



9 December, 2009

## 2009 BARCLAYS ATP WORLD TOUR FINALS SETS VISITATION RECORDS ONSITE AND ONLINE

**An indoor tennis record 256,830 fans attend; Daily crowds reach 35,000**

**ATP web sites draw a weekly record 8 million visits and more than 1.5 million video streams**

**THE O2 - LONDON, ENGLAND, 9 December 2009** – The ATP today announced that the week of the 2009 Barclays ATP World Tour Finals (22 – 29 November) saw record attendance and shattered previous-year visitation to ATPWorldTour.com, BarclaysATPWorldTourFinals.com, and ATP Official Live Scoring.

Following a record Opening Day crowd of nearly 35,000 (afternoon and evening sessions combined), the Barclays ATP World Tour Finals concluded the week-long season finale event with attendance reaching 256,830 – making it the highest attended indoor tennis tournament ever.

The audience also swarmed online to watch live streaming, video on demand and live scores with 8 million total weekly visits to ATP official web sites, 75 percent above previous-year record figures, consuming more than 175,000 hours of video content with average visit duration exceeding an hour.

### ONSITE

- The tournament set the all-time indoor tennis attendance record of 256,830
- The tournament began with a record opening day attendance of 34,937
- 11 of 15 sessions sold out – the first time the season-ending event has ever had multiple daily crowds of equal to 35,000 in a given year.

### ONLINE

- ATPWorldTour.com, BarclaysATPWorldTourFinals.com, and ATP Official Live Scoring online had a record 8 million total visits, a 75 percent increase from last year's record numbers, and 3.5 million unique users during the week, an 85 percent increase from 2008.
- Video-on-demand streaming recorded more than 1 million total streams and 25,000 total hours of consumption, an increase from last year of 365 percent and 170 percent respectively.
- Live streaming on TennisTV.com grew 425 percent from last year to 360,000 total streams with total play time of approximately 150,000 hours.
- Visits to ATP Official Live Scoring grew 50 percent from last year to more than 1.6 million with average visit duration exceeding an hour (65 minutes).

### ON TV

- Globally, the tournament was televised by more than 50 Broadcasters in 180 countries.
- In the UK, more than 60 hours of coverage was featured live on Sky Sports and 13 hours on terrestrial television on BBC.



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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. This spectacular season-ending tournament determines the official year-end South African Airways ATP Rankings and also crowns the official ATP World Tour Champion of the Year. Played using a round-robin format, the top eight ATP World Tour stars all play three matches as they battle 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. This year has seen the tournament reborn as the Barclays ATP World Tour Finals and the event will stay in the heart of London at The O2 until 2013.

