



ATP CHALLENGER TOUR ANNOUNCES MAJOR GLOBAL BROADCAST EXPANSION, SEALS LANDMARK TENNIS CHANNEL PARTNERSHIP

- The ATP Challenger Tour will broadcast 35 premium tournaments, in 20 countries, across 5 continents.
- Enhanced production will cover more than 20 centre court matches each week and include live English commentary.

LONDON – The ATP Challenger Tour is set to reach more fans than ever in 2025, with a major global broadcast expansion set to deliver its world-class tennis to millions. A new partnership with Tennis Channel will see 35 *Challenger Showcase* events, featuring enhanced production, broadcast in Austria, France, Germany, India, Netherlands, Spain, Switzerland, UK, and USA.

In addition to broadcasting main-draw singles and doubles matches on centre court, Tennis Channel will produce original content highlighting the Challenger Tour’s unique identity and storytelling. This includes player features, off-season training sessions, and expert analysis, building on the Challenger Tour’s reach across social and digital.

ATP Media, the media arm of the ATP, will complement Tennis Channel distribution by adding to the list of territories and broadcasters worldwide, expanding the Challenger Tour’s media rights footprint and strengthening it as an international platform to showcase the sport’s future stars. Territories secured so far include Italy, Czech Republic, Slovakia, Lithuania, Japan and New Zealand.



ATP Challenger Tour Vice President Julia Boyadjieva said, “Expanding our media rights distribution is a huge step forward for the ATP Challenger Tour. We’re raising the bar with tournaments that feel bigger and better, combined with top-tier broadcast production to bring them to life. Partnering with Tennis Channel

and other broadcasters means we can shine a global spotlight on the incredible talent in these events, giving players the platform they deserve and inspiring the next generation of stars. It's another signal of our commitment to growing the game at this level."

Tennis Channel's Senior Vice President International and Programming Andy Reif added, "Tennis Channel and ATP share a common goal: to bring fans closer to the entertainment and drama of tennis. This partnership provides a unique platform to showcase the incredible talent and storylines of the ATP Challenger Tour. We are thrilled to be part of this exciting chapter and look forward to helping the Tour reach new audiences around the world."

Upcoming Challenger Showcase events include the award-winning Challengers 125 in Mexico City, MEX (7-13 Apr) and San Marino, SMR (14-20 Jul) as well as Challengers 175 in Aix-en-Provence, FRA (28 Apr-4 May), Turin, ITA (13-18 May) and Bordeaux, FRA (13-18 May).

Today's announcement forms part of ATP's broader OneVision strategy, which has driven a \$28.5 million record in total prize money for the 2025 season, a 135% increase since 2022. Enhancements also include the introduction of Challenger 175 events, the commercialisation of rights under Tennis Data Innovations (TDI), and the establishment of a dedicated leadership team to oversee Challenger Tour growth opportunities.

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About The ATP

As the 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 United Cup in Australia, to Europe, the Americas and Asia, the stars of the game battle for titles and PIF 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 PIF, the ultimate achievement in tennis. For more information, please visit www.ATPTour.com.

About Tennis Channel

Tennis Channel (www.tennischannel.com) and its sibling network T2, which are owned by Sinclair, Inc., are the only television-based multiplatform destinations dedicated to both the professional sport and tennis lifestyle. The networks have the most concentrated single-sport coverage in television in one of the world's most voluminous sports, with multiple men's and women's tournaments and singles, doubles and mixed competition throughout the year. Tennis Channel and T2 are the exclusive U.S. homes of all men's ATP World Tour and women's WTA Tour competitions, Davis Cup, Billie Jean King Cup, United Cup, and Laver Cup. The network's app and website house a direct-to-consumer streaming service with the traditional television network and 10,000 hours of live and on-demand matches beside original content. *Tennis Channel International* brings live competition and network content to markets in Europe and Asia via digital subscription and free ad-supported streaming TV (FAST) channels. Additional platform www.tennis.com is the largest digital outlet dedicated to the sport. Tennis Channel is also a co-owner of Pickleballtv, a joint venture with the Professional Pickleball Association.

Where to Watch the ATP Challenger Tour in 2025:

Czech Republic; Slovakia - ArenaSport

France - Tennis Channel

Germany; Austria; Switzerland - Tennis Channel

India - Tennis Channel

Italy - SuperTennis

Italy; New Zealand - DAZN

Japan - U NEXT

LATAM (select events) - ESPN/Disney+

Lithuania - Sport1

Netherlands - Tennis Channel

Iceland - BB Tennis

Spain - Tennis Channel

UK - Tennis Channel

USA - Tennis Channel

All Other Countries - ChallengerTV