



## **ATP & ATP Media launch ATP Tennis Radio, a free-to-air digital audio platform for the ATP World Tour**

**25 July 2017:** The ATP and ATP Media, the broadcast arm of the ATP World Tour, today jointly announce the launch of their own digital radio channel, ATP Tennis Radio – a live, free-to-air audio platform for tennis fans to enjoy worldwide. The bespoke, 24/7 digital radio offering is hosted by Gigi Salmon, joined by a team of some of the most globally acclaimed tennis commentators and experts.

Having successfully soft-launched at the Monte-Carlo Rolex Masters earlier this year, ATP Tennis Radio will feature live coverage and bespoke radio commentary from the upcoming Coupe Rogers in Montreal. It will also broadcast all the ATP World Tour Masters 1000 tournaments, the Next Gen ATP Finals and the Nitto ATP Finals, as well as the singles finals from the ATP World Tour 500 tournaments (including the upcoming German Tennis Championships and the Citi Open in Washington D.C.).

Available 24 hours a day, 365 days a year; ATP Tennis Radio is easily accessible through [TuneIn Radio's website](#), mobile and car apps, ATPWorldTour.com and individual tournament websites as well as 200 connected devices such as Sonos, Amazon Echo and Google Home. ATP Tennis Radio's digital availability on an array of devices means it is available to listeners wherever they may be – on the move via a mobile phone, in the car or at home.

ATP Tennis Radio provides listeners with an all-encompassing audio experience that includes on-site reporting, player interviews, special features, highlights and regular news bulletins. A weekly Monday podcast featuring exclusive interviews, features and the best of the week's action is available to stream or download from the iTunes store, Apple podcast app and the TuneIn Radio website and mobile apps (available on IOS and Android devices).

With ATP Media's television coverage of the ATP World Tour being consumed by 195 territories worldwide, ATP Tennis Radio enables the ATP World Tour to become even more accessible than ever before.

As the reach of digital radio is reportedly increasing globally by 16% year on year and with the US experiencing 170 million online audio listeners every week, ATP Media's newest digital offering is expected to significantly build on the 1 billion annual global audience the ATP World Tour currently receives.



Stuart Watts, ATP Media Chief Operating Officer, commented: "The launch of ATP Tennis Radio is another major step in making the ATP World Tour the most innovative sports broadcast offering in the world. With live radio making up 74% of all audio consumption now is the perfect time to introduce this new digital audio offering to our broadcast operation, ensuring it is available on the latest and most popular mobile and connected devices. Not only will ATP Tennis Radio make the ATP World Tour even more accessible for our current audiences, but it will allow us to promote the ATP World Tour through a completely new broadcast medium and further broaden its appeal across new, younger audiences."

**-ENDS-**

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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 63 tournaments in 31 countries, the ATP World Tour showcases the finest male athletes competing in the world's most exciting venues. From Australia to Europe and the Americas to Asia, the stars of the 2017 ATP World Tour will battle for prestigious titles and Emirates 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 2017 ATP World Tour No. 1 presented by Emirates. For more information, please visit [www.ATPWorldTour.com](http://www.ATPWorldTour.com).

**About ATP Media:**

As the broadcast arm of the ATP World Tour, ATP Media was formed in 2001 as Tennis Properties Limited; providing the centralised exploitation and host broadcast production for the ATP Finals, ATP World Tour Masters 1000 and ATP World Tour 500 tournaments. ATP Media has unrivalled access and expertise in the full-service broadcast production of men's professional tennis with an end to end solution for global broadcasters incorporating: rights sales, multi-platform production, a global fibre distribution network and a market leading digital archive.