

DRAMA

# THE ULTIMATE TENNIS SHOW



ELECTRIC  
ELECTRIC  
ELECTRIC  
ELECTRIC  
ELECTRIC



PASSION



THE 02, 10-17 NOV

Nitto  
**ATP**  
FINALS





# THE ULTIMATE STAGE

The background of the entire page is a photograph of a large indoor tennis stadium, likely the O2 Arena in London, during a Nitto ATP Finals event. The stadium is filled with spectators, and the court is illuminated by bright lights. A tennis player is visible on the court in the foreground, and a large scoreboard is visible in the background.

THE NITTO ATP FINALS, FEATURING THE WORLD'S BEST EIGHT SINGLES PLAYERS AND DOUBLES TEAMS, HAS FIRMLY ESTABLISHED ITSELF AS ONE OF THE GREATEST EVENTS ON THE SPORTING CALENDAR. THE WORLD'S BIGGEST INDOOR TOURNAMENT IS MUST-SEE FOR MORE THAN A QUARTER OF A MILLION FANS EVERY YEAR – COMBINING EPIC TENNIS AND THE BEST ENTERTAINMENT AS THE FINALE OF THE TENNIS SEASON. THE MOST WATCHED, FOLLOWED AND CONSUMER EVENT WORLDWIDE ON THE ATP TOUR.

**Nitto ATP FINALS**



# UNIQUE EVENT

AFTER 63 ATP TOUR TOURNAMENTS  
AND 4 GRAND SLAMS, ONLY THE TOP 8  
SINGLES PLAYERS AND DOUBLES  
TEAMS EARN THE RIGHT TO COMPETE.

For eight days on the Greenwich peninsula in East London, The O2 plays host to the Nitto ATP Finals, which features the best players of the year, all fighting for the prestigious crown. This iconic and unique venue is transformed into a modern-day gladiatorial arena where the world's tennis elite compete for a place in history. Enthusiastic sell-out crowds, the world's top sporting and entertainment media, and a host of celebrity faces combine to create an incredible atmosphere and one of the 'one of the can't-miss' events in the global sporting calendar.



# THE PRESTIGE

THE HONOUR TO BE ONE OF THE TOP 8 PLAYERS IN THE WORLD  
PLAYING FOR ONE OF THE BIGGEST TITLES IN MODERN DAY TENNIS.

The celebrated history of the Nitto ATP Finals began in Tokyo in 1970 and has travelled the globe to entertain fans in other major markets including Paris, New York, Shanghai, Sydney and London. Andre Agassi, Boris Becker, and John McEnroe are just a few of the prestigious players to capture this distinguished title. Qualification is coveted by many but only earned by the few players who demonstrate sustained excellence throughout the season. No other event guarantees 15 matches between the world's top eight players, ensuring unforgettable world class tennis in every session.

LONDON

SHANGHAI

HOUSTON

SHANGHAI

SYDNEY

LISBON

HANOVER

FRANKFURT

NEW YORK

HOUSTON

STOCKHOLM

MELBOURNE

BOSTON

BARCELONA

PARIS

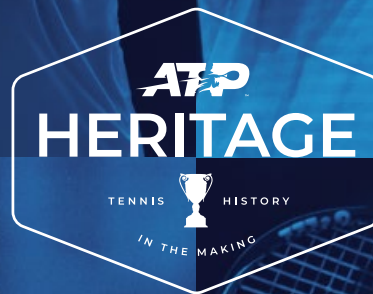
TOKYO







**THIS  
IS  
WHERE**



**LEGENDS  
ARE  
MADE**

# GLOBAL MEDIA COVERAGE

DELIVERING YOUR BRAND MESSAGE TO A LARGE AUDIENCE, WITH REACH IN 181 BROADCAST MARKETS AND AN AVERAGE OF 95 MILLION VIEWERS\* WORLDWIDE EACH YEAR.

The Nitto ATP Finals is the largest event on the ATP Tour for media coverage. In 2018, the tournament's television coverage reached viewers through a combination of

terrestrial and cable/satellite channels including Sky Sports, BBC and ESPN, with nearly 6,000 hours of dedicated television coverage overall. Digital and social media

continue to play an increasing role in coverage of the event, with millions of fans following through TennisTV, OTT coverage and social media clips.

prime video

BBC

ESPN

NHK

★EUROSPORT

CCTV

GAORA  
SPORTS

PTC

SRF

TENNIS  
CHANNEL

beIN  
SPORT

\*Average viewership figure from 2014-2018 and includes linear TV, OTT/digital, and social media video views



# IMPRESSIVE REACH

A quarter million fans attend the tournament each year, achieving an unprecedented number of sold-out sessions throughout the event, making the Nitto ATP Finals the biggest indoor tennis tournament ever staged in the world.

Over the eight days of the tournament, ATP websites registered 20M page impressions, fans consumed more than 56,000 hours of video content, and posts from ATP Tour's social media channels generated more than 80 million impressions.

**MORE THAN QUARTER MILLION FANS ON-SITE, 95 MILLION VIEWERS WORLDWIDE\*, 200 MILLION DIGITAL AND SOCIAL IMPRESSIONS, AND 36 MILLION ONLINE VIDEO PLAYS.**



\*Average viewership figure from 2014-2018 and includes linear TV, OTT/digital, and social media video views

# MAXIMUM VALUE

MOËT

MOËT & CHANDON

MOËT

Infosys

113 MPH

THE NITTO ATP FINALS WAS THE BEST PERFORMING TOURNAMENT ON SOCIAL MEDIA ON THE ATP TOUR IN 2018 (INTERACTIONS, VIDEO VIEWS AND IMPRESSIONS)

BRAND EXPOSURE  
DISPLAY AREAS  
HOSPITALITY  
DIGITAL MEDIA  
TV GRAPHICS

CUSTOMISED  
BENEFITS

+\$2B  
IN GROSS  
ADVERTISING  
VALUE\*

\*SOURCE: SMG INSIGHT

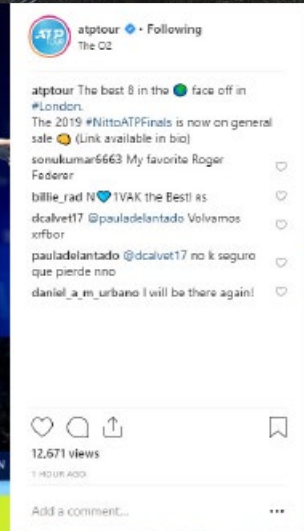


# IMPACTFUL MARKETING

## MULTI-MILLION DOLLAR INTEGRATED MARKETING CAMPAIGN.

The campaign appeals to a premium demographic of educated urbanites and prosperous professionals. These potential customers are targeted through outdoor billboards, transport locations and print media.

There is also a heightened concentration on digital ad placements, social content and a strong search campaign. All with the aim of increasing awareness and selling tickets for this prestigious event in London.



I N T E G R A T E D  
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# UNFORGETTABLE EXPERIENCE



## INVITE YOUR GUESTS TO WITNESS AN EXTRAORDINARY SPORTING EVENT AND ENJOY THE VERY BEST IN CORPORATE HOSPITALITY.

Word is out – the Nitto ATP Finals is the place to be and be seen. A firm favourite in the corporate events calendar, our partners can be sure that this unique experience will make a lasting impression on their most valued clients.

Our superior hospitality packages include VIP marquees, private suites, top quality seats and the unique chance to meet the world's best players.



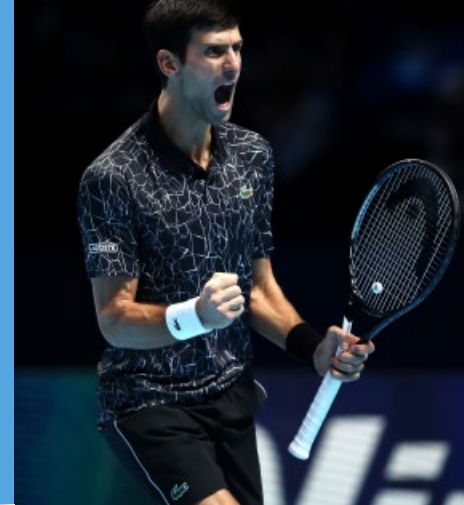
# GAME. SET. MATCH.



95 MILLION  
VIEWERS

6,000 HOURS  
TELEVISION  
COVERAGE

DISTRIBUTION  
TO 180 MARKETS



PREMIUM  
HOSPITALITY



5M+  
SOCIAL MEDIA  
INTERACTIONS



QUARTER  
MILLION  
FANS  
IN ATTENDANCE







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