



NEWS RELEASE

6 NOVEMBER 2025

ATP & SPOTIFY UNVEIL GLOBAL CONTENT COLLABORATION

LONDON & LOS ANGELES: The ATP and Spotify are teaming up on a global content collaboration focused on fan engagement and on-platform programming. The initiative aims to inspire and engage the next generation of fans through compelling content, and behind-the-scenes access.

As part of this collaboration, the ATP will team up with Spotify to distribute original tennis programming that brings fans closer to the sport. The collaboration kicks off ahead of the Nitto ATP Finals in Turin, the ATP Tour's season-ending championship, with episodic content on Spotify and continues through the 2026 season. One of the first projects will be a behind-the-scenes documentary on the 2025 Nitto ATP Finals, set to debut in December.

The initiative will feature a range of on-platform content celebrating the intersection of tennis and culture within the ATP ecosystem – spotlighting athletes, tournaments, and moments that showcase the energy and personality of the game.

With sports video content consumption up more than 250% on Spotify and overall video consumption rising 80% since early 2025, fans are increasingly turning to the platform for new ways to experience sports. Tennis, with its global audience, iconic athletes, and world-class events, offers a powerful space for storytelling, entertainment, and fan engagement.



PREMIER PARTNER



PLATINUM PARTNERS



PIF





NEWS RELEASE

“Spotify is a best-in-class platform with a passionate, global audience, and we’re thrilled to bring ATP storytelling to life through this collaboration,” said **Andrew Walker, Senior Vice President of Brand and Marketing, ATP Tour**. “This partnership enables us to create new content experiences that resonate with fans, showcase our athletes in fresh ways, and invite new audiences into the sport.”

“Fans today want to connect with the moments and personalities that define sport,” said **Roman Wasenmüller, VP, Head of Podcasts at Spotify**. “Teaming up with the ATP is about giving fans deeper access to the stories and energy that make tennis one of the world’s most compelling sports.”

This collaboration builds on ongoing innovation in ATP’s digital and content strategy, including recent global collaborations with TikTok, Overtime, and the launch of the ‘It All Adds Up’ brand campaign, developed with global creative agency Wieden+Kennedy, along with the launch of the ATP’s new logo and brand identity.

###

Media contact: communications@atptour.com

About The ATP

The ATP’s mission is to serve tennis. As governing body of the ATP Tour and Challenger Tour we entertain a billion global fans, showcase the world’s greatest players at prestigious tournaments, and inspire the game’s next generation. 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 to the Nitto ATP Finals, our prestigious season finale held in Turin, Italy. Featuring only the season’s best 8 singles players and doubles teams, the tournament sees the 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.

PREMIER PARTNER



PLATINUM PARTNERS



PIF

