28 November 2011

BARCLAYS ATP WORLD TOUR FINALS WELCOMES OVER A QUARTER OF A MILLION FANS FOR THIRD CONSECUTIVE YEAR

Event posts record global television & digital audiences

LONDON – For a third successive year, the Barclays ATP World Tour Finals, held at The O2 in London, welcomed over a quarter of a million fans to the tournament across eight days of competition. The ATP's season-ending tournament drew 250,256 fans to The O2, with 10 out of 15 sessions reaching a full capacity of 17,500.

The event also drew record audiences on TV and online. Approximately 95 million viewers in 184 countries watched the tournament on TV across the 8 days, a 60% increase on 2010. The ATP's official websites and live scoring received a record 9 million visits during the week, a 30% increase on last year's event.

Adam Helfant, ATP Executive Chairman and President, said: "The Barclays ATP World Tour Finals provided another fantastic finale to an historic ATP World Tour season. We're thankful for the excellent support and enthusiasm the tournament and players received from fans around the world over the past eight days – from the 250,000 fans who attended in person at The O2 to more than 100 million fans who followed on television and online globally."

The tournament saw 16-time Grand Slam champion Roger Federer defeat Frenchman Jo-Wilfried Tsonga in Sunday's final to capture a record sixth season-ending title. It was Federer's 70th career title (in his 100th career final), meaning the Swiss overtakes Pete Sampras and Ivan Lendl (5-time winners) as the most successful player in the 42-year history of the tournament.

Once again, a host of celebrities flocked to The O2 to witness the world's top eight players in action. Among those in attendance throughout the week were: Cristiano Ronaldo, Pippa Middleton, Rio Ferdinand, Andrei Arshavin, Peter Gabriel, Robin Van Persie, David Haye, Lily Cole, Thierry Henry, Ronnie O'Sullivan, Jack Wilshere, Nani, Joe Calzaghe, Grace Jones, Mollie King, London Mayor Boris Johnson and Her Royal Highness Princess Beatrice of York.

ON TV

- The tournament was televised by 56 broadcasters in 184 countries to a global audience estimated at 95 million viewers – a 60% increase on 2010.
- An estimated 4,000 hours of tournament action were broadcast across the globe.
- In the UK, more than 60 hours of coverage was featured live on Sky Sports and more than 17 hours on BBC.
- The audience peak on BBC was 1.6 million viewers for the end of Sunday's final between Roger Federer and Jo-Wilfried Tsonga.

ONLINE

- ATPWorldTour.com, BarclaysATPWorldTourFinals.com, and ATP Official Live Scoring online recorded more than 3.5 million unique users and more than 9 million total visits during the week, an increase of 20% and 30% respectively.

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- ATP World Tour Mobile Websites attracted 734,000 total visits during the week, an increase of 160**%** from 2010
- Barclays ATP World Tour Finals Mobile Applications recorded more than 40,000 downloads, an increase of 150% from 2010.
- ATP Official Live Scoring Mobile Applications recorded more than 1.5 million visits and total viewing time in excess of 250,000 hours for the week.
- ATP World Tour content posted to Facebook exceeded 15 million views and conversation on Twitter grew 185%.
- Video-on-demand on ATPWorldTour.com and BarclaysATPWorldTourFinals.com recorded more than 1.1 million total views and more than 35,000 total hours of consumption, an increase from last year of 6% and 17% respectively. ATP's official YouTube channel drove another 550,000 views during the week, an increase of 120% from 2010.
- Live match streaming on TennisTV.com, the ATP's official live streaming site, received more than 3 million total streams, an increase of 43%.

BY THE NUMBERS

- 1,630,000 – prize money ($) won by Roger Federer as undefeated champion
- 423,208 – total number of people to pass through The O2 site, including the non-ticketed Barclays ATP World Tour Finals Fan Zone, restaurants and bars, during the eight days of the tournament
- 5,040 – number of balls used during the tournament
- 3,100 – number of tweets in the hour following Federer's victory in the final
- 2,500 – number of metres of string used throughout the tournament to string 210 racquets
- 2,500 – number of children who tried out to become one of the 30 Barclays Ball Kids
- 28 – number of hours required to lay down the centre court inside The O2
- 10 – number of sold out sessions (out of 15) at The O2 throughout the week

Fans can pre-register for 2012 priority tickets at BarclaysATPWorldTourFinals.com

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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 South African Airways ATP Rankings points throughout the season in a bid to earn one of the eight coveted berths and a chance to win the $1.6m prize money on offer for the winner. 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 2013.

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