

Nitto ATP Finals, 2023 edition report

THE CLOSING BALANCE OF AN UNFORGETTABLE WEEK

Sinner's final made the assessment of November's event even sweeter: sold out, record-breaking takings and audience, and the satisfaction of public, partners and athletes

Turin, March 12th 2024 - The rousing chorus for Jannik Sinner, the first Italian finalist in the tournament's history, as well as the endless applause that celebrated Novak Djokovic and his record-breaking seventh gem at the year-end event, still makes the walls of the Inalpi Arena tremble today. Soundtrack of a magical week that left lasting traces in our memory, in our hearts and in the numbers that tell, with strength and awareness, a new great organizational success. Awaiting for the fourth Turin edition - scheduled from November 10th to November 17th - the **Nitto ATP Finals** draw the final balance of the event staged last November.

During the press conference held this morning at Palazzo Madama in **Turin**, Angelo **Binaghi** (President of the Italian Tennis and Padel Federation), Stefano **Lo Russo** (Mayor of Turin), Fabrizio **Ricca** (Councillor for Sports and Youth Policies Piedmont Region) and Fabrizio **Paschina** (Executive Director Communication and Image - Intesa Sanpaolo) presented and analyzed the data obtained from the in-depth analyses conducted in collaboration with **Nielsen, Ernst&Young, YouGov Sport and OpenEconomics**. And the data are unequivocal, stuffed with records that on the eve of the event seemed difficult to surpass that reward and celebrate the quality of the product offered. Both in terms of the economic impact generated on the territory and the overall audience, and in terms of the satisfaction of participants, public and partners, the report showed only growing indicators.

The *Nielsen* study, for example, showed an **overall participant satisfaction** of 98%, with a 'recommendability' level of 97%. In addition, 9 out of 10 respondents expressed a willingness to repeat the Nitto ATP Finals experience (noteworthy are the 5 percentage points gained over the previous edition).

Ernst&Young conducted the study on the **economic impact** of the event, and again the numbers literally outperformed those of the 2022 edition; the economic impact generated on the territory amounted to **306.3 million euros**, divided into direct impact (139 million), indirect impact (115.6 million) and induced impact (51.7 million).

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During the press conference, special emphasis was also given to the analysis of the overall media exposure of the event; the study, conducted by *YouGov Sport*, showed a significant increase in terms of television **audience**, digital streaming, and the number of video users on social media: overall, there were **482.9 million viewers** (+152.3% compared to 2022). Also driven by the excitement generated by the first final by an Italian tennis player in the tournament's history, the TV audience showed a 77.1% increase (equivalent to 58.6 million viewers); the total increase in digital streaming (+242.8% compared to 2022) and from video views on social media (more than 396 million, +164% compared to last year) was also remarkable.

<p>Nitto ATP Finals 2023 in numbers</p>
<p>Total tickets issued:</p> <p><u>Total 175.403</u>, of which 118.123 single tickets</p>
<p>Economic impact:</p> <ul style="list-style-type: none"> - <i>Direct</i> 139 million - <i>Indirect</i> 115,6 million - <i>Induced</i> 51,7 million <p><u>Overall 306,3</u> million (65,7 million fiscal)</p>
<p>Total Audience:</p> <p><u>482,9 million</u> (+152,3% from 2022)</p> <p>Of which:</p> <ul style="list-style-type: none"> - <i>TV Audience</i> 58,6 <u>million</u> (+77,1% from 2022) - <i>Digital streaming audience</i> 28,1 million (+242,8% from 2022)

<ul style="list-style-type: none"> - <i>Social media video views 396,3 million (+164% from 2022)</i> <p>Broadcasting hours: 6.970 (+21,3%), 58.6 million Linear Tv, 28.1 million OTT</p> <p>‘Torino’ Total Brand Exposure: 1.841 hours ‘Torino’ Total Sponsorship Value: \$41 million</p>
<p>Customer Satisfaction:</p> <ul style="list-style-type: none"> - <i>Overall satisfaction 98%</i> - <i>Recommendability of the event 97%</i> - <i>Repetition of the experience 90%</i>

Statements

Angelo Binaghi, President Italian Tennis and Padel Federation: *“What we present to you today are unique numbers, very difficult to surpass, describing the success we all saw with our own eyes four months ago and outlining an even better situation as far as possible for the next edition. The economic impact generated on the territory, source Ernest & Young, is more than 300 million euros, net of brand enhancement, which includes 65.7 million euros of fiscal impact and creates 1,950 FTEs. The social impact, source OpenEconomics, quantified at 266 million euros with a very high social return on investment of 4.7 euros for every euro invested. We knew these data back in November. Today we discover the results of the surveys that we have repeated again this year: media coverage, source ATP, has grown a lot, all indicators are up starting with total viewers, which were over 480 million to end with broadcasting hours, which grew by 21.3%, as well as the exposure of the Torino brand and its commercial value. Customer satisfaction, source Nielsen, grew further from last year's already very high figure, reaching 98 percent overall satisfaction, 97 percent recommendability and 90 percent desire to repeat the experience. And these figures are confirmed by the 2024 ticketing trend, which compared to last year, when we sold out for 15 consecutive sessions, is up 141 % as the number of tickets sold and 198 % as the revenue. It means that this year we will end ticket sales well before 2023, I think before the*

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summer. It means that this beautiful arena that is the largest in Italy and that at first seemed huge to us has become small, despite the speed with which last year the City Council unblocked for us the last 300 seats that still remained unusable and that will allow us this year to slightly improve on last year's record. It means that what we will do this year will be the maximum possible, will be unsurpassed by everyone until more capacious facilities are built in Italy. It means that Italian tennis today exceeds all the limits and facilities in our country, and in the future we can only be measured by the speed of filling and total ticket revenue”.

Alberto Cirio, President Piedmont Region, and Fabrizio Ricca, Councillor for Sports and Youth Policies Piedmont Region: *“We invested and focused from the very beginning on the Nitto ATP Finals and on sports events in general, including the smaller ones. Thus we have succeeded in perfecting a mechanism of competencies that today makes Piedmont a region of reference internationally in the organization of sports competitions of excellence, even of multi-year duration: from the ATP to the Tour de France, which we will host on July 1st, from the basketball Final Eight to the Grand Start of the Giro d'Italia in May, from the Winter Universiade to the Special Olympics World Games in 2025. This is a credibility license that also certifies our commitment to the spread of healthy lifestyles and social inclusion, as well as to tourism promotion and economic enhancement: sports events multiply the effects of regional investment and generate spin-offs equal to 7.5 times the starting figure. In this sense, the Finals, with an economic impact tripled in three years, is one of the best examples of effective use of public resources. Credit is due to a team effort that we want to continue to support, so that we can keep the tennis tournament here beyond 2025 and raise the bar even higher”.*

Stefano Lo Russo, Mayor of Turin: *“Nitto ATP Finals 2023’s numbers tell us of a record-breaking edition, which was able to involve the city and the many people who came to admire a show of the highest level and experience a true celebration of sports. We are truly satisfied: as an administration we have always believed that major events are an opportunity for the whole territory and should be promoted and supported as a vehicle for the development of the city. Once again, Turin has shown itself capable not only of obtaining the opportunity to host world-class events, but also of deploying the organizational and managerial know-how that is essential to ensure that these events are carried out in the best possible way. Hosting the Nitto ATP Finals is a source of pride for our city, and we believe that the results and steadily growing numbers, year after year, make Turin the ideal candidate to continue beyond 2025 this very happy association with the most important event in tennis”.*

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Fabrizio Paschina, Executive Director Communication and Image - Intesa Sanpaolo: *“For Intesa Sanpaolo, being Host Partner of the Nitto ATP Finals means being a point of reference for Turin and the territory, but also having the responsibility to make available to the ATP and FITP the resources, skills, organization and attitude to work together of our people for the best success of this great event. One of the most important and significant results, besides the sporting one for Italy, are the economic and tourism spin-offs generated, aspects of crucial importance from our point of view.”*

Ticketing – Single entry tickets and season tickets for the 2024 edition of the Nitto ATP Finals are available online at <https://tickets.nittoatpfinals.com/it> and <https://www.ticketone.it/artist/nitto-atp-finals>

The **tournament schedule includes 15 sessions of play:** from Sunday, Nov. 10th to Friday, Nov. 15th (Round Robin) afternoon session (from 11:30 am one doubles match and, not before 2 pm, one singles match) and evening session (from 6 pm one doubles match and, not before 8:30 pm, one singles match) are scheduled. Semifinals are scheduled for Saturday, Nov. 16th: afternoon session from 12:00 noon and evening session from 6:00 pm. Sunday, Nov. 17th, the doubles final is scheduled at 3 pm and, not before 6 pm, the singles final.

Tournament formula - Designating the eight participants in the 55th edition of the Nitto ATP Finals will be the *PIF ATP Race to Turin*, which is the ranking obtained from the best 19 results obtained during the calendar year 2024.

The top 19 results will be calculated taking into consideration the following events:

- four Grand Slam tournaments;
- eight mandatory ATP Masters 1000;
- the best seven results obtained in other tournaments (Masters 1000 Monte-Carlo, United Cup, ATP 500, ATP 250, ATP Challenger).

The only exception is if one of the winners of a Grand Slam event of the season should not be among the top eight on the Race after the last tournament, but still be among the top 20; this player will receive a place at the Nitto ATP Finals along with the other 7 top-classified players in the Race. The eight qualifiers are placed in two Italian-style rounds: the top two in the standings face each other in the cross semifinals (the first from one group against the second from the other) and then in the finals. The same mechanism also applies to the qualification of the 8 doubles pairs.

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Ministro per lo Sport e i Giovani



PIF ATP Race to Turin (updated March 11th)

Singles

1. Jannik Sinner (ITA) 2.600 points
2. Daniil Medvedev 1.550 points
3. Alex De Minaur (AUS) 1.395 points
4. Alexander Zverev (GER) 1.335 points
5. Andrey Rublev 1.050 points
6. Sebastian Baez (ARG) 1.050 points
7. Ugo Humbert (FRA) 975 points
8. Novak Djokovic (SRB) 910 points

Doppio

1. Bopanna / Ebden (IND / AUS) 2.240 points
2. Bolelli / Vavassori (ITA / ITA) 1.720 points
3. Koolhof / Mektic (NED / CRO) 1.065 points
4. Nys / Zielinski (POL / POL) 1.040 points
5. Machac / Zhang (CZE / CHN) 970 points
6. Barrientos / Matos (COL / BRA) 880 points
7. Doubbia / Reboul (FRA / FRA) 850 points
8. Gonzalez / Skupski (MEX / GBR) 765 points

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