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# NEWS RELEASE

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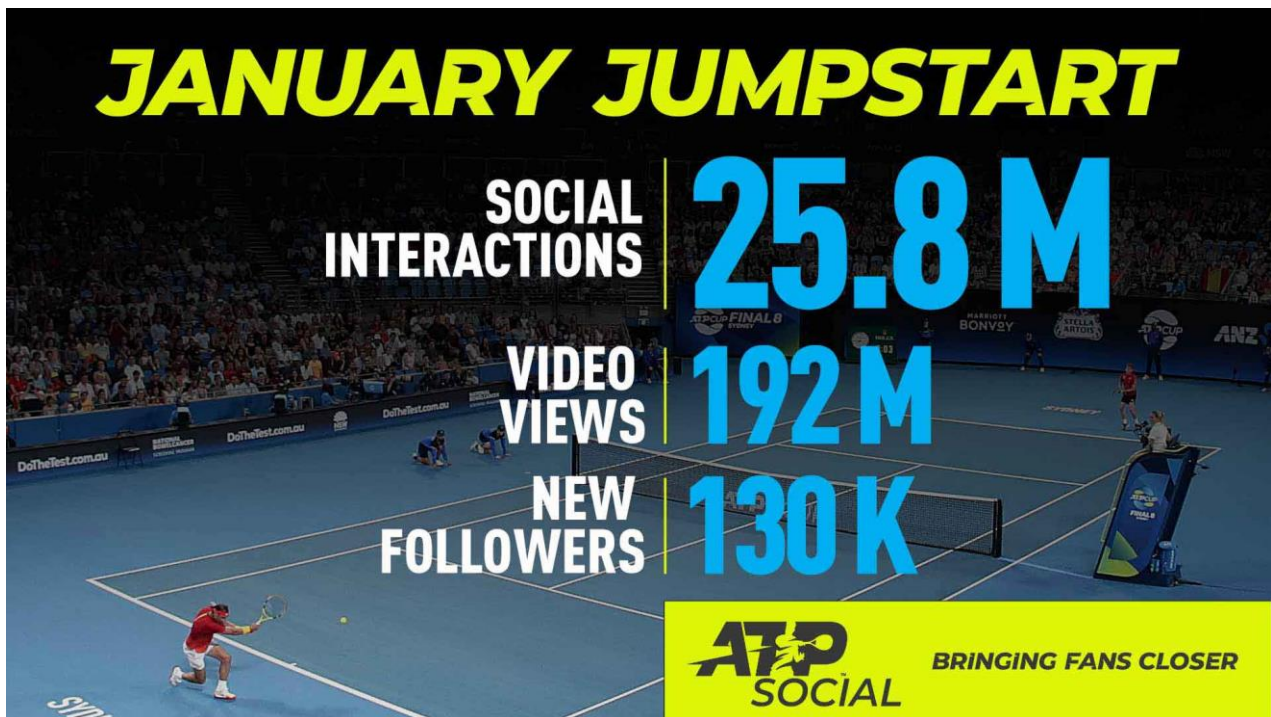
## FANS FLOCK TO ATP DIGITAL CHANNELS IN RECORD NUMBERS FOR ATP CUP, JANUARY ACTION

LONDON — ATP digital media channels enjoyed record-setting engagement with tennis fans in January, buoyed by the success of the inaugural ATP Cup, compelling storylines at ATP 250 tournaments and a dramatic Australian Open.

Interactions on ATP social media channels hit an all-time high in January. From 1 January through the end of the Australian Open on 2 February, ATP digital platforms received unprecedented levels of engagement:

- ATP social media channels attracted record monthly interactions on Facebook (2.39m) and Instagram (11.5m);
- Video views on Instagram alone reached a monthly record of 29.8m;
- ATP social media channels gained 130,000 new followers;
- A total of 192m video views were recorded across ATP and TennisTV social media channels. The channels also combined to register 788m impressions and 25.8m interactions.

ATPTour.com and ATPCup.com combined for 55.1m page views during the same period, with 7.2m users and 18.3 m sessions. There were 7.8m visits to news stories. ATPTour.com users were up 68 per cent compared to the same period in 2019.



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The ATP Cup in Brisbane, Perth and Sydney fulfilled its promise to jumpstart the season by captivating fans with absorbing narratives, including Australia's run to the semi-finals and a showdown between the game's two top-ranked players, Rafael Nadal and Novak Djokovic, in a dramatic final between Serbia and Spain in Sydney.

The 22-year-old Russian Andrey Rublev garnered headlines by becoming the first player since 2004 to start the season with back-to-back titles in Doha and first-year event in Adelaide. And 21-year-old Frenchman Ugo Humbert provided a glimpse into the future with his maiden title in Auckland.

At the Australian Open, myriad five-set thrillers, including Novak Djokovic's win in the title match over Dominic Thiem, who defeated Nadal in an epic quarter-final, punctuated a riveting fortnight.

Some of the most popular content on social media during this period included:

[Exclusive access to the Team Australia locker room](#)  
[Rafael Nadal vs. Novak Djokovic in the ATP Cup final](#)  
[Dominic Thiem/Alexander Zverev embrace at the Australian Open](#)

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#### About the ATP

The ATP is the governing body of the men's professional tennis circuits — the ATP Tour, the ATP Challenger Tour and the ATP Champions Tour. With 64 tournaments in 30 countries, the ATP Tour showcases the finest male athletes competing in the world's most exciting venues. From Australia to Europe and the Americas to Asia, the stars of the 2020 ATP Tour will battle for prestigious titles and FedEx ATP Rankings points at ATP Masters 1000, 500 and 250 events, as well as Grand Slams (non-ATP events). The 2020 season launched in January with the inaugural ATP Cup in Australia and will culminate with only the world's top 8 qualified singles players and doubles teams competing for the last title of the season at the Nitto ATP Finals in November. Held at The O2 in London, the event will officially crown the 2020 ATP World No. 1. For more information, please visit [www.ATPTour.com](http://www.ATPTour.com).

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