

8 August 2022

## TENNIS DATA INNOVATIONS & TENNISVIZ UNVEIL NEW FAN INSIGHTS, ANNOUNCE PARTNERSHIP

LONDON – Tennis Data Innovations (TDI) and TennisViz have today unveiled the latest in a series of next-generation data insights, set to enhance the tennis fan experience.

Following the successful launch of *In Attack*, *Conversion* and *Steal* insights earlier in the season, TDI and TennisViz have revealed their latest tranche of co-developed insights. These leverage TDI's industry-leading match and tracking data and TennisViz' next generation Artificial Intelligence, to provide fans with deeper understanding and richer narratives around the action on court. Designed to present fans with the right data at the right time, insights are being showcased within the broadcast of ATP Masters 1000 tournaments and the season-ending Nitto ATP Finals in Turin as part of a pilot supported by the production team at ATP Media.

Two new insights set for launch from the 2022 National Bank Open presented by Rogers (Montreal, 8-14 August) are:

- **Shot Quality:** Dynamically rates the quality of a player's four main shots by assessing speed, spin, depth, width and the impact it has on the opponent. Enables analysis of players' shots over time and objective comparison of player attributes across the ATP Tour.
- **Playing Style:** Analyses multiple data points to objectively categorise a player's playing style, with categories including Big Server, All Court Player and Attacking Baseline, among others.



Cards based on hard-court matches and updated as of 1 August 2022. Tour Average is calculated across all players on the ATP Tour over the past 52 weeks.

Insights set for release across the remainder of the 2022 season and into 2023 include:

- **Momentum Tracker:** Shows the flow of momentum during a match
- **Performance Tracker:** Analyses and visualises each player's level of performance as a match progresses
- **Winning and Losing Plays:** Highlights winning and losing tactics and patterns of play for both players

- **Serve and Return Game Performance:** Rates players' performance in their service games compared to return games

In addition to being served curated insights via broadcast coverage, fans will be able to access explainers, deep dives and in-play analysis via [@tennis\\_insights](#) on Twitter. Full insights will be made accessible to commentators and tennis media via a new dashboard, supporting deeper understanding of the game and what creates winning outcomes.

TDI, an independently run entity co-owned by the ATP and ATP Media, was established in 2020 to manage data and streaming assets across the ATP Tour and ATP Challenger Tour. As part of its remit, TDI is committed to enriching fans' enjoyment and understanding of tennis via development of innovative new products, insights and metrics. TennisViz, established in 2017 and based in the UK, provides a range of innovative analytics specifically designed to engage fans, and has worked with ATP and WTA coaches to provide world-class player analysis. Through a new long-term strategic partnership, announced today, both companies aim to maximise value of tennis data and drive further innovation in the space.

David Lampitt, TDI CEO: "Together with TennisViz, we're delighted to launch our latest wave of insights. These have been designed from the ground up with fans in mind and show the amazing things we can achieve with data and cutting-edge tech. We're also delighted to formalise our partnership with TennisViz. For TDI it's part of a long-term strategy to engage the brightest and most innovative companies emerging in the space and to enhance the way fans can experience and understand the action on court."

Richard Hawkes, TennisViz Managing Director: "We are excited to announce our long-term partnership with TDI and launch brand-new Insights. While traditional data points tell us who's won and lost, our Artificial Intelligence creates innovative sets of data that explain how and why. This gives fans a whole new perspective in real-time. Working in partnership with TDI, we are creating a new common tennis language."

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**About Tennis Data Innovations**

TDI is an independent and fully integrated data-focused entity that controls the innovation, development, marketing and pricing of all future data products in tennis. Established in 2020 as a joint venture by ATP and ATP Media, TDI serves as a vehicle for the central management and exploitation of tennis data and in a variety of markets, both betting and non-betting.

**About TennisViz**

TennisViz, part of Ellipse Data Ltd, is the world leader in using algorithmic software to process Ball and Player tracking data to create ground-breaking analysis in real-time. Our automated software captures every shot, situation, phase, and tactic to ensure we provide the most complete and in-depth analysis possible. For more information, please visit <https://www.tennisviz.com/>.

**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 Pepperstone 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, presented by Pepperstone, the ultimate achievement in tennis. For more information, please visit [www.ATPTour.com](http://www.ATPTour.com).

**About ATP Media**

As the broadcast arm of the ATP Tour, ATP Media was formed in 2001 as Tennis Properties Limited; providing the centralised exploitation of media rights across the ATP Tour, host broadcast production for the Nitto ATP Finals, Intesa Sanpaolo Next Gen ATP Finals, ATP Masters 1000s and world feed production for the ATP 500s and, more recently, certain ATP 250s. 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. For more information, please visit [www.atpmedia.tv](http://www.atpmedia.tv).