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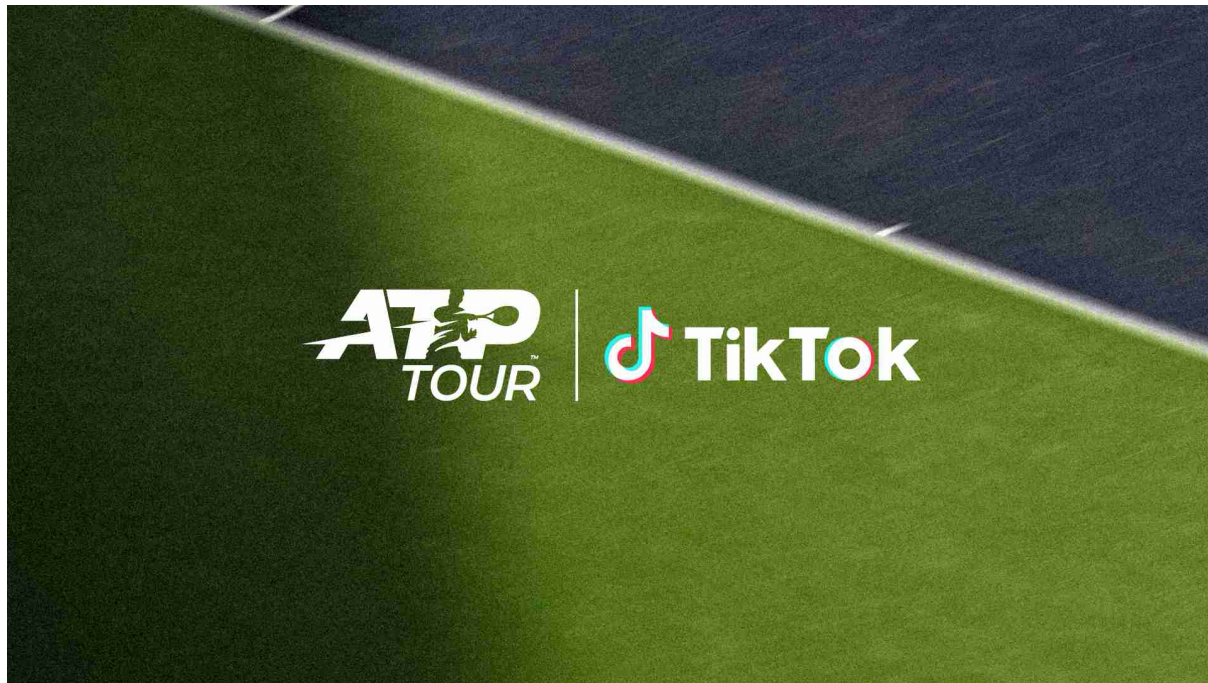
19 August 2025

ATP AND TIKTOK ANNOUNCE GLOBAL CONTENT PARTNERSHIP

NEW YORK: TikTok and the ATP Tour have today announced a strategic global content partnership focused on bringing compelling ATP athlete and tennis content to Gen Z and Millennial fans through creator collaborations and innovative content.

The partnership reinforces a shared commitment to enriching the fan experience, attracting new audiences to the sport, and strengthening the links between the ATP Tour, its players and tournaments, and the global fan community.

The partnership will focus on two key pillars: player engagement, helping more ATP athletes build a presence on TikTok and giving fans exclusive behind-the-scenes access to the sport; and the Tennis Creator Network, identifying and enabling TikTok creators to produce compelling content across ATP Masters 1000s and other ATP Tour events.



TikTok and ATP Tour will also invite TikTok creators from all ATP Masters 1000 markets to the Nitto ATP Finals to showcase the event through a unique lens, partnering with broadcasters, players and tournaments.

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"Tennis is in full swing on TikTok right now. Players like Alcaraz, Shelton, Djokovic, and many more are connecting with growing fan bases by showing their real personalities in captivating content that has turned the sport into a cultural phenomenon that blends competition with entertainment," said Rollo Goldstaub, TikTok's Global Head of Sports Partnerships. "Partnering with the ATP Tour gives us the ability to engage with fans across the globe with the best men's tennis content and encourages more players to share their stories, further igniting tennis' cultural movement on TikTok."

"We are thrilled to partner with TikTok to continue to grow the global fan base for the ATP and our player and tournament members" said Andrew Walker, Senior Vice President of Brand and Marketing, ATP Tour. "This strategic content partnership with TikTok builds on current trends with our audiences, places ATP at the forefront of the intersection of culture and sport, and creates discoverable content that cuts through for both players and tournaments."

The TikTok-ATP partnership builds on ATP's work with Overtime and launch of the "It All Adds Up" brand campaign, developed with global creative agency Wieden+Kennedy, reinforcing ATP's focus on fan-first partnerships and creative storytelling.

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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.

About TikTok

TikTok is the leading destination for short-form mobile video. Our mission is to inspire creativity and bring joy. TikTok's global headquarters are in Los Angeles and Singapore, and its offices include New York, London, Dublin, Paris, Dubai, Jakarta, Seoul and Tokyo.

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