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News Release

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## ATP FINALISES MULTI-YEAR BROADCAST AGREEMENTS DELIVERING 45,000 HOURS OF COVERAGE TO FANS WORLDWIDE

LONDON - ATP World Tour tennis will be available on more screens, more often around the world following the completion of a number of multi-year broadcast agreements beginning in 2011, the ATP announced today. In addition to increased distribution globally, broadcast revenues have increased by more than 50% overall.

“For fans enjoying tennis on television, the new broadcast agreements are very good news as the ATP World Tour becomes even more accessible throughout the world,” said ATP Executive Chairman and President Adam Helfant. “The increased exposure matches the growing demand around the globe for men’s tennis and reflects the healthy growth in the game.”

Fans will enjoy nearly 45,000 hours of ATP World Tour coverage in more than 180 countries through the newly completed broadcast agreements for ATP World Tour Masters 1000 and 500 events. All ATP World Tour Masters 1000s will be broadcast globally in HD for the first time in 2011.

The recent agreements include:

- A three-year extension with **Sky Sports** in the **UK**, which includes ATP World Tour Masters 1000 tournaments along with the Barclays ATP World Tour Finals and five ATP World Tour 500 events.
- A five-year agreement with the **Tennis Channel** in the **United States**, which provides for more than 600 hours of coverage across 19 men’s events, including continuing coverage of ATP World Tour Masters 1000 and ATP World Tour 500 tournaments.
- A wide-ranging, multiyear agreement with **ESPN** in the **United States**, which includes the Barclays ATP World Tour Finals, the BNP Paribas Open in Indian Wells and the Sony Ericsson Open in Miami. **ABC** will provide free-to-air coverage of the finals from Indian Wells. ESPN3.com also will offer coverage of all of the ATP World Tour Masters 1000 events and nine of the 11 ATP Tour World Tour 500 tournaments, totaling over a thousand hours of live tennis annually.
- A renewed three-year agreement with **ESPN International** across **Latin America**.
- A new three-year agreement with **ESPN** in Australia.
- In **Spain**, **TVE** has been renewed for free-to-air rights, with **Sogecable** securing pay TV rights and retaining rights for all ATP World Tour 500 events. The Mutua Madrileña Madrid Open will be broadcast on **La Sexta**.
- In **France** a wide-ranging new agreement with **Orange** for all ATP World Tour Masters 1000 and 500 events, except for the Monte-Carlo Masters, which remains on **Canal+**. Fans in France will



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enjoy more free-to-air coverage than ever with the addition of **Group M6** as the free-to-air rights holder for the BNP Paris Masters and the Barclays ATP World Tour Finals.

- A new three-year agreement with **Canal+** in **Scandinavia**.
- A renewed three-year agreement with **NTV** in **Russia**.
- A renewed three-year agreement with **Al Jazeera** in the **Middle East**.
- A renewed three-year agreement with **Goara Sports** in **Japan**.

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**About the ATP**

The ATP (Association of Tennis Professionals) 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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