



Alex Kaplan
President and General Manager, Discovery Golf

Alex Kaplan is President and General Manager of the Discovery Golf Group which includes the PGA TOUR alliance, established following the unprecedented long-term agreement to create a new ‘Home of Golf’ platform. He leads the division with full P&L responsibility including exploitation of the global multi-platform live rights, outside the United States, to all PGA TOUR media properties and creating a new OTT streaming service to engage international golf fans across every mobile screen in up to 220 markets and territories. Kaplan is responsible for leading the acquisition of new content across the golf ecosystem, building a world-class production and content creation engine, and developing a global advertising and sponsorship platform.

Alex brings years of experience in sports, media, and direct-to-consumer businesses. On joining Discovery in January 2017, he held the role of EVP Commercial, Eurosport Digital, managing subscriber acquisition, retention, global pricing and packaging, and digital content and acquisition. He also led all digital marketing, distribution and partnership functions. During this time, Alex and his team have helped grow the Eurosport direct-to-consumer business to over 1 million subscribers.

He joined Discovery after holding senior leadership positions at the NBA and DIRECTV/AT&T. Previously, Alex served as Senior Vice President, Global Media Distribution for the NBA where he was responsible for the global direct-to-consumer strategy and business operations, including the NBA’s League Pass OTT platform.

Alex had formerly spent 10 years at DIRECTV/AT&T where he led the organization responsible for DIRECTV Sports and oversaw Revenue and Entertainment products and services, driving more than \$4.5B in annual revenue. Kaplan was responsible for the NFL SUNDAY TICKET business, including achieving record subscriber and revenue growth, negotiating the long-term renewal of the package in 2014, and extending the package’s reach by launching SundayTicket.TV, the digital content distribution platform that allows fans to watch NFL games on mobile devices, tablets, gaming consoles and PCs without a Pay-TV subscription. In addition to his sports responsibilities, Alex also managed DIRECTV’s PPV and Paid Premiums P&Ls.

In 2013, Alex was honoured for his accomplishments by Sports Business Journal in its “Forty Under 40” list while he was also chosen as one of Multichannel News’ “Forty Under 40” cable television executives. He holds a Bachelor of Arts in American Studies from Tufts University and a Master of Business Administration in Marketing from New York University. Alex and his wife, Jennifer, live in Westchester County, NY, with their son and daughter.