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25 FEBRUARY 2025

ATP TOUR AND OVERTIME ANNOUNCE GROUNDBREAKING CONTENT PARTNERSHIP TO BRING TENNIS TO NEW AUDIENCES

LONDON & NEW YORK – The ATP and Overtime have today announced a pioneering content partnership that will deliver unprecedented, behind-the-scenes tennis content to Overtime’s 100M+ millennial and Gen Z/Alpha audience.

The partnership aims to expand the reach of one of the world’s most popular sports to younger audiences through the launch of new Overtime tennis platforms across social, featuring popular Overtime talent and some of the biggest names in tennis.

Massimo Calvelli, ATP CEO said “Entertainment is what brings new fans to the game, and partnering with Overtime takes this to the next level. We’re huge fans of what they do, and we’ve had ambitions to collaborate for a long time. It’s of great personal satisfaction to see it happen. We’re going to tell great stories together and bring the ATP Tour to a whole new generation of fans.”

“Overtime is the brand for the next generation of sports fans, and we’re excited to partner with the ATP to inspire young fans through a global sport featuring some of the most followed and admired sports personalities,” said **Farzeen Ghorashy, President of Overtime**. “This partnership unites Overtime’s focus on the next generation with the ATP’s mission to inspire future tennis players and fans worldwide.”

Overtime will produce content at numerous ATP Tour events worldwide throughout the year including ATP Masters 1000 tournaments, the Nitto ATP Finals and the Next Gen ATP Finals presented by PIF. Short-form content will feature unique exclusive access highlighting the sport’s biggest stars, and be made available across Overtime’s social channels, as well as ATP Tour, tournament and player platforms. Additionally, the ATP and Overtime will explore opportunities for other longer-form content and content series that bring tennis and its stars closer than ever to fans around the world.

Overtime is the home of the next generation of sports fans with over 100 million followers and 3 billion views per month, making it a key partner to marquee sports leagues and rights holders worldwide, including the NFL and NBC Sports for the Olympic Games. 81% of Overtime’s audience is under 35 years old.

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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 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.

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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 Overtime

Overtime empowers the next generation of athletes and fans across digital platforms by building disruptive new sports leagues and developing and distributing original sports content.

Overtime owns and operates OTE and Overtime Select in basketball, OT7 in football, and OTX in boxing while producing over 150 pieces of original sports content weekly for its 115MM+ global followers. The company is a key partner to marquee sports leagues and rights holders worldwide, including the NFL and NBC Sports for the Olympic Games. Overtime's business model is driven by sponsorships, e-commerce, licensing and media rights.

Overtime is funded by top VC firms, strategic investors, industry leaders, and athletes, including Liberty Media Corporation, Amazon, Andreessen Horowitz, Counterpoint Global (Morgan Stanley), Sapphire Sport, Winslow Capital, Spark Capital, Micromanagement Ventures (the family of the late David Stern), Black Capital, Blackstone Strategic Partners, Alexis Ohanian, Bezos Expeditions, Drake, Quavo and 40+ NBA and NFL stars including Carmelo Anthony, Kevin Durant and Trae Young. 5 NBA team owners and over 6% of active NBA players have invested in Overtime.

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