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## ATP AND ATP MEDIA WIN MOST INNOVATIVE SPONSOR, RIGHTS HOLDER OR GOVERNING BODY AT YAHOO SPORTS TECHNOLOGY AWARDS FOR NEXT GEN ATP FINALS

LONDON — ATP and ATP Media, have won the Yahoo Sports Technology Award for Most Innovative Sponsor, Rights Holder or Governing Body for their joint submission for Next Gen ATP Finals.

The Sport Technology Awards are voted for by an esteemed panel of judges comprising international figures from sports and technology.

The inaugural Next Gen ATP Finals took place in Milan, November 2017. The event, organised by the ATP in partnership with the Italian Tennis Federation and the Italian National Olympic Committee, is the season-ending tournament for the world's best 21-and-under tennis players.

As well as providing a season-long platform to promote the stars of tomorrow, the tournament was designed to experiment with rules, innovation and technological changes to enhance the experience of fans both on-site and across all broadcast and digital channels.

ATP and ATP Media's winning submission outlined some of the revolutionary rule changes and innovations, aimed at creating a high-tempo, cutting edge and TV -friendly product.

Hawk-Eye Live line calling (no line judges), player coaching using headsets, and live match stats available to players and coaches, were some of the more technological innovations that ATP Media incorporated into its host broadcast.

Ross Hutchins, ATP Chief Player Officer and Next Gen ATP Finals Tournament Director, collected the award on behalf of ATP and said, "We are delighted that our efforts to innovate in our sport particularly through cutting edge technology, together with our broadcast partner ATP Media has been recognized by the Sports Technology Awards."

Dominic Gresset, ATP Media's Executive Producer, was also there to collect the award and added, "Working so closely with the ATP on this event was fantastic. To be able to experiment with rule changes and technology and successfully deliver such an innovative product for our audiences was really rewarding."

The judges commented 'This is innovative, compelling and puts the users first. It demonstrates great vision serving all stakeholders. ATP has led the way with this landmark improvement.'

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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 64 tournaments in 31 countries, the ATP World Tour showcases the finest male athletes competing in the world's most exciting venues. From Australia to

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Europe and the Americas to Asia, the stars of the 2018 ATP World Tour will battle for prestigious titles and ATP Rankings points at ATP World Tour Masters 1000, 500 and 250 events, as well as Grand Slams (non ATP events). At the end of the season only the world's top 8 qualified singles players and doubles teams will qualify to compete for the last title of the season at the Nitto ATP Finals. Held at The O2 in London, the event will officially crown the 2018 ATP World Tour No. 1. For more information, please visit [www.ATPWorldTour.com](http://www.ATPWorldTour.com).

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