

PLAY

BACK

A close-up photograph of tennis player Rafael Nadal in a maroon shirt and teal headband, shouting with his mouth open. The word "PLAY" is overlaid in large, stylized, blue-outlined letters across the top and middle of the image.

A photograph of a man from the waist up. He is wearing a light-colored baseball cap with a small logo on the front, a patterned long-sleeved shirt with 'UKG' printed on the chest, and dark pants. He is leaning forward with his hands on his knees, looking down. The background is a repeating pattern of the word 'BACK' in a large, white, sans-serif font.

AO22

AO2021 defied all odds, injecting life into our local and global communities when it was needed most.

Exactly what **AO2022** would bring, we did not know. Following yet another year defined by its challenges, we approached the summer with resilience and optimism.





But even the biggest optimists
were left in awe.

The 2022 Australian Open was
more **epic and emotive** than we
could have ever imagined.



AO2022 was like the best kind of roller coaster ride. Records were broken. History was made. Innovation was present at every turn. But most importantly - the AO made our fans **feel something...**



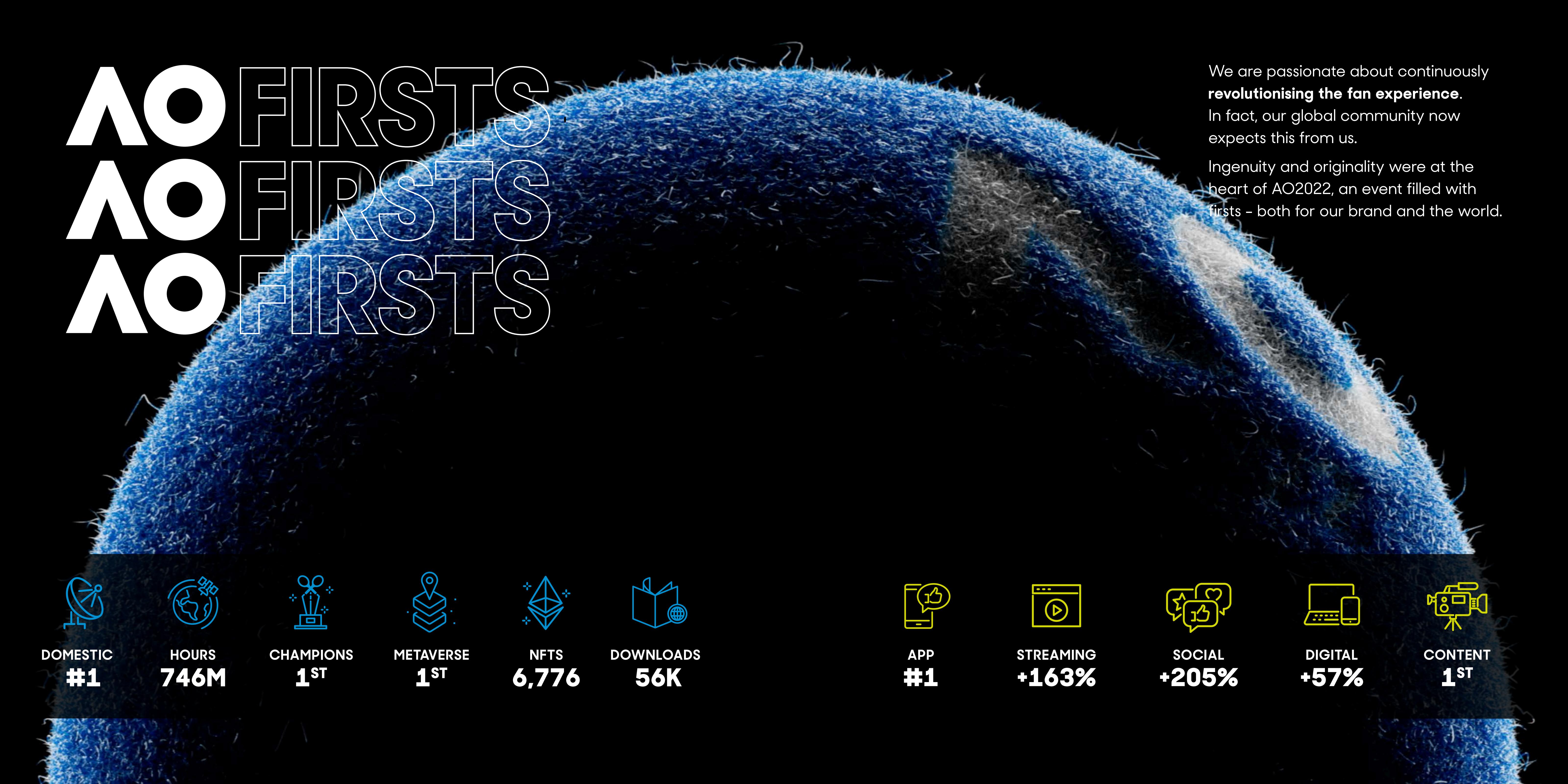
MEANING
MEANING
MEANING
MEANING
MEANING
MEANING

The past two years have changed us all. The world moves differently and our fans think differently.

Now more than ever, they crave authentic **connection**, chasing their **passions** and deeply **enjoying the human experience**.

AO2022 made all of this possible – celebrating our collective shift in priorities, our new normal.





AO FIRSTS

AO FIRSTS

AO FIRSTS

We are passionate about continuously
revolutionising the fan experience.

In fact, our global community now
expects this from us.

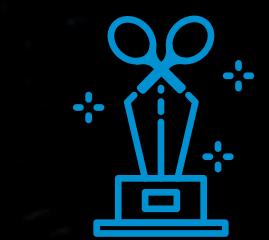
Ingenuity and originality were at the
heart of AO2022, an event filled with
firsts - both for our brand and the world.



DOMESTIC
#1



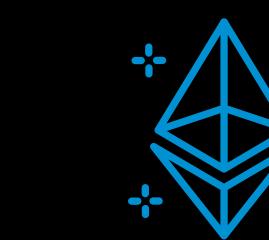
HOURS
746M



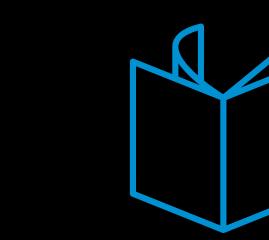
CHAMPIONS
1ST



METaverse
1ST



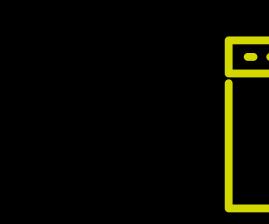
NFTs
6,776



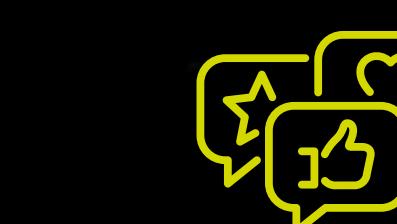
DOWNLOADS
56K



APP
#1



STREAMING
+163%



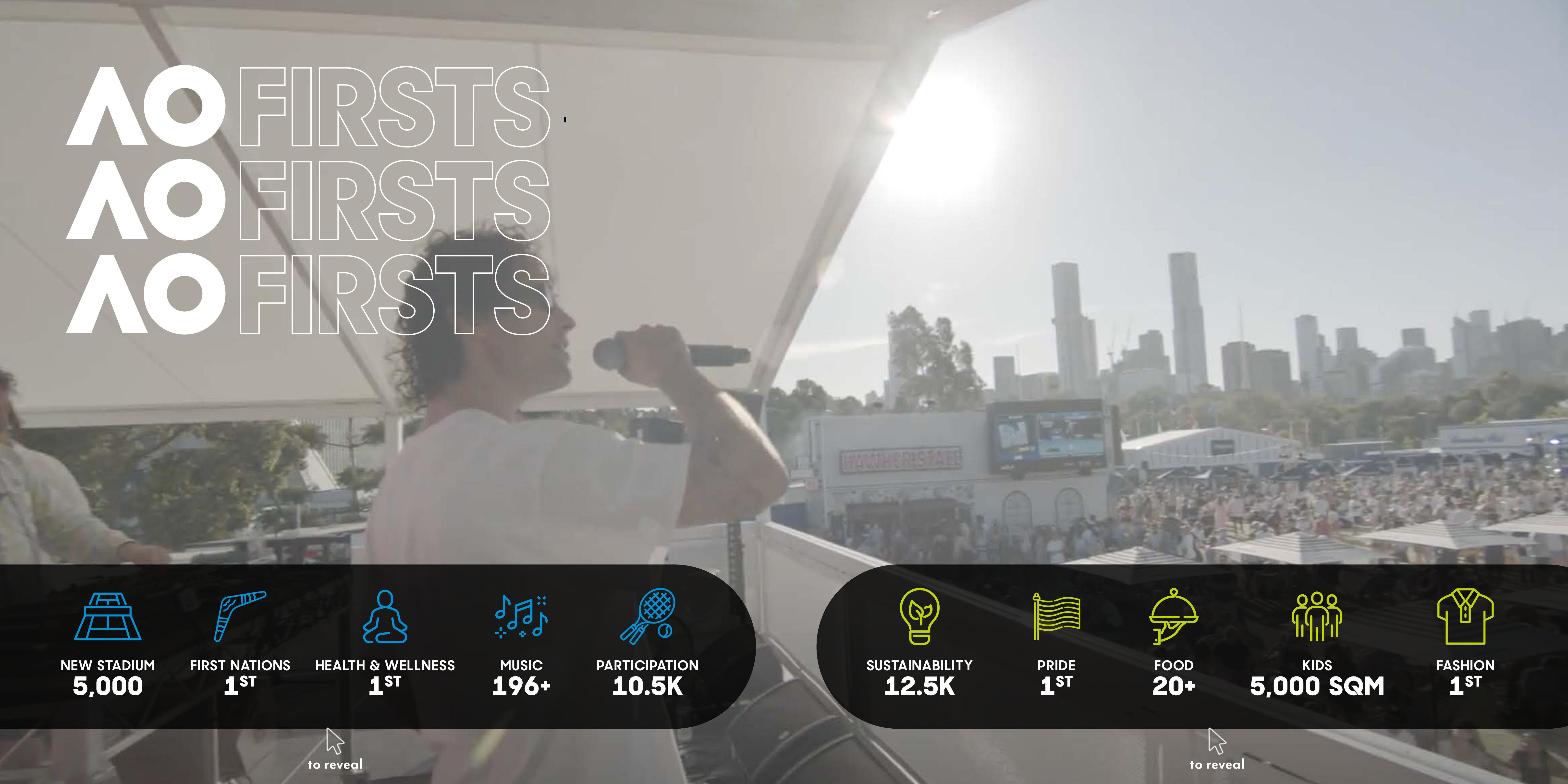
SOCIAL
+205%



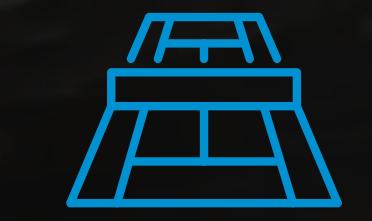
DIGITAL
+57%



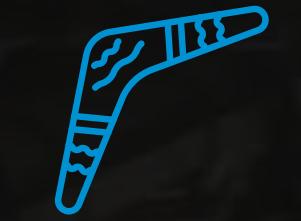
CONTENT
1ST



AO FIRSTS
AO FIRSTS
AO FIRSTS



NEW STADIUM
5,000



FIRST NATIONS
1ST



HEALTH & WELLNESS
1ST



MUSIC
196+



PARTICIPATION
10.5K



SUSTAINABILITY
12.5K



PRIDE
1ST



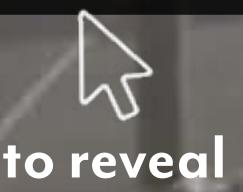
FOOD
20+ **5,000 SQM**



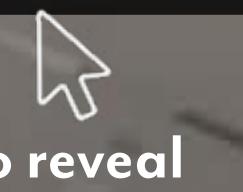
KIDS
5,000 SQM



FASHION
1ST



to reveal



to reveal

WHAT'S INSIDE...

CONNECTION

METAVERSE
NFTs
AO ORIGINALS
INNOVATION
SOCIAL
DIGITAL

FEATURING:

ON-SITE MAP
OUR FANS
NEW DEVELOPMENTS

PURPOSE

PRIDE
FIRST NATIONS
SUSTAINABILITY
HEALTH & WELLNESS

PASSION

FOOD
PREMIUM
EXPERIENCES
KIDS & FAMILIES
MUSIC
RETAIL
ART
FASHION

PLAY

BROADCAST
SUMMER OF
TENNIS
PARTICIPATION
MORE WAYS
TO PLAY

AO22

CONNECT

UNITED BY CONNECTION

The AO is one of the most-watched global events – enjoyed by **hundreds of millions of fans** from all over the world.

To ensure that each and every one of them can experience the AO magic first-hand, digital innovation is a must.

By pushing ourselves to push boundaries, AO2022 **raised the bar for global fan engagement**.





MEIAVERSE
METAVERSE
MEIAVERSE
METAVERSE

MEIAVERSE
METAVERSE

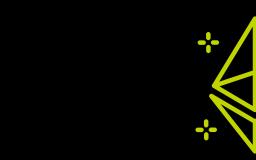
MEIAVERSE
METAVERSE

FUTURE FOCUS: Continue to build upon the AO's advantageous position as the **first Grand Slam in the Metaverse** – setting the standard for digitised event experiences

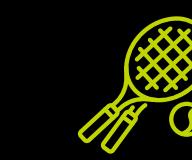
Making the AO the **world's most accessible and inclusive sports and entertainment event** is our goal – so expanding our digital offerings has never been more important. And with many of our fans unable to visit Melbourne in person, we fast-tracked our launch into the Metaverse – befitting of our history of tech firsts.

AO DECENTRALAND

- Step into a virtual Australian Open and explore the precinct from wherever you are in the world
- Watch tennis matches, musical performances and live broadcasts, and enjoy daily POAPs, airdrops of wearables and more



50K+
VISITORS



1ST
GRAND SLAM



#1
EVENT



3 VIRTUAL
SETS



200K+ NFT
WEARABLES



14
DAYS



to reveal

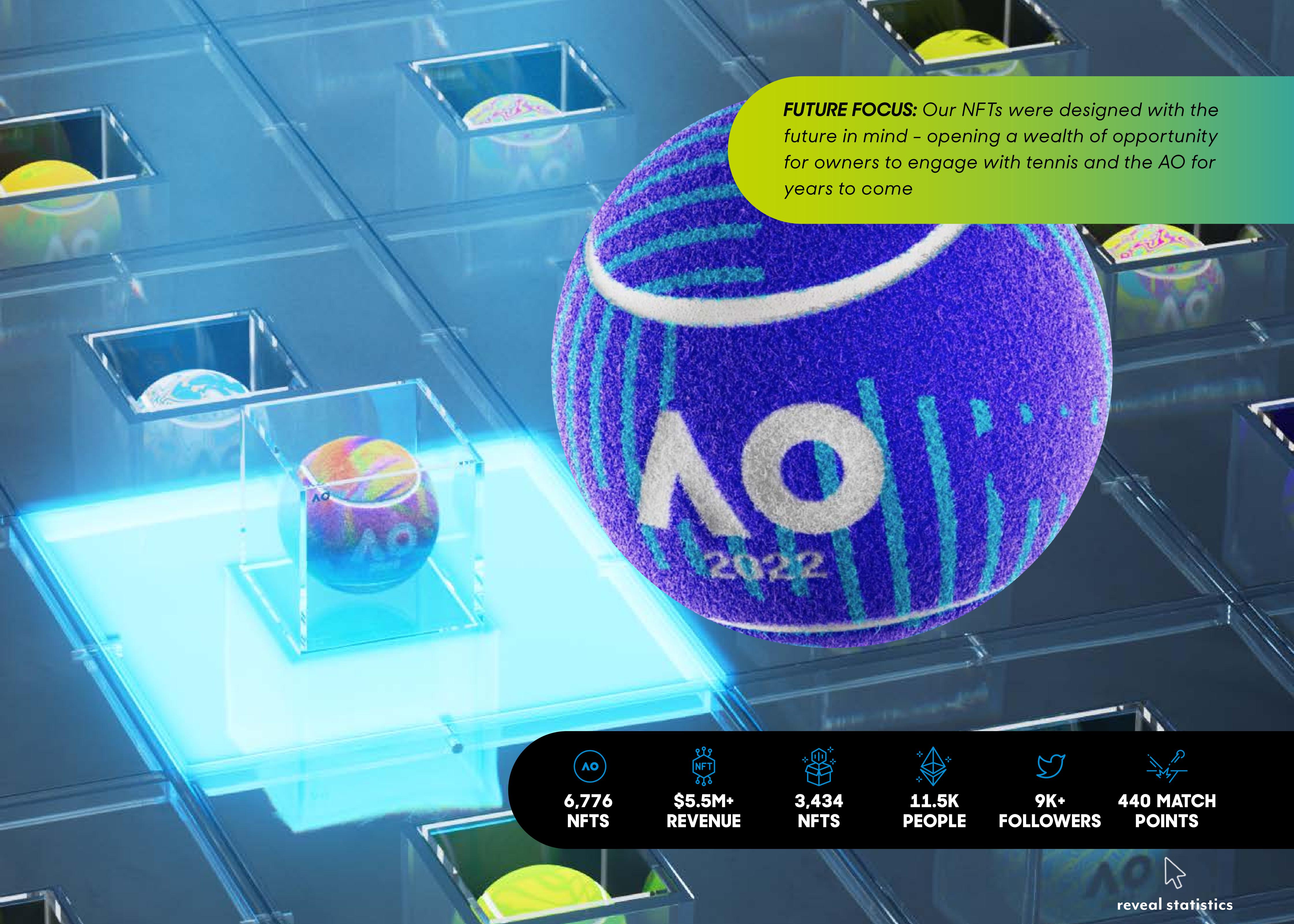
NFTs NFTs NFTs

Art is synonymous with Melbourne and the Australian Open – so stepping into the NFT space just made sense. As seen in *Forbes*, *Coin Desk*, *Coin Telegraph* and *The Australian* – our NFT projects **captured global attention and enthusiasm** from true industry leaders. But these exciting projects are only the beginning of our journey into the Metaverse.

► AO ART BALLS

► AO DIGITAL COLLECTION

to reveal



6,776
NFTS



\$5.5M+
REVENUE



3,434
NFTS



11.5K
PEOPLE



9K+
FOLLOWERS



440 MATCH
POINTS



reveal statistics

AO ORIGINALS

AO ORIGINALS

AO ORIGINALS

The AO celebrates more than just world-class tennis – embodying all that makes the Aussie summer special. To **showcase the colour and charisma of our event** and expand our audience network, we are producing AO Originals – programs to tell AO-inspired stories year-round.

AO2022 marked the start of our new series with Netflix – created by the producers of *Formula 1: Drive to Survive* and made in collaboration with all four Grand Slams, the WTA and ATP Tours... **a tennis first.**

NETFLIX

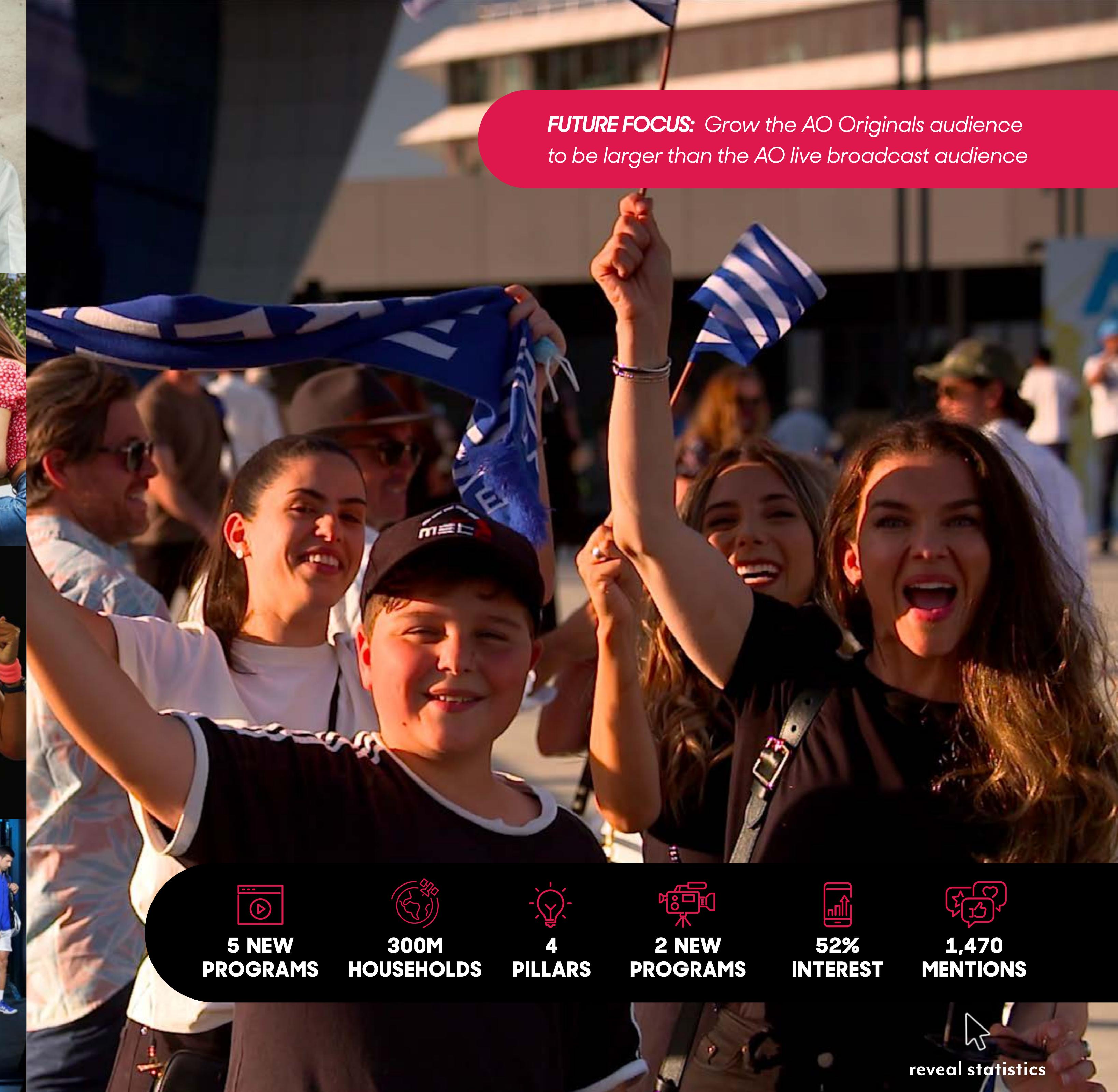


AO
BEYOND
THE COURT

AO
LIFESTYLE

AO
DIGITAL

AO
TENNIS



FUTURE FOCUS: Grow the AO Originals audience to be larger than the AO live broadcast audience

5 NEW
PROGRAMS

300M
HOUSEHOLDS

4
PILLARS

2 NEW
PROGRAMS

52%
INTEREST

1,470
MENTIONS



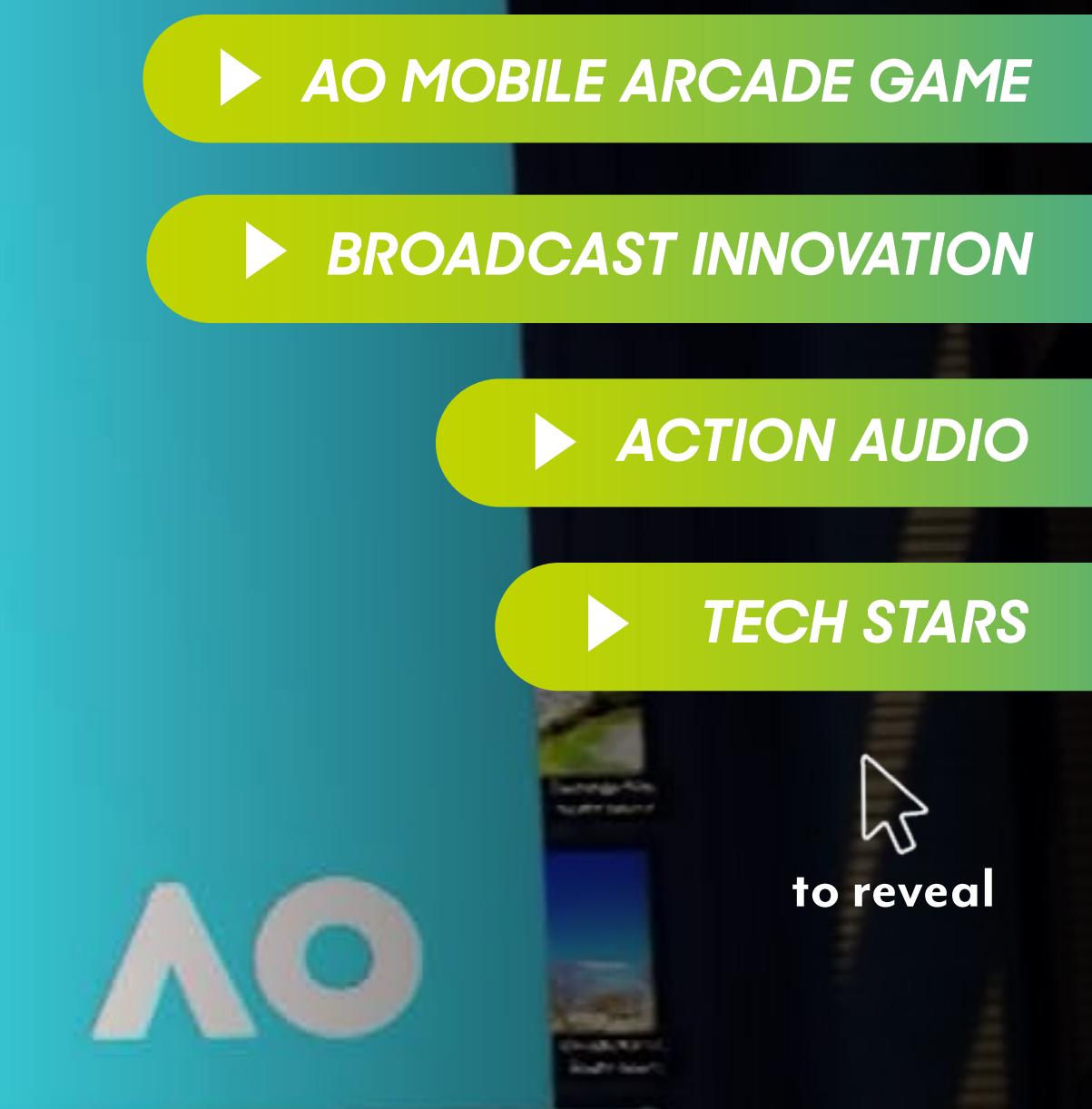
reveal statistics

INNOVATION INNOVATION INNOVATION

We keep innovation at the core of the AO - the perfect canvas for fresh ideas, integrations and collaborations. Highlights from this year include:

- ▶ **VIRTUAL SIGNAGE**
- ▶ **FORTNITE LANDS DOWN UNDER**
- ▶ **AO SUMMER SMASH FORTNITE INVITATIONAL**

 to reveal

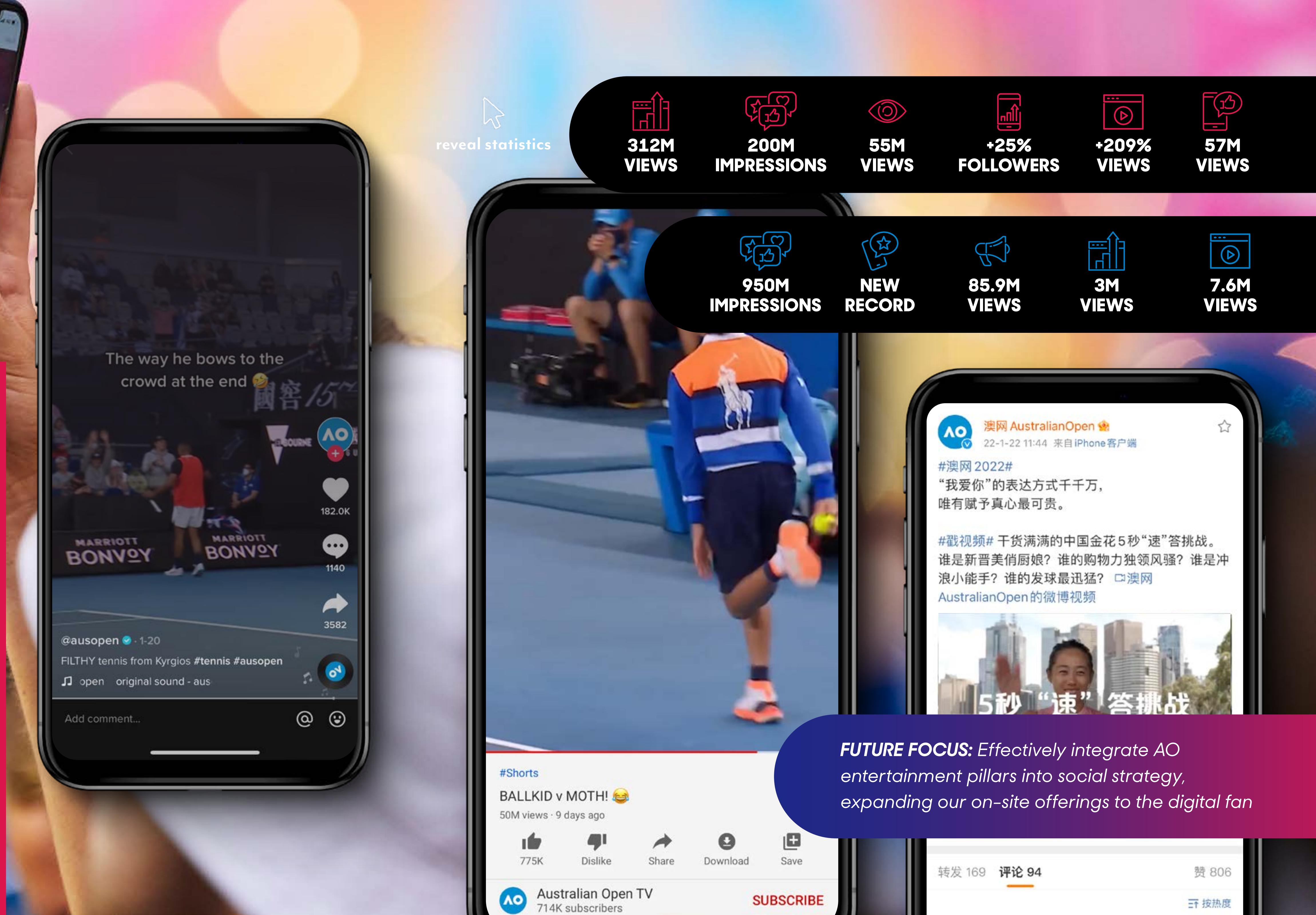


AO22

SOCIAL SOCIAL SOCIAL

With **9M+** social followers engaged in AO-inspired content 365 days a year, we have a deep understanding of our global fan network. Alongside in-depth coverage of the best on-court action and dedicated regional content streams, AO2022 introduced the following content pillars:

- AO Style** - fashion on and off the court, trend reports, player collaborations
- AO Active** - behind the scenes with trainers and players, fitness and health content, Practice Court action
- AO Stars** - celebrity content (players and hosts), player interviews
- AO Travel** - players sharing their favourite spots in Melbourne

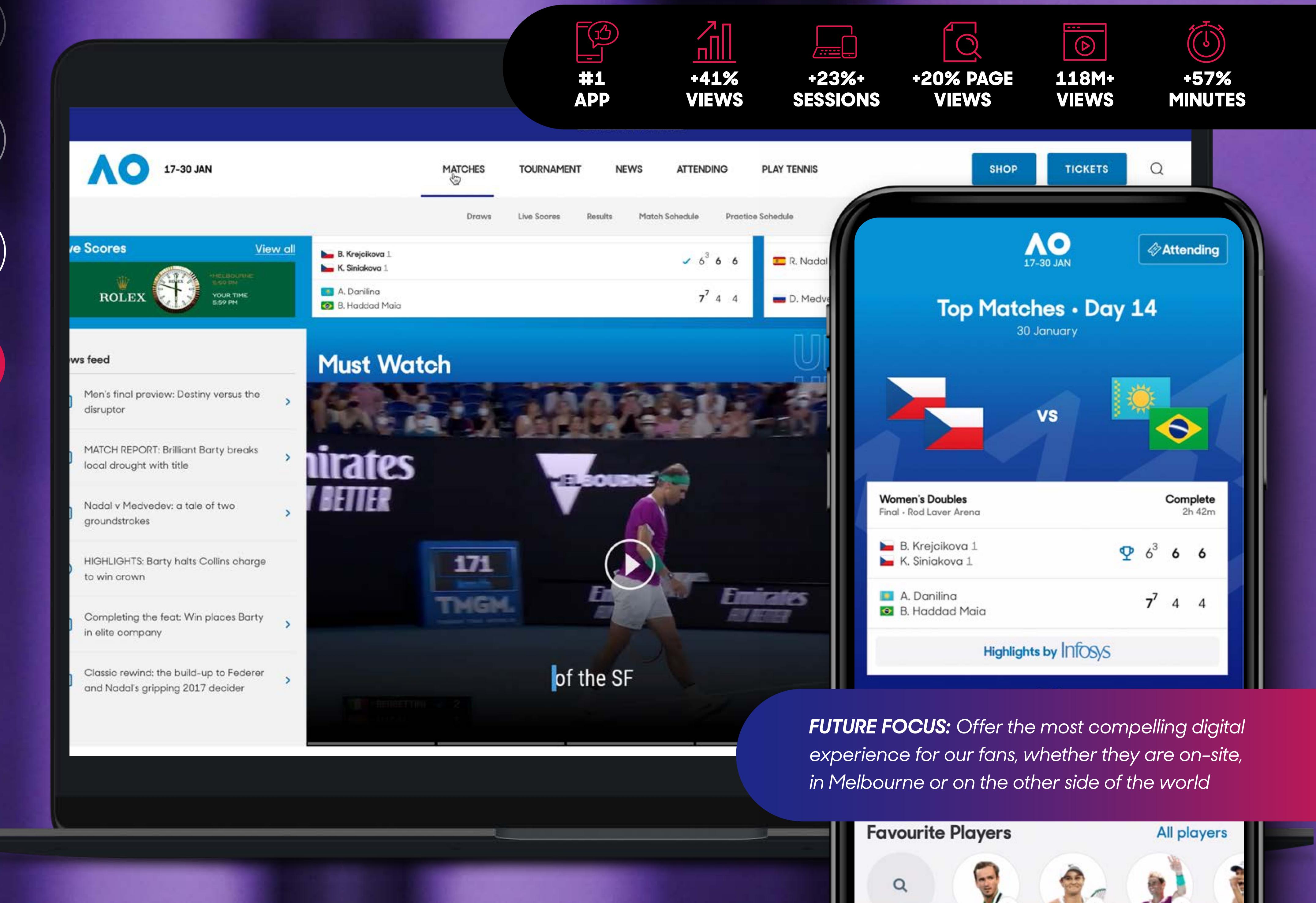


AO2022 marked the beginning of our **new digital media strategy** that both responds to the changing behaviour of our fans and secures future revenue. To achieve these goals, AusOpen.com and the AO App worked to further strengthen these key focuses:

Reach – taking a market-specific, regionalised commercialisation to monetisation, audience growth and content

Customer Data

Improving ROI



A large, semi-transparent watermark with the text "AOON-SITE" repeated vertically across the image. The background shows a blurred scene of people walking on a sidewalk near a modern building with large windows and a red sign.

AO2022 had something for everyone.
Use the flags to discover what each
precinct area offered our fans.

to reveal



FANS ON-SITE

FANS ON-SITE

 **8.7 (CSAT)**
customer satisfaction score

 **9.4 (CSAT)**
venue quality - 9.1 AO2021

 **9.3 (CSAT)**
tennis quality - 8.9 AO2021

 **9.0 (CSAT)**
precinct entrance - 8.3 AO2021

 **\$114K**
average household income

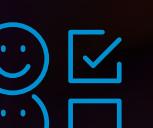
 **64%**
female 35% male

 **14%**
first time attendees

 **28%**
born overseas

 **8.8 (CSAT)**

customer service - 8.3 AO2021

 **77 NPS SCORE**

likelihood (0-100) to recommend AO to friends or family

 **45**
average age

 **59%**
AO App users

 **+10% YOY**
used the App to plan their day

 **75%**
ausopen.com users

NEW DEVELOPMENTS

► STAGE 1

► STAGE 2

► STAGE 3



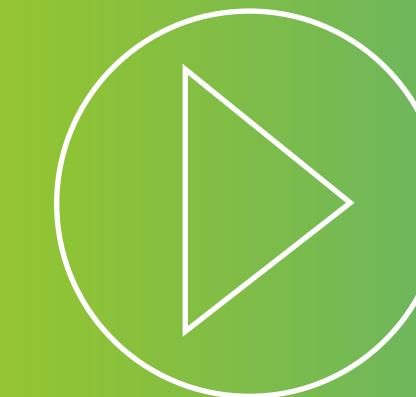
to reveal



A remarkable event needs a remarkable home. Thanks to a recently-completed **\$1B** redevelopment project, Melbourne Park is one of the **world's best facilities for sports and entertainment**.

Securing the Australian Open until **2036**, this project championed state-of-the-art facilities and functionalities that ensure maximum comfort for our players and patrons.

But this is **only the beginning of our elevation journey**. We are committed to continue improving the precinct so that the AO remains at the forefront of global sport and entertainment.



UNITED BY PURPOSE

Having hundreds of millions of fans from around the world comes with an important responsibility – we must **leverage our platform for good**.

It feels like we are all watching the world “wake up” and redirect focus to the things that matter.

AO2022 was an intentional embodiment of this movement.

PURPOSE



FUTURE FOCUS: Build the biggest Pride Festival in sports and entertainment

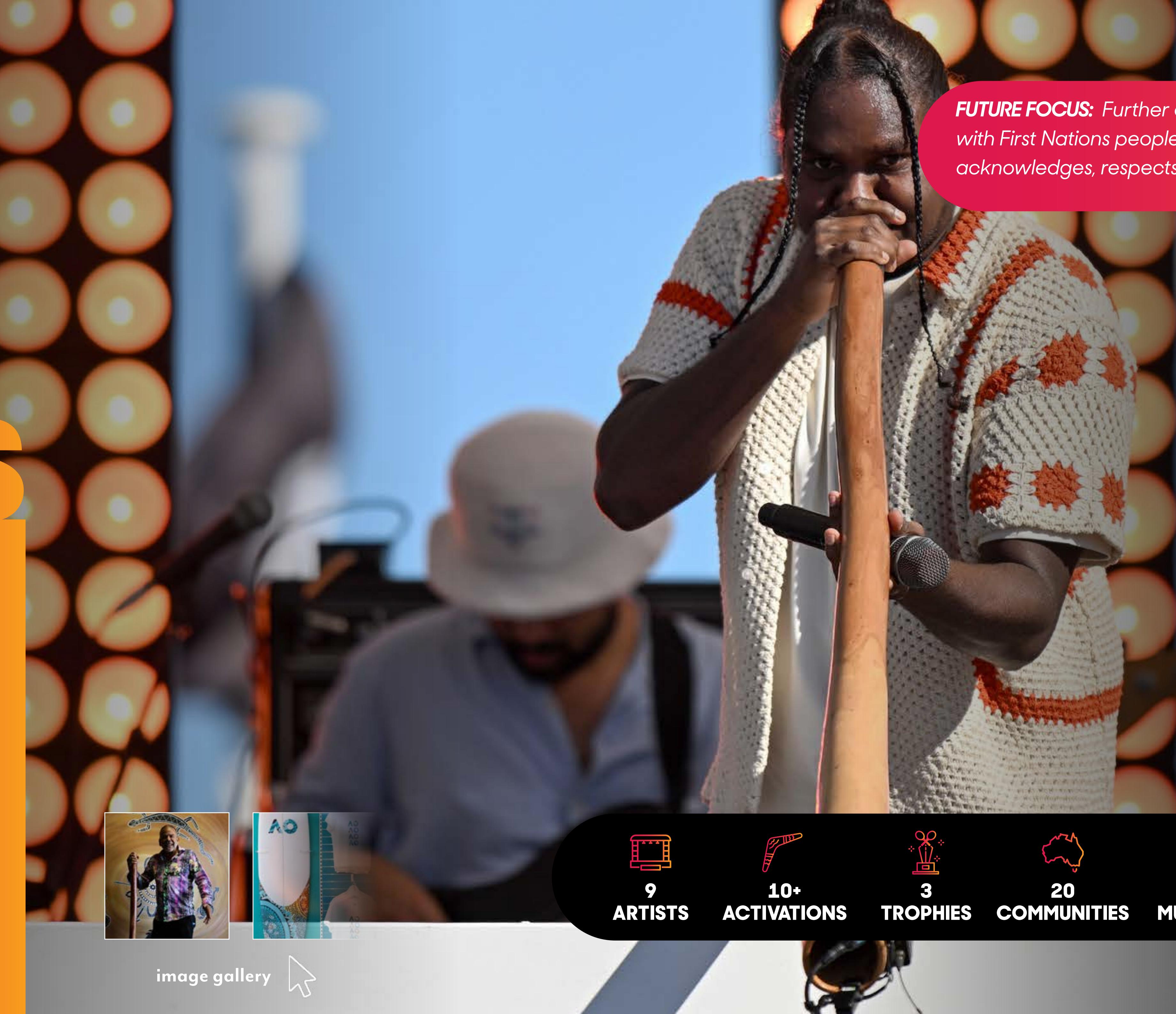
Historically, sporting environments have not felt like a safe space for members of the LGBTQ+ community – so we chose to get louder about **our commitment towards building a welcoming and inclusive event**. AO Pride – celebrated across the entire tournament – did more than just light up the precinct in rainbow colours.

Through an engaging calendar of Pride-focused activity, we worked to help people identifying as LGBTQ+ feel comfortable being themselves at the AO and beyond.

FIRST FIRST FIRST FIRST NATIONS

AO2022 launched our **biggest celebration of First Nations culture** to date, honouring the world's longest-living culture, the traditional custodians of our land and Indigenous tennis champions such as *Ash Barty*.

The precinct was flooded with Indigenous flavour thanks to initiatives like our inaugural **First Nations Day**, the new **AO Fashion range** created in collaboration with Indigenous artist *Maggie-Jean Douglas*, a mouth-watering menu from **Torres Strait-owned restaurant** *Big Esso/Mabu Mabu* and more - all designed with guidance from Senior Elder *Aunty Joy Murphy*.



FUTURE FOCUS: Further our authentic collaboration with First Nations people to design an event that acknowledges, respects and celebrates this culture



9
ARTISTS



10+
ACTIVATIONS



3
TROPHIES



20
COMMUNITIES



50%
MUSICIANS



55
CHILDREN

image gallery 

 to reveal



12.5K
DISHES



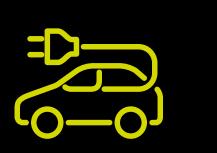
3RD
YEAR



5,000
BOTTLES



8
EMISSIONS



10
EV6S

SUSTAIN SUSTAIN SUSTAIN SUSTAIN- ABILITY

Maximum Play, Minimum Footprint is the driving theme behind our sustainability mission. From a long-term ambition to reduce emissions and transition to green energy, to eliminating single use materials and embracing the circular supply chain - we moved closer to these important goals at AO2022.

A number of innovative programs were trialled and important insights gained to help advance future strategies and capabilities.

But the clear fan favourite was Atrium - our fully-recyclable eatery designed to be taken apart and re-used continuously, reducing waste.

FUTURE FOCUS: Become the most environmentally-conscious major sport in Australia - and establish the AO as a leader in the sustainability space

HEALTH HEALTH HEALTH HEALTH **HEALTH & WELLNESS**

We believe that now more than ever, **supporting our community's health and wellbeing** is increasingly important, as well as fundamental to the growth of fan experiences beyond tennis.

We launched our newest pillar AO Health and Wellness at AO2022 via AO Mornings. This series of movement sessions welcomed fans on-site before gates opened to enjoy yoga and Pilates classes, followed by healthy breakfasts inside the comfortable and refreshing atmosphere of the inaugural Beach House.



77
DISHES



6 AO
DAYS



2
VENDORS



#TENNIS
TOGETHER

PASSION

UNITED BY **PASSION**

Passionate sports fans? Sure, we know many. But it's the foodies and fashionistas, the artists and eventists, that get us excited. More so than any other sporting event, the AO has **something for everyone** - and this year we took our diversification of entertainment to new heights.



FOOD FOOD

Melbourne is one of the most-loved gastronomic cities in the world. AO2022 served a stellar lineup of some of Australia's most celebrated talent and restaurant brands, offering a tantalising range of high-quality dishes.

To support the food and beverage industry following a difficult year, we **championed Victorian farmers, chefs, restaurants and bars** – filling our tournament with 14 days of local flavour. Whether our fans fancied kangaroo tartare and a glass of Grange, or smoked almond poke bowls and superfood smoothies, AO2022 had it on the menu.



\$43
SPEND



20+
RESTAURANTS



5 GLOBAL
CHEFS



3 AUSSIE
CHEFS



7,422
PLATES



30K+
GLASSES



to reveal



FUTURE FOCUS: Continue to evolve the AO into a standalone culinary destination – a bucket list event for foodies around the world



94% SOLD



15K GUESTS



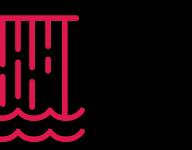
30+ MICE EVENTS



310 BOTTLES



50KG SPHERES



7M WATERFALL

FUTURE FOCUS: Continue to push boundaries. Offer innovative experiences that are accessible and diverse, both complementing the game and engaging fans from day to night



image gallery

PREMIUM
PREMIUM
PREMIUM
PREMIUM
PREMIUM
PREMIUM
EXPERIENCES

As a world-leading sports and entertainment event, there's **no better place to surprise and delight guests** than at the Australian Open. From world-class dining and tennis clinics with legendary players, to on-court seats and access to private athlete areas, AO2022 continued to raise the bar on premium experiences. Highlights included:

Private Spaces: Superboxes, Player Pod, The Lounge and Western Lounge

Unforgettable Moments: Fan Walk-on Experience, On-court Seats and Legend Clinics

Premium Restaurants: Penfolds Restaurant and Bistro, Rockpool, The Glasshouse, Atrium and Maha Restaurant Superboxes



FUTURE FOCUS: Become the biggest kids and families festival in Australia - an aspirational travel destination recognised worldwide



image gallery 

KIDS & KIDS & FAMILIES

Children are the future - of both our sport and the Australian Open. We are proud to be an event that prioritises kids and families - working hard to establish ourselves as the **most family-friendly Grand Slam**.

Our hopes are to inspire lifelong love affairs with tennis that start from an early age, and filling AO2022 with age-appropriate entertainment and engaging youth participation opportunities supported this vision.



8.3
CSAT



29K+
KIDS



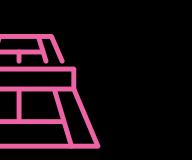
5,000+
SQM



3
ZONES



73M
ZIPLINE



2 CLAY
COURTS



103
HOURS

MUSIC

MUSIC

MUSIC

MUSIC

Inclusion and diversity was the theme of AO Music this year, with a focus on First Nations artists and the LGBTQ+ community. Music took centre stage at the launch of our first Finals Festival Weekend, featuring a lineup of international DJs in the Beach House.

We then turned our Glam Slam tournament into a fully-fledged concert, and featured two weeks of music from some of Australia's most iconic artists on Grand Slam Oval.

The cherry on top? Throwing the **biggest event in Decentraland history** with the legendary Steve Aoki headlining our AO Finals party in the Metaverse.



100+
HOURS



196
HOURS



20
ARTISTS



3
HEADLINERS



3
PERFORMANCES

FUTURE FOCUS: Introduce large-scale arena concerts, the return of AO Live Stage and increased inclusion and diversity in our lineups



RETAIL RETAIL RETAIL

AO2022 was home to many **revolutionary firsts** in the retail space. Along with the launch of our new Tmall Store - making AO merchandise available to our customers across China and Southeast Asia - we created the first:

- 100% premium organic cotton collection at any Grand Slam (AO Fan Range)
- First Nations collection with Gubbi Gubbi artist Maggie-Jean Douglas, with proceeds helping Indigenous children build a brighter future through our sport
- Grand Slam Collection launched in collaboration with all 4 Slams - AO, US Open, Roland-Garros and Wimbledon
- Co-branded AO collection with Peanuts characters, a range that excites the whole family



+272%
REVENUE



+40%
ONLINE



\$11.97
SPEND



40%
CONVERSION



11 AO
SHOPS



FUTURE FOCUS: Drive innovation in the online shopping space to better service our global fans - increased efficiencies, integrations and collaborations with a focus on sustainable sourcing

ART ART ART

Melbourne is known around the world for its celebration of the arts, so infusing our precinct with creative energy just made sense.

To **represent our city's colourful streets and creators**, we collaborated with some of Melbourne's most talented artists and the results were spectacular.

Every piece on-site was created with the intention of telling a powerful story - from celebrating the history of our sport, our land and our players, to encapsulating the feel-good excitement of the Aussie summer and the iconic Melbourne laneways.



4,723 LED
PANELS



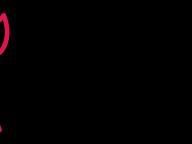
100
YEARS



2 AUSSIE
GREATS



2
ARTWORKS



FUTURE FOCUS: Continue to support the arts and establish the AO (on-site and online) as a canvas for attracting internationally-recognised creators

FASHION FASHION FASHION FASHION

More than any other sport, the worlds of tennis and fashion collide. The iconic on-court look has evolved over time – morphing into eye-catching ensembles enjoyed by fans and fashionistas alike.

Just as our players love to dress to express, our patrons are an equally stylish bunch. So we're committed to building an event that celebrates the synergies between sport and style – and AO2022 was the first step.

Through exciting collaborations with talented artists and premium retailers, AO2022 **celebrated the synergies between sport and style.**

FUTURE FOCUS: Turn the AO into a premium shopping hub that attracts consumers and high-end retailers, independent of the tennis



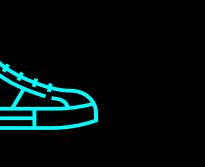
image gallery



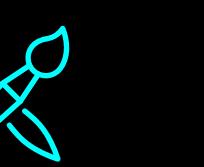
6
BRANDS



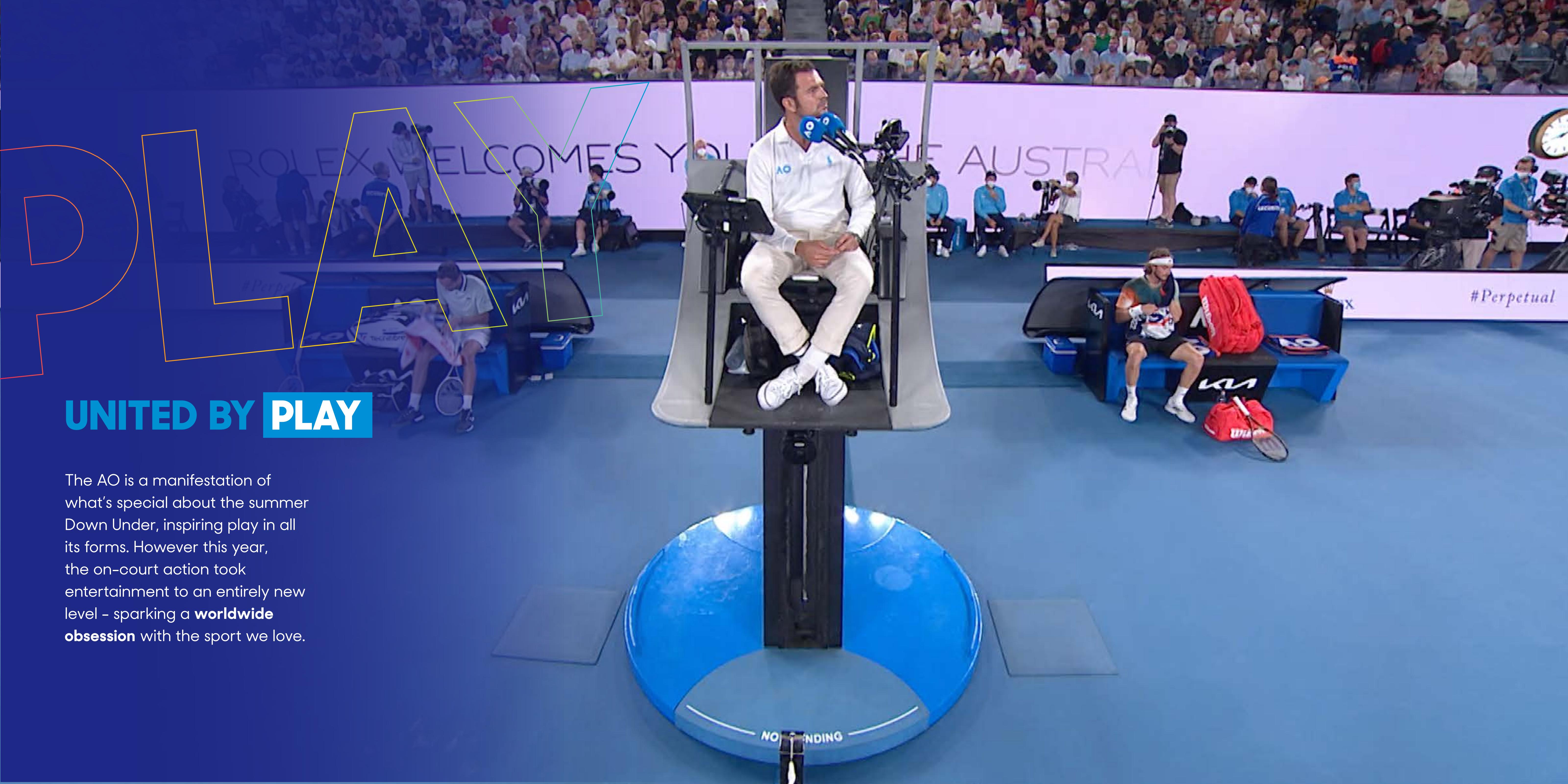
1ST
COLLECTION
RECORD
DAY



100%
RECYCLED



3 ART
EXHIBITIONS



UNITED BY PLAY

The AO is a manifestation of what's special about the summer Down Under, inspiring play in all its forms. However this year, the on-court action took entertainment to an entirely new level – sparking a **worldwide obsession** with the sport we love.

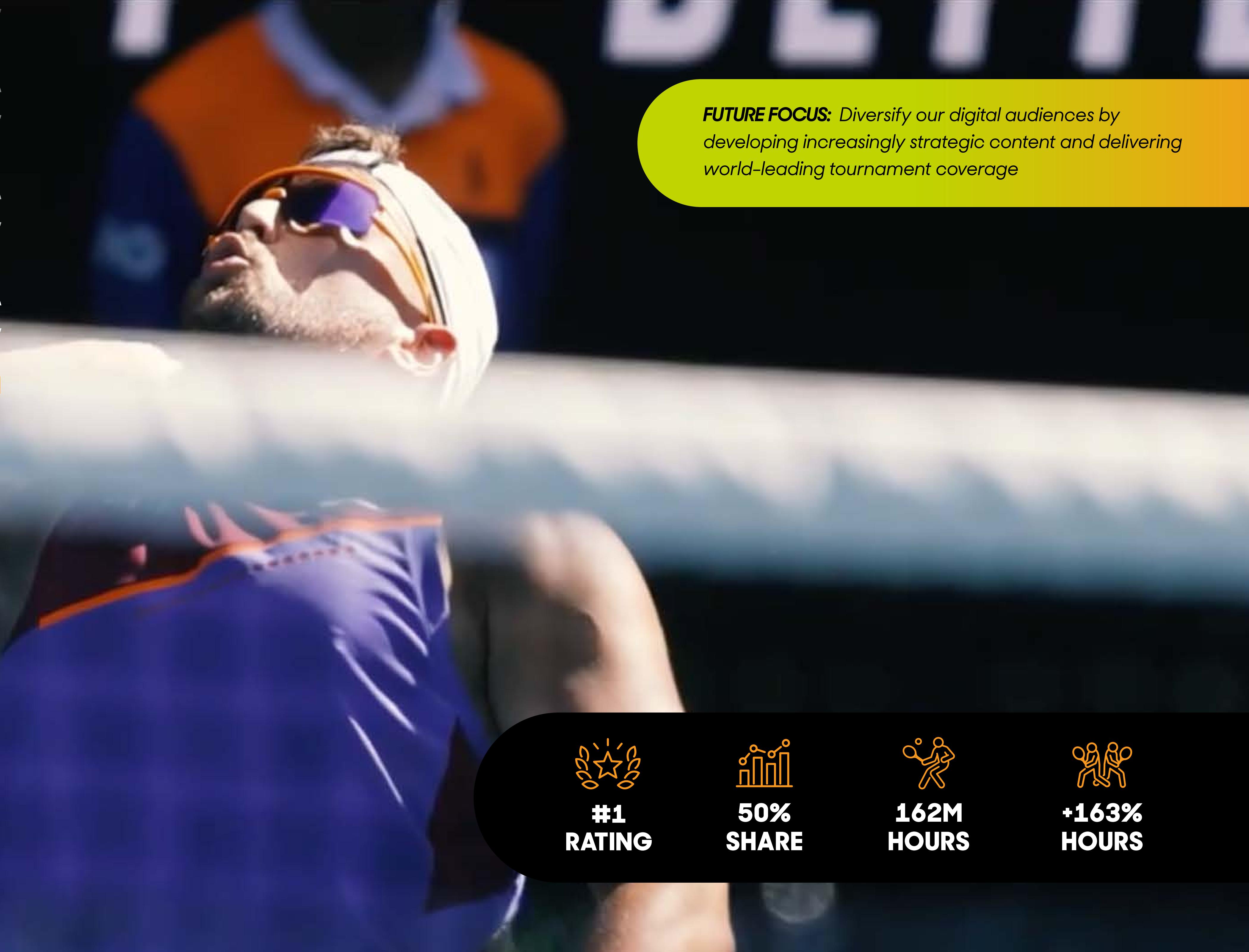
DOMESTIC DOMESTIC DOMESTIC DOMESTIC BROADCAST

AO2022 saw unprecedented viewership on home soil.
Highlights include:

World no. 1 (and proud Aussie) Ash Barty's AO victory smashed TV ratings records with a peak audience of **4.26M+** in Australia – the **most-watched Women's Final ever in Australia**.

Rafael Nadal's history-making Men's Final victory peaked at **3.13M** viewers domestically, with minutes streamed through 9Now up **449% YOY** for Day 14 of the tournament.

Nick Kyrgios and Thanasi Kokkinakis's Men's Doubles Final peaked at **3.15M** viewers – the **highest-rated doubles match** in Australian TV history.



FUTURE FOCUS: Diversify our digital audiences by developing increasingly strategic content and delivering world-leading tournament coverage



**#1
RATING**



**50%
SHARE**



**162M
HOURS**



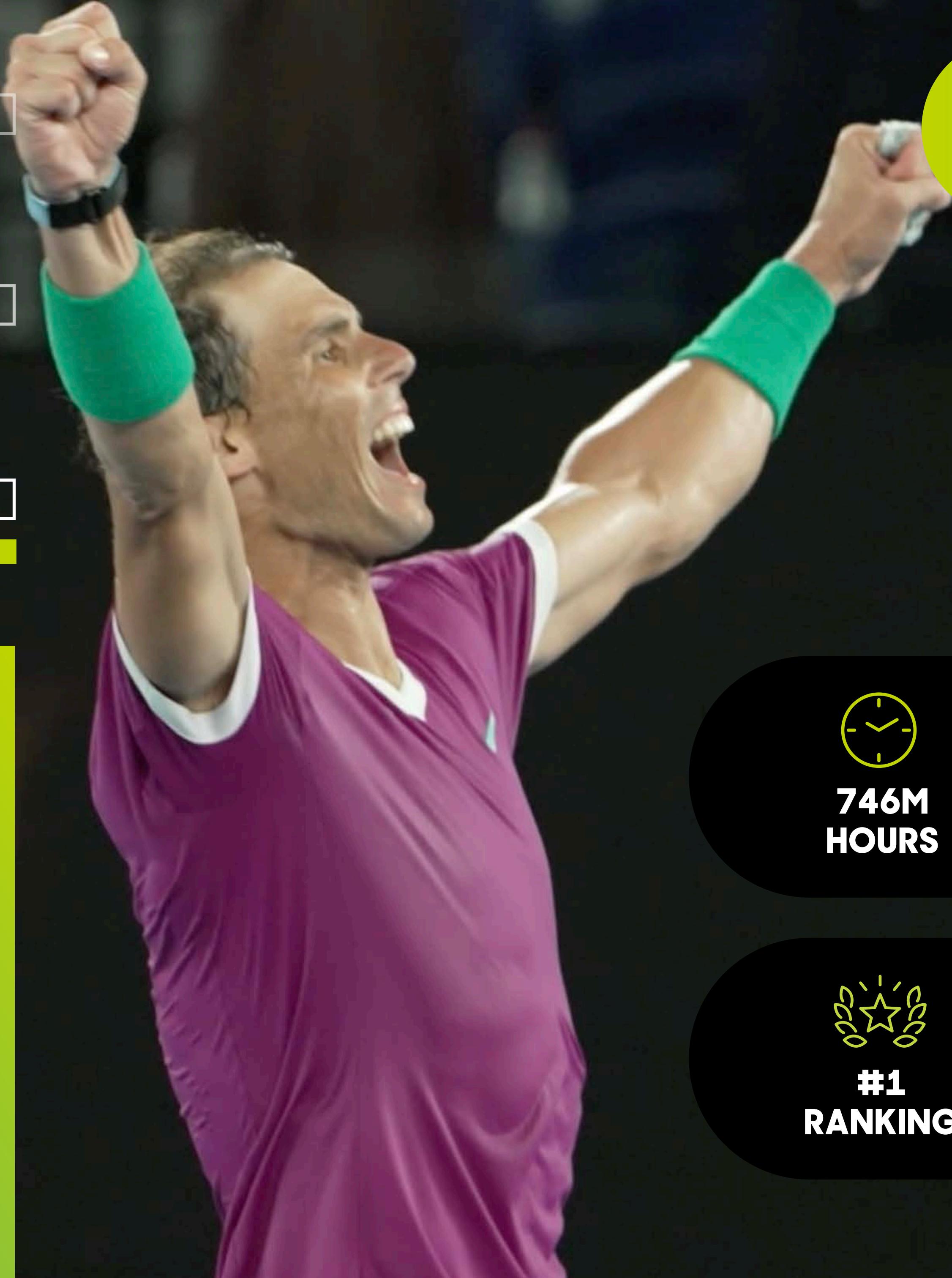
**+163%
HOURS**

GLOBAL GLOBAL GLOBAL BROADCAST

Thanks to expanded and elevated coverage shared by our **25** global broadcast partners, our iconic blue courts did laps around the world this January.

AO2022 earned our biggest footprint on digital platforms to date, with all matches on all courts (both live and on demand) available in **130** territories.

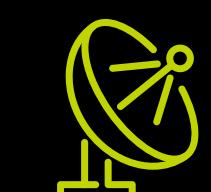
From Europe being the **#1** region in viewership despite a significant time difference, to Day 14 becoming the most-watched AO day in 6 years with **112M+** hours viewed, the global reach of AO2022 is undeniable.



FUTURE FOCUS: Capitalise on the calibre of our evolving linear media partnerships to connect with a progressively digital-native global audience



**746M
HOURS**



**201M
HOURS**



**226
TERRITORIES**



**ALL
MATCHES**



**#1
RANKING**



**95M
HOURS**



**88%
LIVE**



**+56%
HOURS**

GLOBAL GLOBAL BROADCAST

SNAPSHOT BY REGION

GLOBAL

101K COVERAGE HOURS

↑9% vs 2021

746M HOURS VIEWED

↑20% vs 2021



GLOBAL GLOBAL BROADCAST

SNAPSHOT BY REGION

EUROPE

16,732 COVERAGE HOURS

↑ 30% vs 2021

262M HOURS VIEWED

↑ 81% vs 2021



GLOBAL GLOBAL BROADCAST

SNAPSHOT BY REGION

ASIA - PACIFIC

12,687 COVERAGE HOURS

↓ 10% vs 2021

173M HOURS VIEWED

↓ 29% vs 2021



GLOBAL GLOBAL BROADCAST

SNAPSHOT BY REGION

DOMESTIC

292 COVERAGE HOURS

↑8% vs 2021

162M HOURS VIEWED

↑61% vs 2021



GLOBAL GLOBAL BROADCAST

SNAPSHOT BY REGION

AFRICA & MIDDLE EAST

57,070 COVERAGE HOURS

↑ 6% vs 2021

8M HOURS VIEWED

↓ 33% vs 2021



GLOBAL GLOBAL BROADCAST

SNAPSHOT BY REGION

CENTRAL & SOUTH AMERICA

13,611 COVERAGE HOURS

↑ 27% vs 2021

22M HOURS VIEWED

↑ 53% vs 2021



GLOBAL GLOBAL BROADCAST

SNAPSHOT BY REGION

NORTH AMERICA

680 COVERAGE HOURS

↓ 22% vs 2021

113M HOURS VIEWED

↑ 9% vs 2021



GLOBAL GLOBAL BROADCAST

TERRITORY RANKING

BY HOURS VIEWED

#1  **AUSTRALIA**

161.7M HOURS



GLOBAL GLOBAL BROADCAST

TERRITORY RANKING

BY HOURS VIEWED

#2  CHINA

87.3M HOURS



GLOBAL GLOBAL BROADCAST

TERRITORY RANKING

BY HOURS VIEWED

#3  USA

76.6M HOURS



GLOBAL GLOBAL BROADCAST

TERRITORY RANKING

BY HOURS VIEWED

#4 🇯🇵 JAPAN

49.2M HOURS



GLOBAL GLOBAL BROADCAST

TERRITORY RANKING

BY HOURS VIEWED

#5 🇨🇦 CANADA

36.3M HOURS



GLOBAL GLOBAL BROADCAST

TERRITORY RANKING

BY HOURS VIEWED

#6 🇩🇪 GERMANY

34.0M HOURS



GLOBAL GLOBAL BROADCAST

TERRITORY RANKING

BY HOURS VIEWED

#7  UNITED KINGDOM

28.5M HOURS



GLOBAL GLOBAL BROADCAST

TERRITORY RANKING

BY HOURS VIEWED

#8  FRANCE

26.6M HOURS



GLOBAL GLOBAL BROADCAST

TERRITORY RANKING

BY HOURS VIEWED

#9  ITALY

24.7M HOURS



GLOBAL GLOBAL BROADCAST

TERRITORY RANKING

BY HOURS VIEWED

#10 POLAND

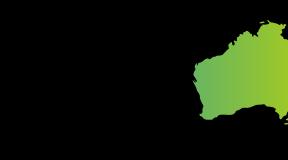
24.6M HOURS



GLOBAL GLOBAL BROADCAST



AVERAGE AUDIENCES PER HOUR - YOY GROWTH



↑ 49%
DOMESTIC



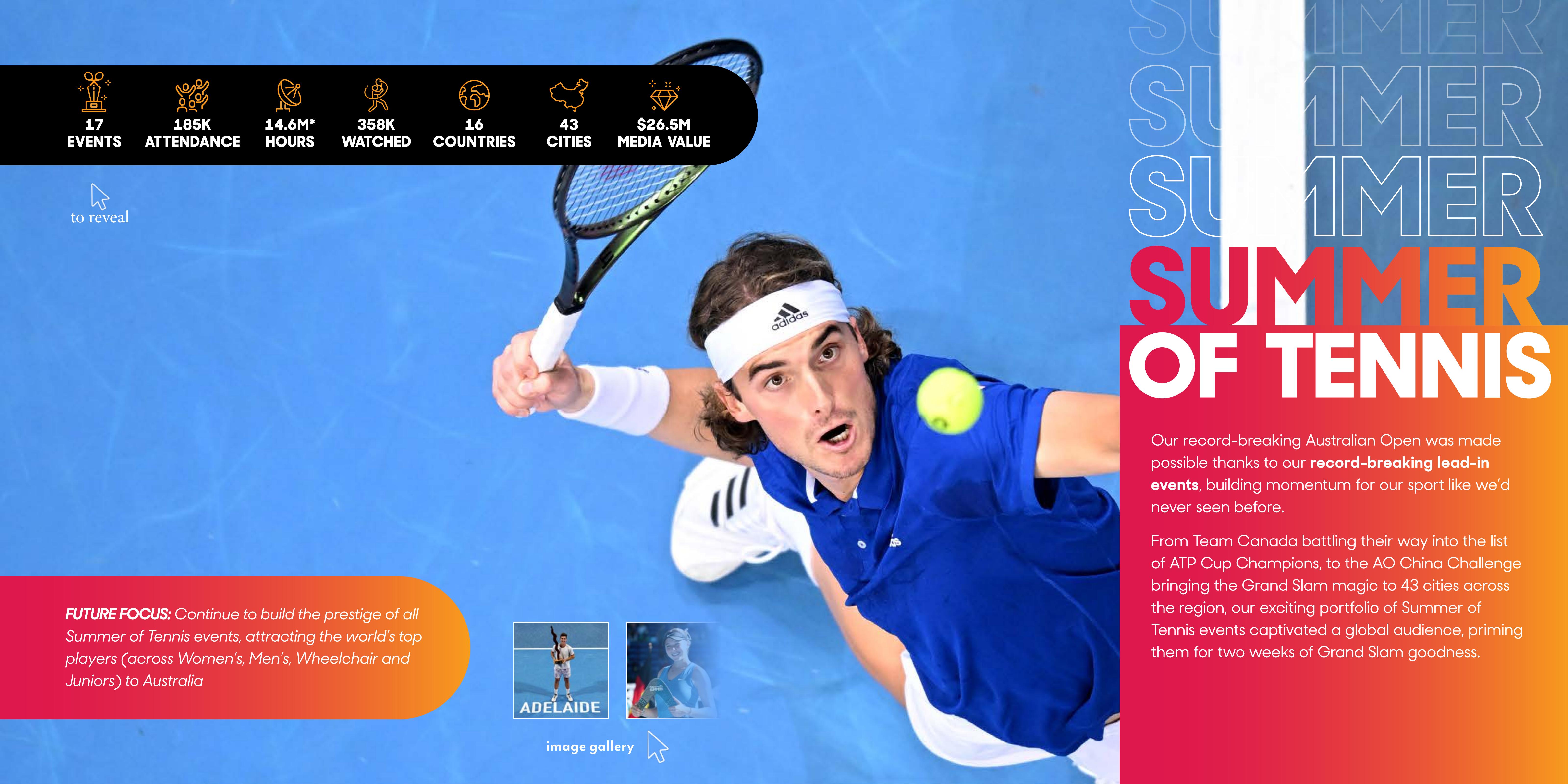
↑ 39%
EUROPE



↑ 44%
NORTH AMERICA



↑ 20%
CENTRAL &
SOUTH AMERICA



A yellow icon of a pair of scissors with a dashed line through the blades, indicating that something is being cut or removed.

17 EVENTS

185K ATTENDANCE

A yellow icon of a satellite dish, consisting of a large parabolic dish and a central feed horn, positioned in the bottom right corner of the slide.

14.6M*
HOURS

**358K
WATCHED**

16 COUNTRIES

43 CITIES

**\$26.5M
MEDIA VALUE**

to reveal

FUTURE FOCUS: Continue to build the prestige of all Summer of Tennis events, attracting the world's top players (across Women's, Men's, Wheelchair and Juniors) to Australia



ADELAIDE



age gallery

SUMMER OF TENNIS

Our record-breaking Australian Open was made possible thanks to our **record-breaking lead-in events**, building momentum for our sport like we'd never seen before.

From Team Canada battling their way into the list of ATP Cup Champions, to the AO China Challenge bringing the Grand Slam magic to 43 cities across the region, our exciting portfolio of Summer of Tennis events captivated a global audience, priming them for two weeks of Grand Slam goodness.

PLAY

PLAY

PARTICIPATION

1.5M Australians played tennis in the last 12 months (a **37%** increase in participation YOY) making us the **fastest-growing sport** cross all ages. Thanks to the physically-distanced nature of tennis, expansion of our digital platforms, the launch of our new Competitive Play structure and an array of program offerings, 2021 was a **record-breaking year for Australian tennis**.

AO2022 accelerated the momentum of grassroots participation, championing “more ways to play” and the integral involvement of Women and Girls in our sport.

 **+605%**
TRAFFIC

 **10K+**
NEWBIES

 **2200+**
PARTICIPANTS

 **29,342**
FANS

 **40K**
KIDS

 to reveal



FUTURE FOCUS: Get racquets into the hands of millions of Australians by showcasing all of the unique ways to play our sport

PADEL, POP TENNIS, BEACH TENNIS

MORE WAYS TO PLAY

We gave fans the chance to sample three alternate tennis formats at AO2022 on courts stationed across the precinct – and the **uptake was off the charts**.

Meet **Padel**, **POP** and **Beach Tennis**!

PADEL

- Off-wall spin on tennis – high-energy mix of tennis and squash
- **5M+** Europeans play Padel – one of the **fastest-growing sports** in the world
- **+5,600+** fans tried Padel on the AO courts

► **PADEL**

► **POP TENNIS**

► **BEACH TENNIS**



AO FUTURE
AO FUTURE
AO FUTURE

The past few years have shown us more than ever that the future is unpredictable. But no matter what happens, we know that **our fans will always be the future.**

While other sports niche down and cater to their traditional audiences, we've kept what it means to be an AO fan intentionally broad. Creating **something for everyone** is what fuels us.





AO FUTURE
AO FUTURE
AO FUTURE

By curating diverse fan experiences that can't be found anywhere else, we've built an equally diverse audience.

A highly-engaged global group - unique in nature, but **UNITED BY passion, purpose, play** and most importantly, **connection**.

We can't wait to show you where we're taking them next.

THANK YOU

