

2025 Technology, innovations & Partnership
Rest of the World – WINNER

Overview

Virtual Eye, operating on the DP World Tour, developed the *Virtual Twin* - a scalable, cloud-based solution transforming how broadcast graphics and storytelling are delivered at international golf tournaments, including the Genesis Scottish Open, BMW PGA Championship, and DP World Tour Championship. Traditionally, delivering on-site broadcast animations required flying specialist teams from New Zealand to Europe and the Middle East. The Virtual Twin removes this need entirely, enabling full remote operation via AWS infrastructure. This innovation significantly reduces travel-related emissions while enhancing the speed, flexibility, and depth of tournament storytelling.

Objectives

- Eliminate long-haul international travel for broadcast graphics operations.
- Reduce carbon footprint and resource consumption across global tournaments.
- Enhance real-time storytelling using automated data analysis.
- Increase scalability and efficiency of tournament broadcast operations.
- Leverage existing broadcast assets to avoid redundant production workflows.

Implementation

- **Cloud-based remote production:** The Virtual Twin operates entirely via AWS, removing the need for on-site animation teams and enabling global delivery from a centralised system.
- **Real-time data ingestion and analysis:** The system continuously ingests live golf data, automatically identifying compelling stories such as player performance trends, pivotal moments, and course challenges
- **Automated storytelling engine:** Thousands of data-driven moments are surfaced daily, with the system dynamically prioritising and queuing content without human intervention.
- **AI-powered commentary integration:** At events such as the Genesis Scottish Open, the PGA TOUR's AI commentary model was integrated to generate live, plain-language insights for display across screens and sponsor environments.
- **Adaptive output timing:** The system intelligently adjusts output frequency—accelerating during high-action periods and slowing during quieter moments—to maintain audience engagement.
- **Scalable deployment model:** By utilising existing 3D broadcast assets, the Virtual Twin avoids costly course remapping. New tournaments can be supported instantly by spinning up additional AWS instances, removing the need for external vendors or extensive setup time.

“By rethinking how we deliver broadcast storytelling, the Virtual Twin has allowed us to remove physical barriers entirely - cutting global travel while creating a smarter, more responsive, and scalable production model for the future of golf”

Ben Taylor

EVP - Commercial & Production, Virtual Eye



Results and Activation

-  Eliminated the need for international travel for broadcast animation teams, significantly reducing carbon emissions.
-  Transitioned from resource-intensive, on-site production to a fully remote, cloud-based workflow.
-  Maximised the use of existing broadcast 3D assets, eliminating the need for additional course mapping and reducing production time and resource use.
-  Enabled continuous, real-time storytelling across entire tournament days - from first tee to final putt.
-  Delivered thousands of automated, data-driven story moments per event, enhancing viewer engagement.
-  Dynamically adapted content output in real time, ensuring relevant storytelling during peak moments and maintaining engagement during quieter periods.
-  Successfully integrated AI-generated commentary into live environments, enriching the fan and sponsor experience.
-  Created a highly scalable model that can be deployed across multiple global tournaments with minimal additional cost or setup.