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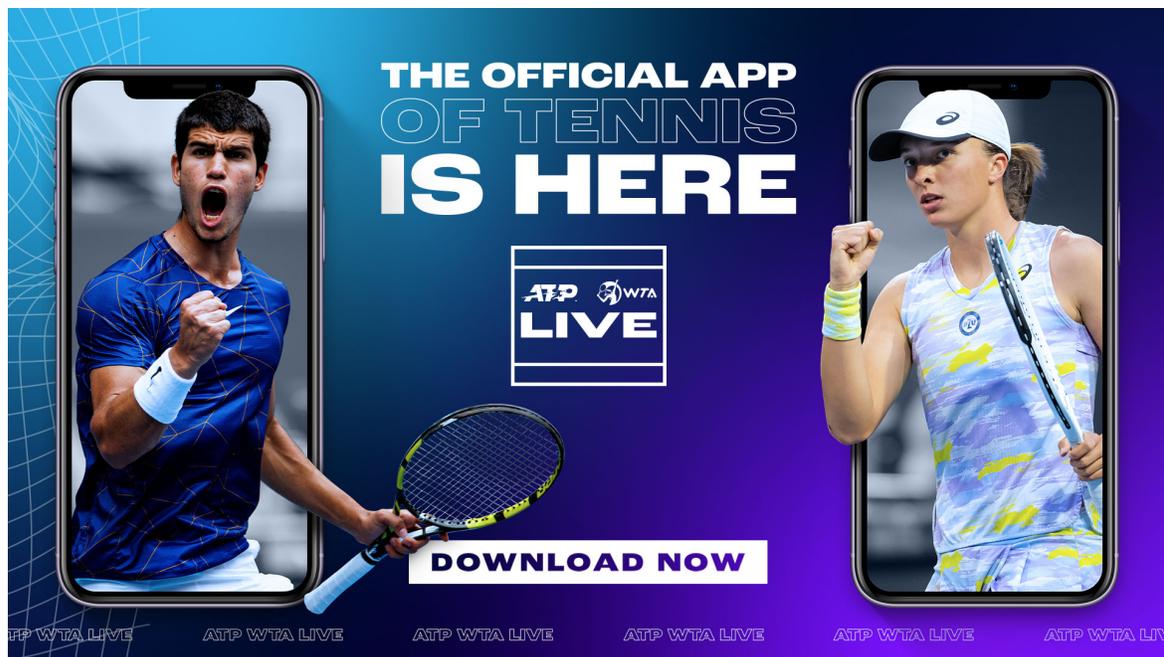
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ATP AND WTA TEAM UP TO LAUNCH JOINT MOBILE APP

LONDON: The ATP and WTA have joined forces to launch ATP WTA Live, an all-in-one mobile app for the modern tennis fan. It marks the latest in a series of strategic collaborations to unify the fan experience and storytelling across the Tours.

Available from today, ATP WTA Live brings tennis fans closer to the game than ever before, featuring real-time updates, scores and stats, and behind-the-scenes content from across the ATP and WTA universe.

The new app enables fans to keep up with official scores and results across the men's and women's tours, all in one place. Fully customisable notifications will allow fans to tailor their experience around their favourite players, providing up-to-the-minute breaking news, results, and movements in the official rankings. Plus, an integrated library of the latest and greatest behind-the-scenes content will mean fans won't miss a beat of what's going on beyond the court.



The app's launch comes at a time of high demand for a unified fan experience, with a growing contingent of tennis fans signalling their support for both tours. It follows a series of collaborations between the ATP and WTA to align storytelling across the sport, including Tennis United, the hit digital show launched in 2020, and integration of both Tours' brand and marketing teams.

The focus on delivering a premium mobile-first experience reflects an acceleration towards on-the-go consumption of tennis, with over 60% of web traffic on ATP and WTA channels coming from mobile users, a figure that has more than doubled over the last decade. From today, ATP WTA Live will officially replace both Tours' existing apps.



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“The ATP Tour and Hologic WTA Tour are part of the same season-long narrative and share many of the same events. ATP WTA Live has been launched to make it easier for fans to follow the story of both Tours in one app”, said Dan Ginger, SVP Brand and Marketing, ATP & WTA. “Our broader ambition is to make tennis a more unified, consistent, premium product that serves the modern tennis fan. Launching ATP WTA Live today is a significant step in that journey.”

ATP World No. 5 Stefanos Tsitsipas said, “As players, we know how passionate tennis fans are about both tours. I think it’s really powerful when our sport can come together to tell its story. It’s great to offer fans another window into our shared world through the new joint app.”

WTA World No.3 Paula Badosa said, “Similar to our fans all over the world, we as professional athletes are often on the go. This new joint app will help all of us keep up with the latest tennis news and scores in a much easier way. I’m excited to share this with the fans so they can follow all the action throughout the season.”

Download ATP WTA Live on the [App Store](#) and [Google Play](#).

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About The ATP

As a global governing body of men’s professional tennis, the ATP’s mission is to serve tennis. We entertain a billion global fans, showcase the world’s greatest players at the most prestigious tournaments, and inspire the next generation of fans and players. From the ATP Cup in Australia, to Europe, the Americas and Asia, the stars of the game battle for titles and ATP Rankings points at ATP Masters 1000, 500 and 250 events, and Grand Slams. All roads lead towards the Nitto ATP Finals, the prestigious season finale held in Turin, Italy. Featuring only the world’s top 8 qualified singles players and doubles teams, the tournament also sees the official crowning of the year-end ATP World No. 1, the ultimate achievement in tennis. For more information, please visit www.ATPTour.com.

About The WTA

Founded by Billie Jean King in 1973 on the principle of equal opportunity, the WTA is the global leader in women’s professional sports. The WTA is one of the world’s most recognizable and high-profile sports organizations, consisting of more than 1600 players representing approximately 87 nations, all competing to earn WTA rankings points and prestigious tournament titles. The Hologic WTA Tour is annually comprised of around 50 events and four Grand Slams, spanning six continents and nearly 30 countries and regions with a global audience of over 900 million. Further information on the WTA can be found at wtatennis.com