improve on.

Q. Just for the public to understand because they watch TV -- they watch golf on TV and they want to know, the rule says you can touch lightly. We have seen guys shove. Jack was famous for hovering. So just so the viewer can understand, what can a player do when addressing his ball in terms of getting that club close to the ball without touching the ball or without improving the lie?

TYLER DENNIS: Yeah, our officials are, honestly, really the experts on this, but I can just tell you that that particular rule, we feel very confident about how it's written and how it's applied each week and the fairness and outcomes we're seeing.

Q. Brian, in the points distribution scheme that's been rolled out for Championship Series and then also this last chance series announcement today, it is a much flatter distribution. Two 45th places is equal to a 10th place, the gap between 1st and 10th is not nearly as significant as currently. Can you talk about the Tour's motivation and perspective about why they're going to that flattened scheme and some of the trade-offs that that presents?

BRIAN ROLAPP: Tyler or Kirty, do you want to talk about that?

TYLER DENNIS: I think Kirty is on. Why don't you take that one?

KIRSTEN BURGESS: Sure. So we looked at many different things as we went to analyze the points model. So one thing you have to think about is the overall number of points that are in the system now that we have less events. What we looked at is sort of a players beaten model, right? There's more points incentivizing and leaning into making the cut and then 1 point for each player that you beat with a bonus in the top 10. As we all know, finishing in the top 10 is where we see more bonus.

You want to celebrate winning, but in a new structure where we don't have 47 tournaments and lots of points, you have to be careful that you don't overemphasize a win, making it to where someone can clench their card, their playoffs, all of that with one good finish.

So the model in and of itself, it's more based on the new closed structure that we have of a group of players competing against each other in, you know, the same type of tournament to really have it be that at the end of the season we're trying to reward consistency and promote the appropriate players. And that's always where we start is end-of-season outcome with retention rates and things like that and how the system in and of itself doesn't introduce randomness and identifies the best players.

Q. I guess, for example, this year Rory McIlroy didn't play that often because he had a couple wins. How significant of a factor is trying to get the superstars to show up? Is that why we're seeing a flattened points scheme, to put it kind of directly?

KIRSTEN BURGESS: No, not necessarily. As I said, a lot

of that flatness for the win comes with the fact that we want to have -- identify players who have had a consistency season. So if you overvalue that win, even though Rory had multiple wins, he also had other top finishes. You don't want to have a situation where you have one random finish and then that's identifying when we have such a competitive platform.

So really, looking at what is that emphasis of a win in the overall structure? And we do want, for the fans and for our product, to ensure that we're keeping that likelihood and that compelling finish going all the way towards the end of the season.

Q. Brian, if you get all of the best players -- almost always all of the best players competing against each other throughout the season on the Championship Series, do you have an idea you can give us on how you could quantify what the audience size for that would be compared to what it is now?

BRIAN ROLAPP: You mean a television audience? Is that your question?

Q. Yeah.

BRIAN ROLAPP: I don't know. I wouldn't want to estimate or guess, but I think ultimately the model and the competitive system, it's our hope that it increases the consequence of every Championship Series event. And we talked a lot about in this process the scarcity. I think when we initially talked about scarcity, it was misunderstood as a cutting of a number of events when all we've done is we've taken a similar number of events, we've organized them differently, and we've changed the competitive model in order to have the top golfers in the world play consistently against each other week-in and week-out with a different standing system, then celebrating and rewarding the best golfer at the end of the regular season because I think by definition we've increased the consequence of each one of those events.

So it is my hope that with increased consequence, with the best golfers together, in a much easier to understand system, that we can increase fan engagement both on television or at the tournament or anywhere, but also attract new fans. So not only capture more attention of the fans we have, but also attract new fans to professional golf is certainly my hope.

But if I were to guess a number, I would be wrong. I will say I think our viewership now is pretty strong. We've had one of the best years in sometime in TV ratings, we're growing, our weekend broadcast windows are growing. So I think we're working off of a very strong base and I think we can improve that. And in our conversations with our media partners with the new model, I think they would agree with that.

Q. My question is about the exemption for top 50 Money List earners. Apologies if you addressed this already, but could you just explain the reasoning behind those exemptions and was that something that was disputed at all in the FCC boardroom discussions?

BRIAN ROLAPP: Yeah, Tyler, why don't you take that one, or Kirty.

TYLER DENNIS: I'm not sure I understand your question, but Kirty is our subject matter expert on all things eligibility.

KIRSTEN BURGESS: Sure, no problem.

So I think what you're referring to is we have currently career money exemptions for those players that are in the top 25 and the top 50. We did look to continue those. What you'll find is what we talked about is in the transition year we are going to maintain from 2027 to 2028 the ability for players to utilize their top-25 or top-50 exemption. You'll see that also aligns with the premise that we had that anything that anybody had earned in terms of their tournament winner's exemption in the transition to the new model wouldn't be taken away.

What we also said is that we do intend to maintain some sort of career milestone. If you think about that from, like, a meritocracy standpoint, these players have gone on to do exceptional things and have earned, you know, maybe a one-time exemption. What we're doing is we're sort of punting what that looks like in 2029 and beyond as we're going to continue our exercise in terms of eligibility, you know, throughout the rest of the ecosystem, so Champions Tour and different things like that, how we look to award career particularly with money being different. So that's under evaluation as to exactly what that will look like in 2029 and beyond.

Q. I wanted to circle back to Tyler one more time, trying to get my hands around this affiliated network thing. This unified priority ranking, how many tours does that encompass? And is it safe to assume that some of the tournaments that are not Korn Ferry, whatever points or rewards system they have is going to be at a lesser percentage than the KFT? If you can make sense of that, good luck.

TYLER DENNIS: No, again, I'm going to actually hand this one to Kirty again who's been involved in this and can kind of give you the high level of it.

Q. She's smarter than you.

TYLER DENNIS: 100 percent.

KIRSTEN BURGESS: I think what you're trying to get to the heart of is why wouldn't we have just another Tour underneath like we do Americas. And the reason for that is very much like Tyler is saying, and it is tied to the way that we're looking to utilize a priority ranking in the future.

And the key to it is that it doesn't stop and start. We get sort of pigeon holed when we have the Tour with promotion/relegation at the end, that all of the events sort of have to line up underneath each other.

So it's not solving the issue of what we need, which is for developing talent. We need to be able to capture them at all different times. We missed out on Q-School, we're back in. You know, we had a bad week, I can kind of play my way back up. Instead of being limited to start and stopping at the end of the season.

So what we're trying to do throughout the developmental system now is still maintain a Korn Ferry Tour, which will pit players head-to-head and identify promotion to the PGA Tour Challenger Series, but we're trying to have this ability to connect and recognize performance across all of the PGA Tour-sanctioned events.

So you get that opportunity to Monday qualify. You know, to recognize the performance, to sort of, you know, capture everything. And the affiliated event model not having a start and finish actually allows us to really be able to complete that year-round circle and support everything.

So that's sort of the thinking of why it's sort of conforming from what you know it today into something different.

Q. Two things: Are they separate from the Korn Ferry Tour guys?

KIRSTEN BURGESS: Yes, so the players that are participating on the affiliated tour would be separate, but what we will use though, the performance ranking, the unified priority ranking. It's a priority ranking because that's what we call our ordering of categories today, just to make sure everybody understands that.

So what we'll do is that is what will be used for all conditional categories. So all of these different opportunities, that's how you can sort of play your way back in and get that ability. So that's the connectiveness of that developmental system. The key there is really not having to have a system where we have to have a stop and start like we do today.

BRIAN ROLAPP: Okay, thank you everybody for coming. See you next time. Thank you.

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