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ATP EXPANDS AGGREGATION AND CENTRALISATION OF MEDIA RIGHTS AS TOUR VIEWERSHIP CONTINUES TO SOAR

LONDON – The ATP announced on Friday the continued aggregation and centralisation of broadcast rights on the ATP World Tour, with 12 tournaments across the ATP World Tour 250 category being pooled and sold together in partnership with ATP Media, the broadcast arm of the ATP World Tour.

Following the success of the centralisation of rights across the Nitto ATP Finals, the nine ATP World Tour Masters 1000s, and the 13 ATP World Tour 500 tournaments, which has seen viewership more than double over the past 10 years, the ATP is pursuing a similar strategy with continued aggregation and centralisation at the 250-level.

“Media rights is one of the biggest growth areas in our sport, and we’ve seen tremendous results both commercially and in terms of viewership with the centralisation of rights at Masters 1000 level and ATP World Tour 500 level,” said Chris Kermode, ATP Executive Chairman & President. “We want to see that growth replicated at the 250-level which, as a category, represents the largest number of events on the Tour. We’re delighted to have started this process, with twelve 250 tournaments coming on board in this initial phase. We’ll be looking to expand this number further as and when the rights become available in the coming years.”

Viewership of the ATP World Tour stood at 464 million in 2008, prior to the creation and centralisation of the ATP World Tour 500 category in 2009. In 2016, viewership reached 938 million viewers, an increase of 102% across a 10-year period.

Mark Webster, CEO of ATP Media, said: “At ATP Media, we pride ourselves on providing market leading production and services to broadcasters, and to fans worldwide. There’s no question that the pooling of the Tour’s broadcast rights is critical to achieve optimal presentation, commercialisation, and exposure of our sport. We look forward to building on the 12 tournaments that have taken this important first step in the coming years.”

The 12 tournaments to be included in the ATP World Tour 250 tournament package are: the Aircel Chennai Open (Chennai), the Fayez Sarofim & Co. US Men’s Clay Court Championship (Houston), the Hungarian Open (Budapest), the Millennium Estoril Open (Estoril), the Open Parc Auvergne-Rhone-Alpes Lyon (Lyon), the Antalya Open (Antalya), the Aegon International (Eastbourne), the J. Safra Sarasin Swiss Open Gstaad (Gstaad), the Abierto Mexicano de Tenis Mifel presentado por Cinemex (Los Cabos), the Winston-Salem Open (Winston-Salem), the Chengdu Open (Chengdu), and the European Open (Antwerp).

The rights encompass all forms of international media rights across linear broadcast and digital, across a five-year term from 2017 through 2021.

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PREMIER PARTNER



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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 63 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 2017 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 Nitto ATP Finals. Held at The O2 in London, the event will officially crown the 2017 ATP World Tour No. 1 presented by Emirates. For more information, please visit www.ATPWorldTour.com.

About ATP Media

As the broadcast arm of the ATP World Tour, ATP Media was formed in 2001 as Tennis Properties Limited; providing the centralised exploitation and host broadcast production for the Nitto ATP Finals, ATP World Tour Masters 1000 and ATP World Tour 500 tournaments. ATP Media has unrivalled access and expertise in the full-service broadcast production of men's professional tennis with an end to end solution for global broadcasters incorporating: rights sales, multi-platform production, a global fibre distribution network and a market leading digital archive.

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