



7 December 2015

ATP Media To Produce More Live Matches In 2016 As Global Reach Of Men's Professional Tennis Continues To Soar

LONDON – The ATP and ATP Media, the broadcast arm of the ATP World Tour, announced this week that live match production at ATP World Tour Masters 1000 tournaments will be significantly increased from 2015 to 2016.

More than 100 additional ATP singles matches will be produced, as well as increased coverage of doubles matches. In all, 24 additional courts will be produced across eight of the ATP World Tour Masters 1000 tournaments starting in 2016. The increased production will start from the 2016 BNP Paribas Open in Indian Wells in March where a minimum of 96 live ATP matches across eight courts will be produced.

The broadcast enhancements are underpinned by a \$300m investment in television production over the next 10 years, which will see more matches than ever produced from the top two tiers on the ATP World Tour.

Matches will be made available to ATP Media's global broadcast rightsholders and will also be shown on its official live streaming service TennisTV.

The enhancements were announced at the inaugural ATP Media Broadcaster Forum, which took place at the Chelsea Harbour Hotel in London on 2 and 3 December 2015.

The event saw representatives of broadcasters in attendance from around the world across two days of collaboration between ATP Media, ATP World Tour and its top broadcast rightsholders to discuss future plans and enhancements for the Tour, the television production and broadcast distribution.

Both Mark Webster, CEO of ATP Media, and Chris Kermode, ATP Executive Chairman & President, addressed the audience at the start of the event, which outlined how ATP Media would take tennis television production, services and enhancements to the next level.

"The ATP World Tour has seen tremendous growth in global TV viewership in recent years," said Kermode. "We are in the content business, and ATP Media's increased level of production for 2016 will allow more fans to engage with more of our content from our top tier of events than ever before."

"As the demand for world class tennis from broadcasters and fans around the world continues to rise, we are delighted to be able to step up our production levels even further in 2016," said Webster. "This is the first step in a series of broadcast enhancements ATP Media will be making in the near future."

The ATP World Tour's global TV audience has soared in recent years and is projected to exceed 900 million viewers globally in 2015, while ATP sponsorship revenues are at an all-time high. More than \$1.3 billion in broadcast revenue is forecast over the next 10 years across the nine ATP World Tour Masters 1000s, 13 ATP World Tour 500s, and the season-ending Barclays ATP World Tour Finals.

Contacts:

ATP: Simon Higson (shigson@atpworldtour.com)



PLATINUM PARTNERS





About the ATP

The ATP is the governing body of the men's professional tennis circuits - the ATP World Tour, the ATP Challenger Tour and the ATP Champions Tour. With 62 tournaments in 31 countries, the ATP World Tour showcases the finest male athletes competing in the world's most exciting venues. From Australia to Europe and the Americas to Asia, the stars of the 2016 ATP World Tour will battle for prestigious titles and Emirates ATP Rankings points at ATP World Tour Masters 1000, 500 and 250 events, as well as Grand Slams (non ATP events). At the end of the season only the world's top 8 qualified singles players and doubles teams will qualify to compete for the last title of the season at the Barclays ATP World Tour Finals. Held at The O2 in London, the event will officially crown the 2016 ATP World Tour No.1 presented by Emirates. For more information, please visit www.ATPWorldTour.com.

About ATP Media

ATP Media is the broadcast arm of ATP World Tour. It manages the production, distribution and commercial exploitation of the broadcast rights of ATP World Tour Masters 1000 tournaments and the Barclays ATP World Tour Finals plus the 13 ATP World Tour 500 events. Global distribution of ATP Media's programming spans 6 continents and over 200 territories generating 125,000 hours of global broadcast coverage to a cumulative global audience of over 750 million annually. ATP Media also distributes ATP World Tour Uncovered, the magazine show of the ATP World Tour, with a worldwide reach of 172 territories and 30 broadcasters. Please visit www.ATPMedia.tv.



PLATINUM PARTNERS

