



23 November 2016

HISTORIC ATP SEASON FINALE HITS NEW HEIGHTS IN DRAMATIC FINISH TO 2016 SEASON

LONDON – The 2016 Barclays ATP World Tour Finals culminated in a historic title match between the top two ranked players in the world, Andy Murray and Novak Djokovic, marking the first time in history that the year-end No.1 Emirates ATP Ranking was on the line for both finalists in the final match of the season.

The dramatic finish to the season, which saw Murray defeat Djokovic 6-3, 6-4 in front of a 17,800 capacity crowd to become only the 17th player in history to finish as year-end world No.1 (since 1973), capped off another bumper edition of the Barclays ATP World Tour Finals at The O2.

This year's event attracted a total attendance of 252,481, meaning the tournament has welcomed in excess of 250,000 fans each year to The O2 arena since 2009. The 2016 edition saw the season finale attract its two millionth fan since moving to London.

The tournament, aired on 59 broadcasters in 198 territories, attracted record audiences worldwide. Global viewership on television is forecast to come in at approximately 111 million, a 14% increase on 2015. On digital, broadcast streams on Tennis TV, the ATP's official live streaming site, hit 7.5 million, a 4.1 % increase on the previous year. Meanwhile the ATP's websites registered 19.8 million page impressions, a 10.7% increase from 2015.

In the UK, Murray's dramatic semi-final win against Canadian Milos Raonic drew a peak audience on the BBC of 4.5 million, the highest viewership of any Barclays ATP World Tour Finals match on BBC since the tournament moved to London in 2009. The 5-7, 7-6(5), 7-6(9) encounter, in which Murray saved a match point, was also the longest best-of-three set match in the history of the tournament, at three hours and 38 minutes. The final on Sunday evening also drew a peak audience of 4.5 million on the BBC.

Chris Kermode, ATP Executive Chairman & President, said: "It was unprecedented to have the No.1 ranking come down to the last match of the season for both players, providing a truly dramatic finish to a historic tournament. The O2 arena once again provided the perfect stage for such a thrilling finale to the 2016 ATP World Tour season."

History was also made in the doubles event. While Henri Kontinen and John Peers captured their first season finale crown, it was Jamie Murray and Bruno Soares that snatched the year-end No.1 doubles team ranking, presented by Emirates. It marked the first time that two brothers, Andy and Jamie, were to finish atop the singles and doubles rankings respectively.

The tournament also launched a new partnership between the Barclays ATP World Tour Finals and Unicef, the world's leading children's organisation. This included the launch of the Super 8, in which the world's best eight qualified tennis players came together at the season-ending finale on a mission to help Unicef raise awareness and vital funds to keep children safe. The partnership raised more than US\$250,000 that will help Unicef provide life-saving food, vaccines, education and protection for children in danger around the world.

TITLE PARTNER



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The 2016 tournament also attracted a number of celebrities to The O2 across the eight days of competition. Among those to attend were Jose Mourinho, Gerard Pique, Jude Law, Woody Harrelson, Kevin Spacey, Hugh Grant, Clive Owen, and David Beckham.

The Barclays ATP World Tour Finals has a rich history dating back to the birth of the Masters in Tokyo in 1970. The tournament will be held at The O2 in London through 2018.

BY THE NUMBERS:

- 111,000,000 – estimated global TV viewership of the 2016 Barclays ATP World Tour Finals.
- 82,600,000 – number of impressions from social media posts on Facebook, Twitter and MyATP now on Vixlet.
- 70,700,000 – number of impressions of #ATPFinals on Twitter.
- 39,900,000 – number of page impressions on ATP digital media platforms, including ATPWorldTour.com, BarclaysATPWorldTourFinals.com, mobile apps, and MyATP now on Vixlet.
- 7,500,000 – amount of prize money (US\$) on offer at the 2016 season finale.
- 4,500,000 – peak audience on BBC1 during Andy Murray's semi-final victory over Milos Raonic.
- 2,391,000 – amount of prize money (US\$) that Andy Murray won as undefeated champion.
- 2,063,623 – cumulative attendance at the Barclays ATP World Tour Finals since 2009.
- 351,984 – number of people to pass through The O2 site in 2016, including the non-ticketed Fan Zone, practice court, restaurants and bars, during the eight days of the tournament.
- 252,481 – attendance at the 2016 event.
- 250,000 – amount of money (US\$) raised through the partnership between Unicef and the Barclays ATP World Tour Finals, in aid of Unicef's work to help protect children in danger around the world.
- 24 – number of consecutive matches won by World No.1 Andy Murray in finishing the season with titles in Beijing, Shanghai, Vienna, Paris, and London.
- 10 – number of nations represented in the year-end Top 10 of the Emirates ATP Rankings, the first time this has occurred since the inception of the rankings in 1973.

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About the Barclays ATP World Tour Finals

The Barclays ATP World Tour Finals is the year-end climax to the men's professional tennis season, featuring only the world's best eight qualified singles players and doubles teams as they battle it out for the last title of the season. Players compete for Emirates ATP Rankings points throughout the season in a bid to earn one of the eight coveted berths and a chance to win the biggest indoor tennis tournament in the world. Played using a round-robin format, each player plays three matches as they compete for a berth in the knockout semi-finals and beyond. The prestigious tournament has been contested in major cities around the world with a rich history dating back to the birth of The Masters in 1970 in Tokyo. Since 2000 the event has taken place in cities such as Lisbon, Sydney, and Shanghai. In 2009 the tournament was moved to London, where it will be played through 2018. For more information, please visit www.BarclaysATPWorldTourFinals.com

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