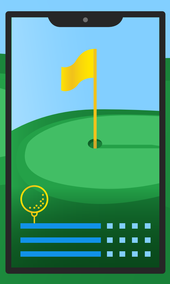
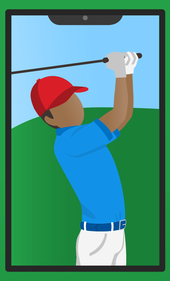
The Masters & IBM

Celebrating 25+ Years of Digital Innovation at the Masters



2021

Masters Fantasy, with player insights from IBM



2020

My Group with IBM Watson

2019

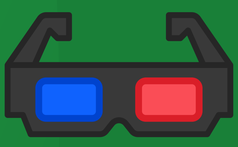
Every Shot, Every Hole debut on Masters digital platforms

2018

Round in Under 3 Minutes, providing AI-powered highlights

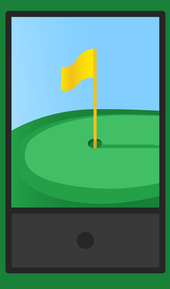
2016

Masters workloads transitioned to the IBM Cloud



2010

First Golf Major Championship with 3D Live Streaming



2009

Launch of the first Masters App, powered by IBM

2006

Live Streaming of Amen Corner

1996

Launch of Masters.org

IBM