

**NEXT GEN**  
ATP FINALS™

## CONTACT



### ATP EUROPE

MONTE-CARLO SUN  
74 BOULEVARD D'ITALIE  
98000  
MONACO  
T +377 97 97 04 04



### FIT

STADIO OLIMPICO - CURVA NORD  
INGRESSO 44 - SCALA G - PRIMO PIANO  
00135 - ROMA  
ITALY  
T +39 06 9837 2100



NEXTGENFINALS

@NEXTGENFINALS

@NEXTGENFINALS

NEXTGENFINALS

#NEXTGENATP



THE FUTURE  
IS NOW

NEXT GEN ATP FINALS

CHUNG HYEON KOR	40	3	2			
RUS RUBLEV ANDREY	0	4	3			

FINAL 0:25

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MILAN. ITALY | 6-10 NOVEMBER 2018



# A GLOBAL EVENT

PHENOMENAL TENNIS  
ELECTRIC ATMOSPHERE  
AMAZING VENUE

## REVOLUTIONISING TENNIS

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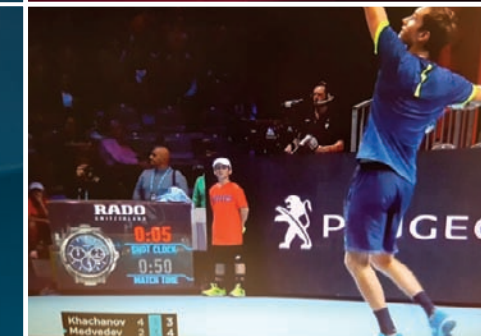
The **Next Gen ATP Finals** offers a new platform to promote the future stars of the sport and serves as a launch pad for **tennis innovation**.

NEXT GEN ATP FINALS

RUBLEV ANDREY RUS	0	4	3	1
CAN SHAPOVALOV DENIS	0	1	4	1

GROUP A

RADO SHOT CLOCK 0:25



MEDICAL TIME OUTS



SINGLES-ONLY COURT



FREE MOVEMENT POLICY

4	4	4
3	2	3

SHORTER SETS



NO-AD SCORING



SHORTER WARM UP



HAWK-EYE LIVE



SHOT CLOCK



PLAYER COACHING



NO-LET RULE







# TARGETING A NEW YOUNGER AUDIENCE FOR TENNIS

The event connects the **next generation of stars** with the **next generation of fans** through a clearly defined positioning and a comprehensive marketing campaign that **targets and engages with a younger demographic.**

## ATP RACE TO MILAN

Only the **top eight** 21-and-under players in the **ATP Race to Milan** earn their spot at this prestigious season-ending event. (Top seven qualify directly and the last spot will be reserved for a wild card).

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POSITION	NAME	AGE	MOVE	POINTS
1	TAYLOR FRITZ	20	3 ↗	386
2	ANDREY RUBLEV	20	1 ↘	385
3	ALEXANDER ZVEREV	20	1 ↘	325
4	FRANCES TIAFOE	20	1 ↘	323
5	ALEX DE MINAUR	19	-	290
6	DENIS SHAPOVALOV	18	-	225
7	STEFANOS TSITSIPAS	19	-	211
TOP SEVEN QUALIFY DIRECTLY AND THE LAST SPOT WILL BE RESERVED FOR A WILD CARD				
8	MARC POLMANS	20	2 ↗	148

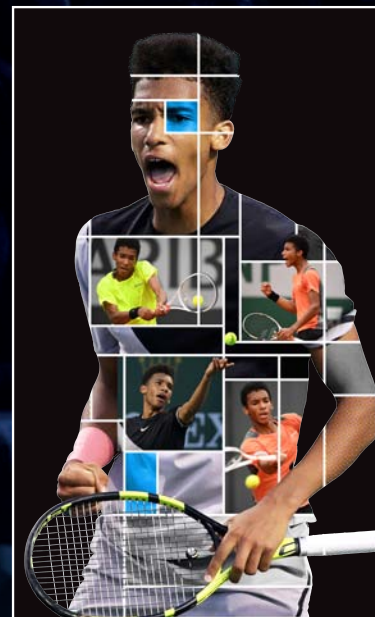
AS OF 22 MARCH 2018



The **ATP Race To Milan** provides the narrative and fuel for marketing throughout the season, as players battle to qualify.



# CLASS OF 2018



## FELIX AUGER-ALIASSIME

Challenger titles: 2  
Second-youngest player in the history of the ATP Challenger Tour to win multiple Challenger Tour titles

RANKING\* **153** AGE **17**  CAN

\*CAREER HIGH RANKING: 16.10.2017



## ALEXANDER BUBLIK

2017 Moscow Quarterfinalist, Australian Open 2nd Round  
2016 Moscow Quarterfinalist  
Challenger Titles: 2

RANKING\* **95** AGE **20**  KAZ

\*CAREER HIGH RANKING: 25.09.2017

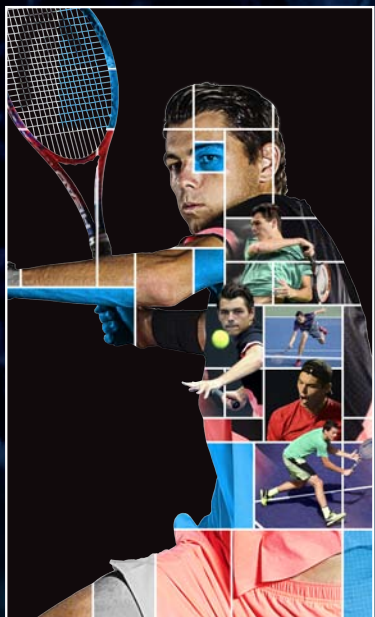


## ALEX DE MINAUR

2018 Sydney Finalist, Brisbane Semifinalist

RANKING\* **127** AGE **19**  AUS

\*CAREER HIGH RANKING: 15.01.2018

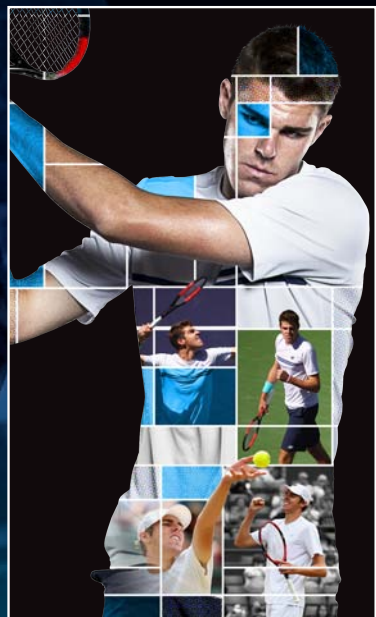


## TAYLOR FRITZ

2018 Delray Beach Quarterfinalist  
2017 Chengdu, Winston-Salem, Los Cabos and Delray Beach Quarterfinalist  
2016 Memphis Finalist, Acapulco Quarterfinalist

RANKING\* **53** AGE **20**  USA

\*CAREER HIGH RANKING: 29.08.2018



## REILLY OPELKA

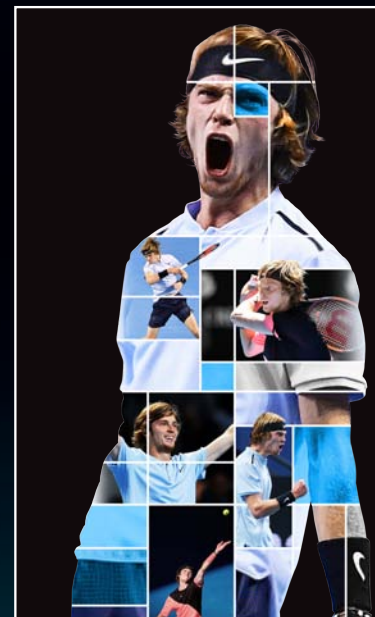
2018 Delray Beach Quarterfinalist  
2016 Atlanta Semifinalist  
Challenger Titles: 1

RANKING\* **125** AGE **20**  GER

\*CAREER HIGH RANKING: 19.06.2017

The following players are among the many that will battle for one of the coveted spots in Milan in November.

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## ANDREY RUBLEV

2018 Rotterdam Quarterfinalist, Doha Finalist  
2017 Next Gen ATP Finals Runner up, US Open Quarterfinalist, Umag ATP World Tour Title  
Top 10 win over Grigor Dimitrov

RANKING\* **31** AGE **20**  RUS

\*CAREER HIGH RANKING: 19.02.2018



## CASPER RUUD

2018 Australian Open Second round  
2017 Rio de Janeiro Semifinalist

RANKING\* **108** AGE **19**  NOR

\*CAREER HIGH RANKING: 19.06.2017

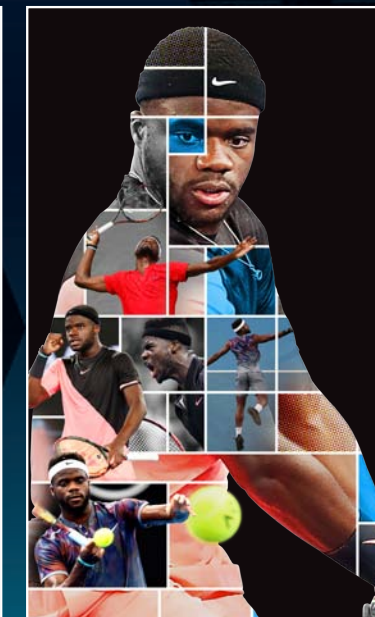


## DENIS SHAPOVALOV

2018 Delray Beach Semifinalist  
2017 US Open Round of 16, Montreal Semifinalist  
Top 10 win against Rafa Nadal, Juan Martin del Potro and Kei Nishikori

RANKING\* **44** AGE **18**  CAN

\*CAREER HIGH RANKING: 05.03.2018



## FRANCES TIAFOE

2018 Delray Beach ATP World Tour title, New York Open Quarterfinalist  
2017 Cincinnati Round of 16, Australian Open 2nd Round  
Top 10 win against Juan Martin del Potro

RANKING\* **60** AGE **20**  USA

\*CAREER HIGH RANKING: 24.07.2017



## STEFANOS TSITSIPAS

2018 Dubai Quarterfinalist, Doha Quarterfinalist  
2017 Antwerp Semifinalist  
Challenger Titles: 1

RANKING\* **70** AGE **19**  GRE

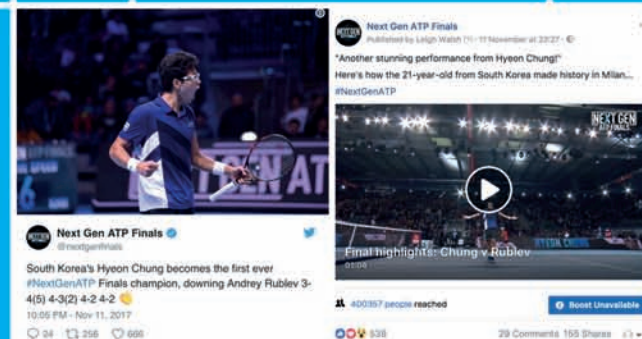
\*CAREER HIGH RANKING: 19.03.2018



# WORLDWIDE COVERAGE IN 2017

Sustained season-long promotion drove awareness and exposure, creating global media interest and coverage.

## SOCIAL MEDIA



## PHOTO SHOTS



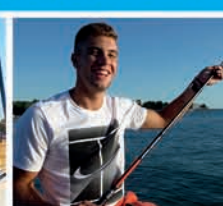
## PR EVENTS



## RICH VIDEO CONTENT



## THREE DOCUMENTARIES



# 120

JOURNALISTS  
ON SITE

# \$1.85M

TOTAL PUBLICITY  
VALUE DURING THE WEEK  
OF THE EVENT

# 4,000+

MENTIONS

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# NEXT GEN ATP FINALS...

**1,853** hours  
of broadcast coverage in

**38** countries.

**8.4M**  
broadcast audience.



**\$238M**

in **Gross sponsorship** value\*.

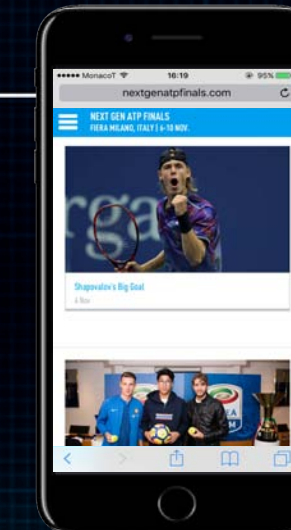
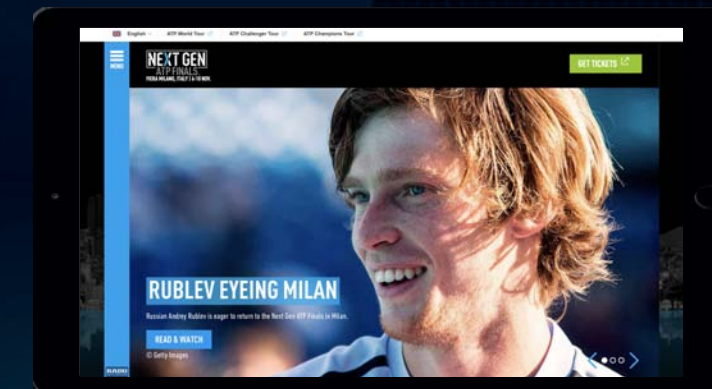
Offering our partners  
unique opportunities  
on a truly global platform.

**Full  
Stadium**  
For most sessions

\*SOURCE: SMG INSIGHT 2017

# BY THE NUMBERS

**NEXT GEN**  
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**46.8M** Social  
impressions

**3,393** Social posts  
throughout the season

**7.8M** Video plays  
on ATP digital & social channels  
throughout the season





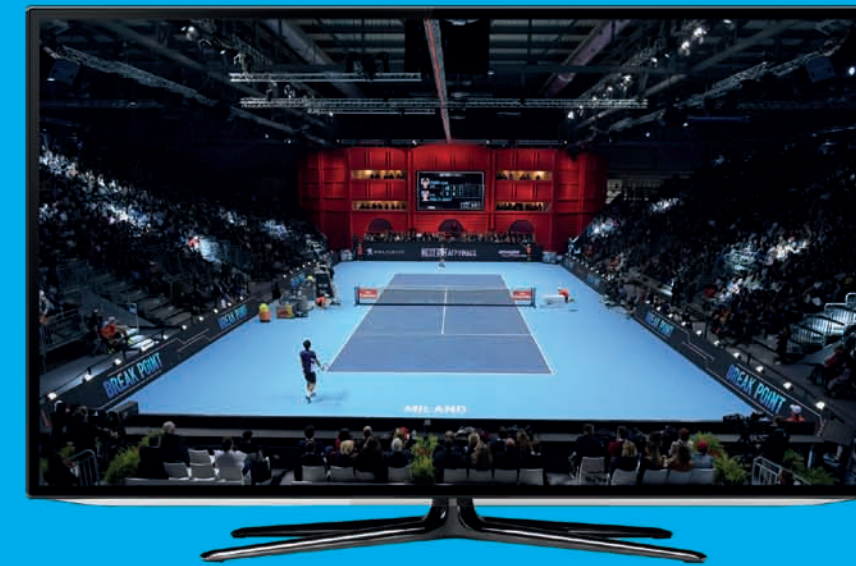
# CHUNG RULED IN 2017

South Korea's Hyeon Chung won the inaugural **2017 Next Gen ATP Finals**, beating top seed Andrey Rublev to cap off a breakthrough week in Milan. On the back of his success in Milan, Chung reached the semi-finals of the Australian Open.



# A MUST-HAVE SPORTS PROPERTY

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## Benefits to include:

- › Official designation, category exclusivity and use of tournament marks
- › Premium on-court television exposure
- › Promotional display booth in Fan Zone
- › VIP tickets, hospitality and invitations to tournament functions
- › Player meet and greets
- › Inclusion in tournament promotional materials and digital media
- › Venue exposure



## UNIQUE OPPORTUNITY

**NEXT GEN**  
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- › Revolutionary ATP event
- › Tennis re-imagined
- › Connect with the future of tennis
- › Engage a younger audience
- › Global TV coverage
- › Year-round promotion
- › Unmatched access and association with rising stars
- › Partnering with a new and growing sports brand

