

NEXT GEN

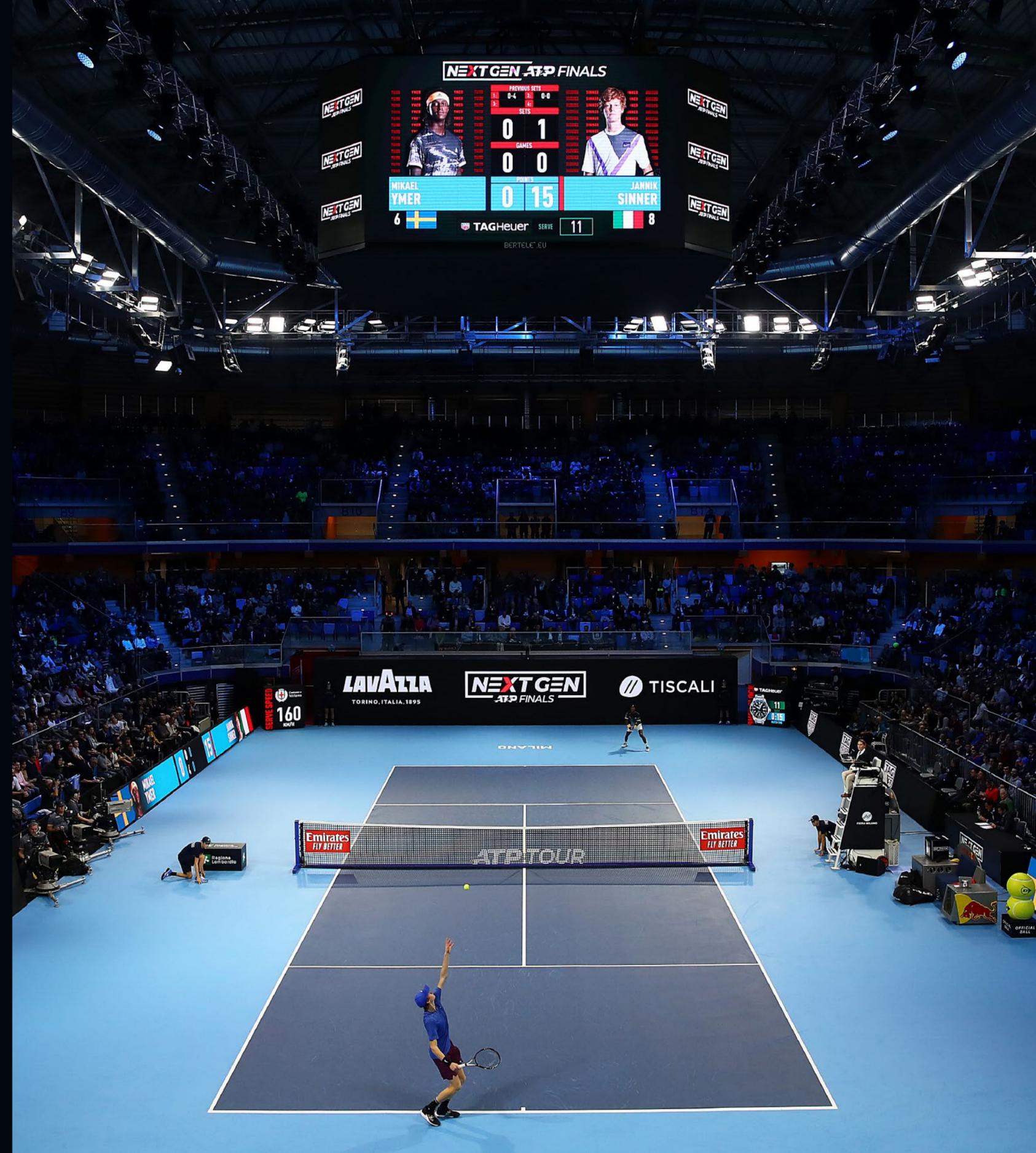
ATP FINALS

SEE THE FUTURE



AN INCREDIBLE EVENT

- PHENOMENAL TENNIS
- ELECTRIC ATMOSPHERE
- AMAZING VENUE





CHAMPION

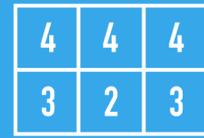


IN 2019 SINNER RULED IN MILAN

Jannik Sinner's performance at the 2019 Next Gen ATP Finals made it clear that the future is now. The Italian completed a dream run from wild card to champion, delighting the Milan crowd with a 4-2, 4-1, 4-2 victory over top-seeded Aussie Alex de Minaur.

2 KEY OBJECTIVES OF THE EVENT

TEST CASE INNOVATION



SHORTER SETS



NO-AD SCORING



SHORTER WARM UP



HAWK-EYE LIVE



SHOT CLOCK



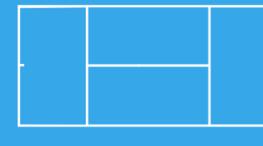
WEARABLE DEVICES



PLAYER COACHING



MEDICAL TIME OUTS



SINGLES-ONLY COURT



FREE MOVEMENT POLICY



TOWEL PROTOCOL



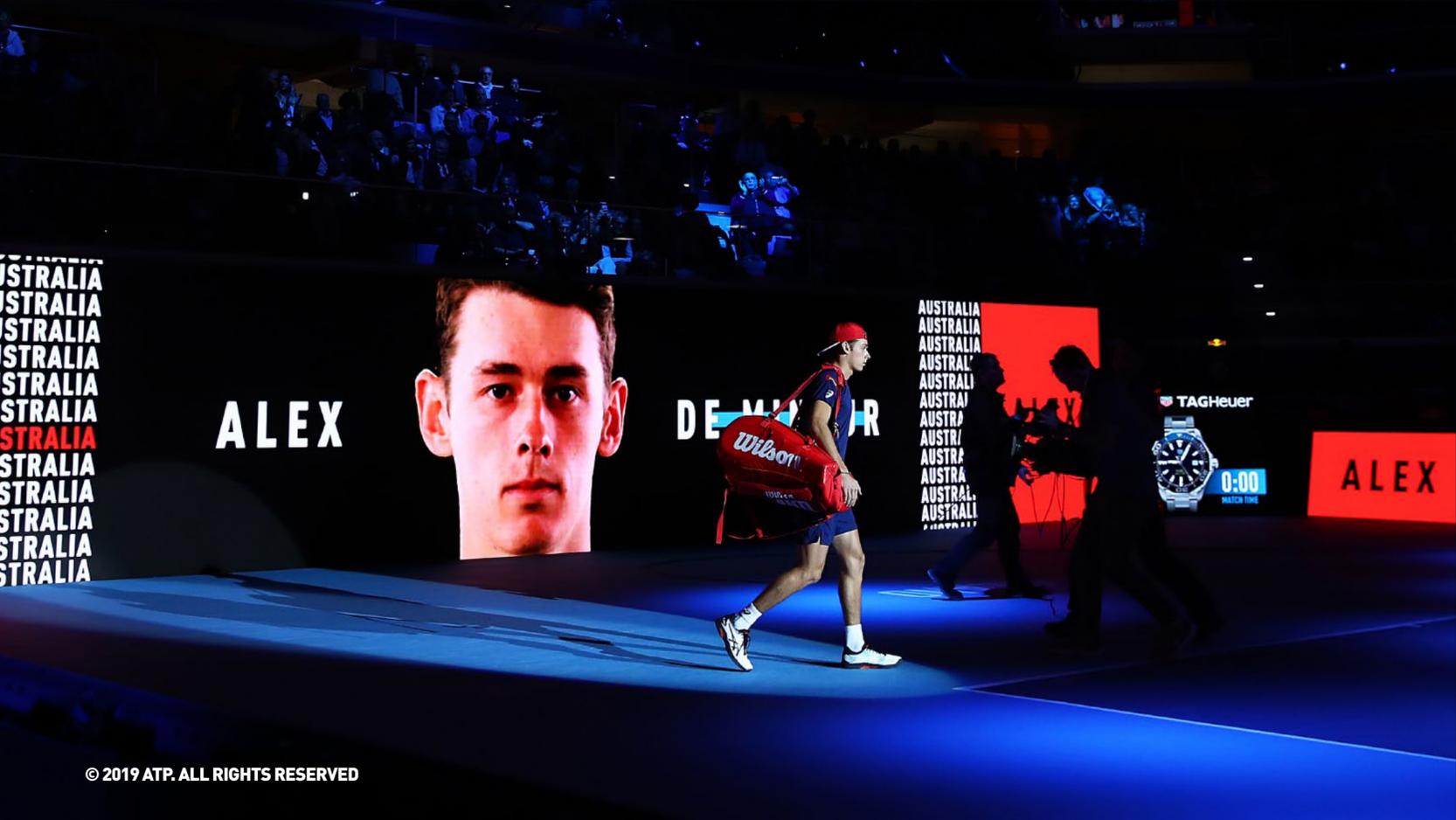
VIDEO REVIEW



INTRODUCE THE
NEXT GENERATION OF STARS



REVOLUTIONARY REVOLUTIONARY REVOLUTIONARY REVOLUTIONARY TENNIS EVENT



The innovations in Milan continued to spark great conversation about **the future of the game** and helped to position the ATP Tour as a **progressive** sports brand focused on **innovation**.

Since the first event in 2017, the event in Milan has received praise, winning the **Yahoo Sports Technology Award** and the **Leaders Sports Award for Innovation**.



CULMINATION OF SEASON-LONG PROMOTION



PR EVENTS

RICH VIDEO CONTENT

Next Gen ATP Finals @nextgenfinals

A stacked field this week in Shanghai 🌟

Who will have the deepest run?

#NextGenATP | #RolexShMasters

THIS WEEK IN ACTION

ROLEX SHANGHAI MASTERS
ATP MASTERS 1000 | SHANGHAI, CHINA
FELIX AUGER-ALIASSIME
ALEX DE MINAUR
DENIS SHAPOVALOV
FRANCES TIAFOE
MIOMIR KECMANOVIC

9:03 pm · 6 Oct 2019

10 Retweets 73 Likes

ATP RACE TO MILAN
REMAINING QUALIFYING SPOTS

PLAYER	POINTS
FELIX AUGER-ALIASSIME	1681
DENIS SHAPOVALOV	1495
ALEX DE MINAUR	1430
FRANCES TIAFOE	1015
CASPER RUUD	931
MIDMIR KECMANOVIC	901
UGO HUMBERT	852
MIKAEL YMER	736

nextgenfinals

luca_nalbone

rodrigo2 Boring

stefanoguzzardi

stefanoguzzardi

1,498 likes



SOCIAL MEDIA

PLAYER TO GO
DEEPEST AT US OPEN?

FELIX SHAPO

Put our

ATP TOUR

nextgenfinals

victor_denis_of_and_again SHAPO

ka_la_u_kiste Denis

jjcampbell Big Tippy Toe should not even be on this list.

1,151 likes

'SINNER MANIA' REACHES NEW HEIGHTS IN MILAN

ATP STAFF

It's safe to say that Jannik Sinner has gained a few new fans this season.

In January, the Italian teenager was competing at an ITF Futures event in Turin. On Friday, he walked on court at the Next Gen ATP Finals to find thousands of fans at the Palazzo Cavour cheering for him and holding signs with his name. Sinner credited the support in Milan with helping him defeat Serbian teenager Miomir Kecmanovic and complete a dream run into the championship match against top seed Juan de Minaur.

"I think the crowd gives you a kind of energy, which is very important for a player," Sinner said. "Today, I was a little bit more nervous because it's a very final. Tomorrow, I will, of course, be a little bit nervous, which is normal. You have to try to cut it away and focus on your game, which I think I have done a good job of today."

He ran on a wild card this week in the latest highlight in a remarkable season of growth. Sinner hadn't won an ATP Challenger Tour event prior to arriving in Bergamo this February, but despite the home crowd by being the title and becoming the youngest Italian winner in Challenger history, his first ATP Tour main draw win came two months later in Budapest, followed by his first ATP Masters 1000 triumph in Rome.

TOP STORIES

Sinner Shines In The Spotlight

De Minaur Proves Sinner: No Win, No Tears

Sinner The Winner: Will Card Show De Minaur For Milan Title

Sinner Mania Reaches New Heights In Milan

When Final Preview: De Minaur To Face De For NextGenATP Title

Sinner's Biggest Breakthrough Through De Minaur



700 DAYS TO MILAN

nextgenfinals

Just the tips tennis CANNOT WAIT

100+ likes

PHOTOSHOOTS



LAVAZZA

NEXT GEN

TORINO, ITALY 1895

SERVE SPEED
182
KM/H

WORLD CLASS DELIVERY OF THE EVENT



VENUE



SPONSOR ACTIVATIONS



HOSPITALITY

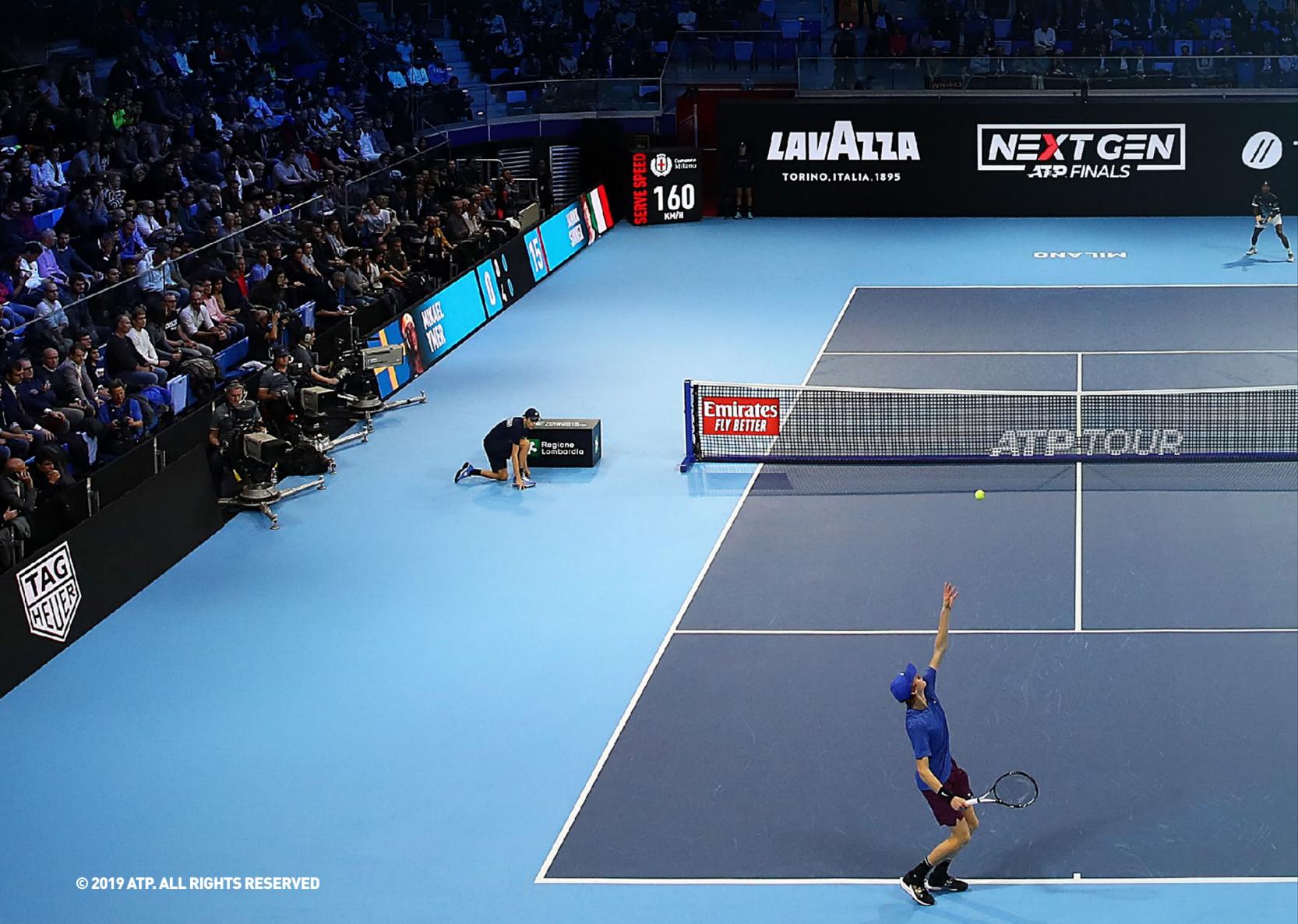


PLAYER AREAS



SHOW PRODUCTION

ATTENDANCE
ATTENDANCE
ATTENDANCE



THE NEXT GEN ATP FINALS DELIVERED

PACKED
CROWDS

AT EACH SESSION, WITH OVER 32,000
PEOPLE ATTENDING THE EVENT

GROWING MEDIA COVERAGE



THE NEXT GEN ATP FINALS HAVE BEEN AIRED FOR OVER
2,071 HOURS IN 150 MARKETS
+8.5% vs 2018

THE TOURNAMENT DELIVERED TV & DIGITAL AUDIENCE OF
10.9M VIEWERS*
+14% vs 2018

**ADDITIONAL 9.6M
PEOPLE**

WATCHED THE EVENT'S CONTENTS ON SOCIAL MEDIA
+522.5% VS 2018

DIGITAL PERFORMANCE DURING THE EVENT

48 MILLION

SOCIAL MEDIA IMPRESSIONS (ATP TOUR AND NGATPF CHANNELS)
+11.6% vs 2018

4.6 MILLION

VIDEO VIEWS (ATP TOUR AND NGATPF CHANNELS)
+35% vs 2018

1 MILLION

TOTAL SOCIAL MEDIA INTERACTIONS (ATP TOUR AND NGATPF
INSTAGRAM, FACEBOOK, TWITTER, YOUTUBE)



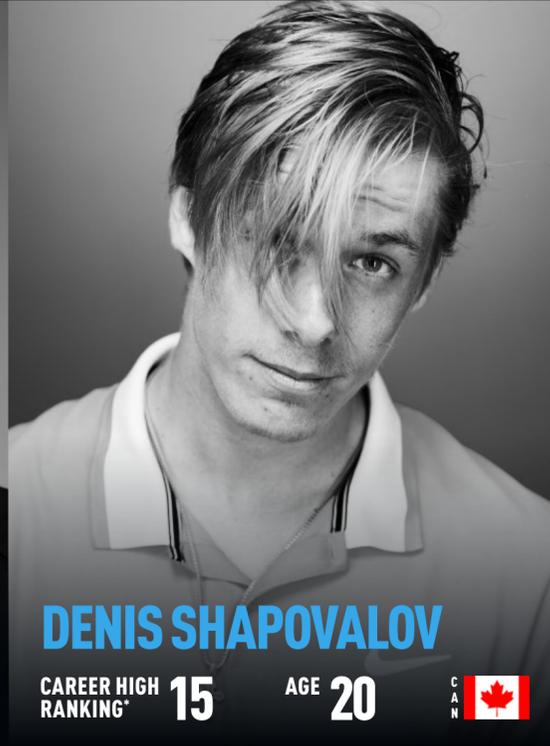
CLASS OF 2020



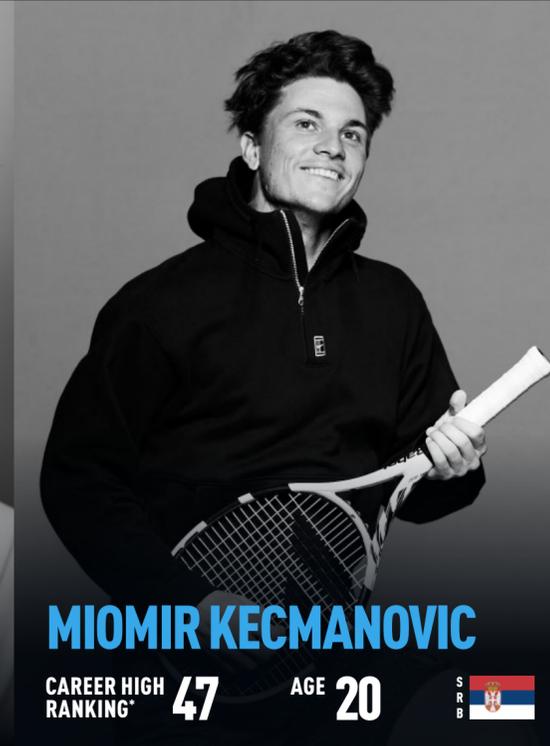
ASICS TRAINING CLUB
ALEX DE MINAUR
CAREER HIGH RANKING* **18** AGE **20** 



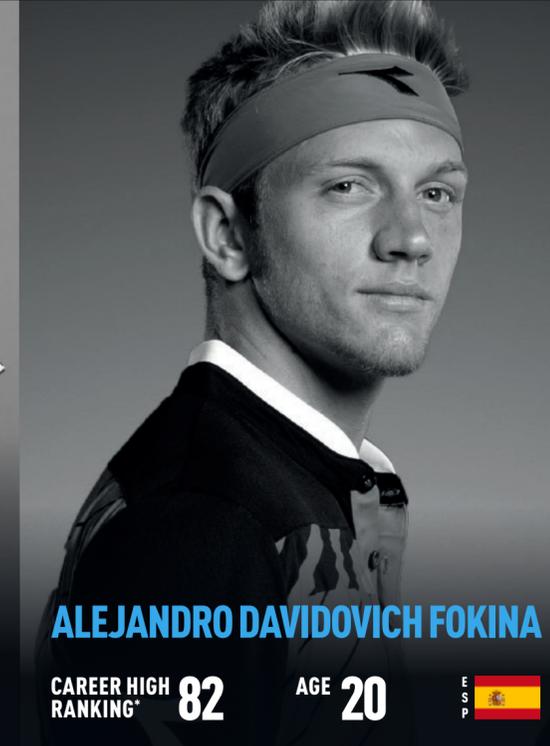
FELIX AUGER-ALIASSE
CAREER HIGH RANKING* **17** AGE **19** 



DENIS SHAPOVALOV
CAREER HIGH RANKING* **15** AGE **20** 



MIOMIR KECCMANOVIC
CAREER HIGH RANKING* **47** AGE **20** 



ALEJANDRO DAVIDOVICH FOKINA
CAREER HIGH RANKING* **82** AGE **20** 



JANNICK SINNER
CAREER HIGH RANKING* **78** AGE **18** 



ALEXEI POPYRIN
CAREER HIGH RANKING* **87** AGE **20** 



CORENTIN MOUTET
CAREER HIGH RANKING* **83** AGE **20** 



EMIL RUUSUVUORI
CAREER HIGH RANKING* **124** AGE **20** 



RUDOLF MOLLEKER
CAREER HIGH RANKING* **146** AGE **19** 

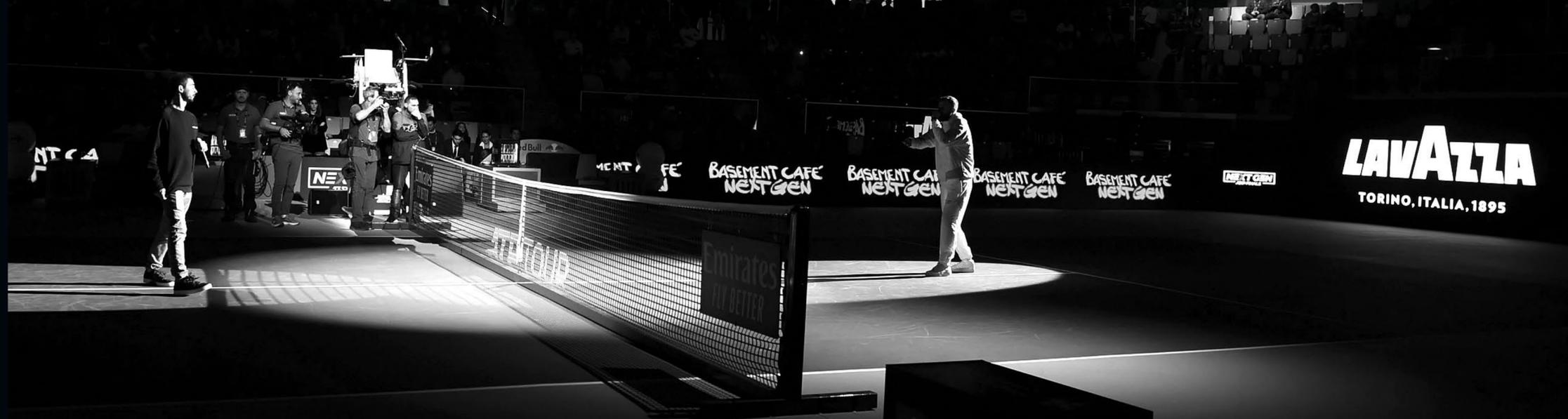


NICOLA KUHN
CAREER HIGH RANKING* **174** AGE **19** 

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

**UNIQUE
SPONSOR
OPPORTUNITIES**

ON COURT ACTIVATIONS



EXCLUSIVE EXPERIENCE



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**PREMIUM BRAND
EXPOSURE**

**UNCONVENTIONAL
CONTENTS**



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