

Nitto ATP Finals

THE NUMBERS OF A GREAT SUCCESS

2022 EDITION REPORT

The Nitto ATP Finals, which will take place for the 3rd consecutive year from Nov. 12-19 in the beautiful setting of Turin's Pala Alpitour, is preparing for this new challenge with the force and reassurance of last year's record numbers. The statistical and scientific analysis of the 2022 edition is a chronicle of an unprecedented success.

At a press conference held this morning at Palazzo Madama in Turin, Angelo Binaghi (President of the Italian Tennis and Padel Federation), Andrea Gaudenzi (ATP President), Stefano Lo Russo (Mayor of Turin), Fabrizio Ricca (Councillor for Sports and Youth Policies of Regione Piemonte) and Virginia Borla (Head of People, Business Development & Control Management, Intesa Sanpaolo) examined and analysed the data obtained from the in-depth study conducted in collaboration with **Nielsen, Ernst&Young and YouGov Sport**.

During the conference significant data regarding **audience** share was presented (190.9 million people reached in 179 countries), and special attention was given to video social media which registered a significant increase from 2021 (more than 150 million views, equal to +151.3%).

The analysis of participant **satisfaction** conducted by Nielsen Sports on a pool of 6,840 respondents, showed all indicators up from 2021; particularly significant are the data on participant satisfaction (97%) and the recommendability rating of the event (95%); additionally, 85% of respondents expressed a strong desire to repeat the experience in Turin.

The report on the **economic impact** of the event conducted by Ernst&Young showed that an economic fallout was generated in the order of 221.9 million euros, divided into direct impact (75.5 million), indirect and induced impact (98 million) and fiscal impact (48.4 million).

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The Nitto ATP Finals 2022 in Numbers
<p>Total tickets issued: 159,961 of which 95,601 single tickets (up 42% from 2021)</p>
<p>Economic impact: <i>Direct</i> 75.5 million <i>Indirect and Induced</i> 98 million <i>Fiscal</i> 48.4 million <i>Overall</i> 221.9 million</p>
<p>Total audience: 190.9 million [+74.1% (+81.3 million) from 2021] of which: <i>TV Audience</i> 32.6 million <i>Digital streaming audience</i> 8.2 million <i>Social media video views</i> 150.1 million (+151.3% from 2021) Media coverage: 179 countries Broadcasters involved: 80</p>
<p>Customer Satisfaction: <i>Overall satisfaction</i> 97% <i>Recommendability of the event</i> 95% <i>Repetition of the experience</i> 85%</p>

Statements

Angelo Binaghi, President FITP - Italian Tennis and Padel Federation: *“The Nitto ATP Finals is a highly successful product which is confirmed by the data regarding the visibility of the event and studies conducted on customer satisfaction and the economic impact on the territory of the previous edition that has just been held. 159,961 tickets were purchased for the tournament with high satisfaction ratings for almost the entire audience and a significant growth of the economic impact on the territory in the order of over 221 million euros, to which we must add a greater brand value generated by increasingly global visibility. This increased value should also be considered in the perspective of at least three more years of tournament. This edition of the Nitto ATP Finals generated 48 million euros in tax revenue and involved 1,338 full-time equivalent (FTE) labour units. Furthermore, the tournament was broadcast to 179 countries worldwide, registering a total audience of 190.9 million between TV, streaming and social media. These numbers are certainly satisfying but we believe that they can increase further in the next edition, as confirmed by the latest ticketing data which show a 25% increase in sales and supported by a growing foreign demand which already in 2022 accounted for 38% of total ticket sales”.*

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Andrea Gaudenzi, President ATP: *“The Nitto ATP Finals represent the pinnacle of our sport. There is no event like this that manages to bring together the finest world players of the season. The tournament has carved out a distinctive identity in Turin and is now welcomed as one of the city’s key cultural moments. As we prepare for the 2023 edition in collaboration with FITP, we are excited to work together with our partners to create the foundations for another successful event that will offer exciting new experiences for our fans. The stage will once again be set for the world’s best to compete for the biggest prize purse in the history of the sport”.*

Stefano Lo Russo, Mayor of Turin: *“Over the past few years, fans have started to associate the finest tennis with the city of Turin. The Nitto ATP Finals have given us thrilling matches for fans and at the same time have fuelled many young people’s desire to take up this sport. From the very beginning our desire was to characterise this important tournament with a series of events distributed throughout the city and to promote grassroots sports practice as the aim of our organisation is to bring more and more people closer to sports practice. The proof of our success in these past years is seen in the continuous growth in services and participation. Tennis, along with other sports, is the backing for our desire to nominate Turin as candidate as a city of sports”.*

Alberto Cirio, President Regione Piemonte, and Fabrizio Ricca, Councillor for Sports and Youth Policies – Regione Piemonte:

“Regione Piemonte firmly believes in sport as a driver for the growth of the territory. We firmly believe in this because data shows that the sports sector—closely linked to the tourism sector thanks to major events such as the Nitto ATP Finals—has become a real industry. We use the term industry because studies commissioned by the Region, as well as those presented today, reveal a sector capable of attracting tourists, creating jobs, multiplying public investments and transforming these into opportunities for the entire region. As an institution, we are convinced that we must continue along this pathway that we embarked on some time ago in the promotion of sport”.

Virginia Borla, Head of People, Business Development & Control Management - Intesa Sanpaolo: *“As Host Partner of the Nitto ATP Finals we are particularly satisfied with the results of the second edition. Intesa Sanpaolo contributes resources and expertise to this extraordinary event that brings the city and the country to the international limelight, fostering spin-offs and benefits for the entire region”.*

Vito Cozzoli, President and CEO Sport e Salute: *“These Nitto ATP Finals are a driver of economic growth and tourism, a veritable showcase of made-in-Italy excellence and have generated an undeniable plus for the promotion of sports and confirmed by the numbers. The 2021, post-pandemic edition was a winning bet; the 2022 edition—although without Italian players—was record-breaking and was very much appreciated by the ATP itself, the players, their families, and the public in general. With such a tournament, not only Turin and the Regione Piemonte have gained but also the entire country. Thanks to events like the Nitto ATP Finals, also the social soul of sport that is dear to Sport e Salute is now nurtured on a much larger scale”.*

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Ticketing

Single entry tickets and season tickets for the 2023 edition of the Nitto ATP Finals are available online at <https://tickets.nittoatpfinals.com/it> and <https://www.ticketone.it/artist/nitto-atp-finals>

From Sunday, Nov. 12 to Saturday, Nov. 18 (Round Robin and Semi-finals), afternoon sessions (from 12 am: one doubles match and not before 2:30 pm, one singles match) and evening session (Monday to Thursday and Saturday one double match from 6:30 pm and, not before 9 pm, one singles match). On Friday doubles match at 6pm and not before 8.30 pm one single match. The doubles final is scheduled at 3 pm on Sunday, Nov. 19, and the singles final not before 6 pm.

The tournament formula

The eight participants in the 54th edition of the Nitto ATP Finals will be selected by the Pepperstone ATP Live Race to Turin, which is the ranking obtained from the best 19 results obtained during the calendar year 2023. The top 19 results will be calculated taking into consideration the following events:

- four Grand Slam tournaments;
- eight mandatory ATP Masters 1000s;
- 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 round of the season should not be included in the top 8 of the ATP Race to Turin after the last tournament, but is still among the top 20. This player will receive a place in 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 semi-finals (the first from one group against the second from the other) and then in the finals. The same mechanism will apply to the qualification of the 8 doubles pairs.

The Race to Turin 2023 - (updated March 6)

Singles

1. Novak Djokovic (SRB) 2,430 points
2. Stefanos Tsitsipas (GRE) 1,470 points
3. Daniil Medvedev 1,430 points
4. Tommy Paul (USA) 1,085 points
5. Cameron Norrie (GBR) 1,065 points
6. Taylor Fritz (USA) 915 points
7. Alex De Minaur (AUS) 870 points
8. Karen Khachanov 810 points

Double

1. Hijikata / Kubler (AUS/AUS) 2,000 points
2. Nys / Zielinski (MON/POL) 1,310 points
3. Gonzalez / Molteni (ARG/ARG) 930 points
4. Arevalo / Rojer (ESA/NED) 860 points
5. Glasspool / Heliovaara (GBR/FIN) 820 points
6. Granollers / Zeballos (SPA/ARG) 810 points
7. Chardy / Martin (FRA/FRA) 765 points
8. Lammons / Withrow (USA/USA) 735 points

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