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2012 BARCLAYS ATP WORLD TOUR FINALS SETS NEW RECORDS ACROSS THE BOARD

Event posts record attendance, global television & digital audiences

LONDON – The Barclays ATP World Tour Finals at The O2 in London set a new attendance record in 2012, as well as attracting record audiences on television & online. The tournament welcomed 263,229 fans across 8 days of action, shattering the previous attendance record of 256,830, set in the tournament's first year in London in 2009.

The event, which will be played in London through 2015, has now welcomed more than a million fans through the gates of The O2 in its first four years in London.

The Barclays ATP World Tour Finals also drew record audiences on TV and online. An estimated global cumulative audience of 100.7 million viewers tuned into the event. Live match streaming on TennisTV.com, the ATP's official live streaming site, received more than approximately 3.75 million total streams, an increase of 25% on 2011, whilst ATPWorldTour.com attracted a record 3.4 million unique users for the week.

Brad Drewett, ATP Executive Chairman & President, said: "The Barclays ATP World Tour Finals once again provided a spectacular ending to an incredible season on the ATP World Tour, with The O2 providing a wonderful stage for our athletes to shine. The tournament continues its impressive growth and, on behalf of the ATP, we are extremely grateful for the support that the event receives from fans all over the world."

Novak Djokovic captured his second career season-ending title with a thrilling 7-6(6), 7-5 victory over defending champion Roger Federer in the final. The Serb's victory capped off a remarkable season in which he finished as ATP World Tour No. 1 for a second consecutive season.

ON TV

- An estimated global cumulative audience of 100.7 million viewers tuned into the event.
- Televised by 56 broadcasters in 193 territories, a total of 5,580 hours were broadcast across the eight days of the tournament, a 27% increase on 2011.
- In the UK, more than 60 hours of coverage was featured live on Sky Sports and 20 hours on terrestrial television on BBC.

ONLINE

- ATPWorldTour.com attracted 3.4 million unique visitors throughout the tournament, a 10% increase on 2011.
- Live match streaming on TennisTV.com, the ATP's official live streaming site, received more than 3.75 million total streams, an increase of 25% on 2011.
- ATP World Tour content posted to Facebook exceeded 40 million impressions (222% increase on 2011) and conversations on Twitter grew 93% from last year.
- [ATP's official YouTube channel](#) drove 727,800 views and nearly 1 million minutes watched during the week (45% increase in views on 2011).
- ATP Official Live Scoring Flash and Mobile Applications recorded more than 23 million page impressions and total user sessions in excess of 3.1 million for the week.

TITLE SPONSOR



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BY THE NUMBERS

- 1,760,000 – prize money won (\$) by undefeated champion Novak Djokovic
- 1,023,438 – number of fans that have attended the tournament in the past four years at The O2
- 440,005 – number of people to pass through The O2 site in 2012, including the non-ticketed Barclays ATP World Tour Finals Fan Zone, restaurants and bars, during the eight days of the tournament
- 407,000 – amount of money raised (£) at this year's Barclays ATP World Tour Finals Gala supported by Moët & Chandon at the Royal Courts of Justice, in aid of Great Ormond Street Hospital Children's Charity
- 263,229 – total attendance at the 2012 Barclays ATP World Tour Finals
- 288 – number of aces (singles & doubles) throughout the tournament, with the LTA & Tennis Foundation donating £200 worth of tennis equipment per ace to primary schools across London
- 242 – number of racquets strung throughout the tournament
- 200 – litres of paint required to paint the centre court inside The O2
- 28 – number of hours required to lay down the centre court inside The O2

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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 \$1.76m 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 2015.

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