

ATP ONEVISION NEWS RELEASE

9 December 2024

ATP CHALLENGER TOUR PRIZE MONEY SOARS TO RECORD \$28.5M FOR 2025

- ATP Challenger Tour prize money for the 2025 season will reach a record \$28.5 million, up \$6.2 million from the 2024 total of \$22.3 million
- The 2025 total marks a 135 per cent increase in Challenger Tour prize money since 2022
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LONDON - The ATP has announced a record \$28.5 million in ATP Challenger Tour prize money for the 2025 season – up \$6.2 million year on year and 135 per cent since 2022. The increases are the result of major Challenger Tour reforms delivered under OneVision – ATP’s long-term strategic plan – to expand the number of players able to make a sustainable living from tennis.

A central driver of prize money increases has been the formation of Tennis Data Innovations (TDI) and the successful commercialisation of Challenger Tour rights. Calendar enhancements have helped drive growth, through the introduction of premium Challenger 175 events and a rise in the number of higher category Challenger 100 and 125 events.

Under OneVision, ATP has established a dedicated Challenger Tour team with new leadership to oversee growth and new revenue opportunities. Significant investment in marketing, headlined by the launch of the Challenger Tour’s ‘On The Rise’ brand campaign, has played an important role in enhancing the visibility and commercial appeal of the Tour.

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\$28.5M

**Record Challenger Tour
Prize Money in 2025**

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ATP Chairman Andrea Gaudenzi said: “Creating a sustainable player pathway to the ATP Tour is vital for the future of our sport. Since 2022, we’ve invested in significant reforms on the Challenger Tour. The results have been clear: record-breaking prize money, year on year increases and most importantly, more players inside the Top 250 provided with greater financial compensation at this level.”

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About The ATP

As the global governing body of men’s professional tennis, the ATP’s mission is to serve tennis. We entertain a billion global fans, showcase the world’s greatest players at the most prestigious tournaments, and inspire the next generation of fans and players. From the United Cup in Australia, to Europe, the Americas and Asia, the stars of the game battle for titles and PIF ATP Rankings points at ATP Masters 1000, 500 and 250 events, and Grand Slams. All roads lead towards the Nitto ATP Finals, the prestigious season finale held in Turin, Italy. Featuring only the world’s top 8 qualified singles players and doubles teams, the tournament also sees the official crowning of the year-end ATP World No. 1, presented by PIF, the ultimate achievement in tennis. For more information, please visit www.ATPTour.com.

About The ATP Challenger Tour

It all starts here. The ATP Challenger Tour is the launchpad of men's professional tennis, featuring close to 200 tournaments across more than 40 countries each season. At this level, players develop their skills and earn valuable experience against strong competition, while fighting for critical points and prize money, all with the collective goal of progressing onto the ATP Tour. Since it was founded in 1978, the ATP Challenger Tour has been an intense battleground on a global stage, providing fans the opportunity to witness world class tennis and follow the journeys of the stars of tomorrow as they launch their professional careers. Live stream the action throughout the year via Challenger TV on www.ATPTour.com.

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