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News Release

ATP WORLD TOUR.COM

## ATP SERVES UP NEW PRODUCTS TO MORE THAN 1 BILLION MOBILE WEB USERS

### New mobile offerings capitalize on web access trends, boost global reach and engagement

PONTE VEDRA BEACH, U.S.A. — The ATP is capitalising on the mobile market as the fastest-growing access point to the web with the launch of two new mobile products that will expand its reach and broaden delivery of its rich stream of ATP World Tour content, including live scores and video.

Available today free of charge are the:

- ATPWorldTour.com mobile website for thousands of internet enabled mobile devices
- Barclays ATP World Tour Finals mobile applications for iPhone and Android

The new products complement last month's launch of the free Pro Tennis Live scoring mobile application for the iPhone. An Android version of Pro Tennis Live is planned for next season.

One frequent visitor to ATPWorldTour.com, the world's most popular website dedicated to tennis, has already given the mobile website and apps the thumbs up. "Perfect, I'm always on the go and can now track stats and results in real-time," says Roger Federer. "No doubt, fans are going to love the mobile site too."

Compelling content available on the official ATP World Tour mobile website includes live scores, results and stats, rankings, latest news and analysis, photos and video highlights from 62 tournaments in 32 countries and thousands of player profiles. Continued enhancements are planned for 2011, including tournament draws and orders of play as well as Spanish and Chinese language versions.

The official Barclays ATP World Tour Finals mobile application, sponsored by Barclays, capitalises on fans' interest in the Tour's dramatic season-ending event held at The O2 in London from 21-28 November. The application will feature exclusive coverage and behind-the-scenes content surrounding the top eight singles players and doubles teams in the world, as they compete for the coveted final title of the season. Download the free application now for iPhone via the App store and Android via google market.

John Phillips, ATP senior vice president of digital marketing, says, "It's exciting to bring official live scores, breaking news and video to more than a billion mobile web browsers around the world through m.ATPWorldTour.com. Particularly for a global sport with such a geographically diverse audience, we see the new mobile website and smart phone applications enabling an unprecedented increase in fan engagement and social sharing."

For more information please visit [ATPWorldTour.com/Mobile](http://ATPWorldTour.com/Mobile)



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**About the ATP**

The ATP is the governing body of the men's professional tennis circuits - the ATP World Tour, the ATP Challenger Tour and the ATP Champions Tour. With 62 tournaments in 32 countries, the ATP World Tour showcases the finest male athletes competing in the world's most exciting venues. From Australia and Europe to Africa; from North and South America to Asia, the stars of the ATP World Tour battle for prestigious titles at Grand Slams (non ATP members), ATP World Tour Masters 1000, ATP World Tour 500 and ATP World Tour 250 events. At the end of the season the world's top 8 ranked singles players and top 8 doubles teams, based on their performance throughout the year, will qualify to compete in the season's climax - the Barclays ATP World Tour Finals. Held at The O2 in London, the event determines the final South African Airways 2010 ATP Rankings. For more information, please visit [www.ATPWorldTour.com](http://www.ATPWorldTour.com).



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