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ATP & QQ MUSIC ANNOUNCE STRATEGIC PARTNERSHIP FOR 2026 CHINA SWING

- Partnership spans the Rolex Shanghai Masters, China Open, Chengdu Open and AITO Hangzhou Open
- QQ Music has more than 1 billion registered users across China
- Collaboration aims to bring tennis to new audiences through music and entertainment

LONDON – ATP has today announced a strategic partnership with QQ Music, one of China’s leading music entertainment platforms, for the 2026 China Swing.

The collaboration spans all four of the ATP Tour’s tournaments in mainland China: the Rolex Shanghai Masters, the China Open, the Chengdu Open and the AITO Hangzhou Open.

Built around enhancing the fan experience, the partnership brings together a global sports organisation and a major Chinese music platform, aiming to extend tennis beyond its core fanbase to music and entertainment fans across China. Through the universal language of music, it seeks to bring professional tennis to a broader, younger audience and to open a new chapter in the crossover between sport and entertainment.

The collaboration 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. It

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marks the ATP's first strategic partnership with a leading Chinese music entertainment platform.

QQ Music is a music streaming service provider under Tencent Music Entertainment Group. Founded in 2005, the platform has more than 1 billion registered users and was ranked China's most-used music app in 2024, according to iiMedia Research.

Together, the ATP and QQ Music aim to strengthen tennis's cultural relevance in China, build closer relationships with fans and create premium sports entertainment content.

Andrew Walker, Senior Vice President of Brand and Marketing, ATP Tour, said: *"QQ Music is one of China's leading music entertainment platforms and has long been a central part of daily life for music and sports fans in China. We are thrilled to deepen our connection with communities across China through this partnership and bring world-class tennis content into people's everyday lives."*

This partnership builds on the ATP's ongoing innovation in digital and content strategy. Recent initiatives include the global content collaboration with Spotify announced in November 2025, earlier global collaborations with TikTok and Overtime, the launch of the 'It All Adds Up' brand campaign developed with global creative agency Wieden+Kennedy and the introduction of the ATP's new logo and brand identity.

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. 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

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