



The Sportradar logo is displayed on a white background within a green-bordered box. The word 'sportradar' is written in a lowercase, sans-serif font, with a red dot above the letter 'o'.

PRESS RELEASE
13 September 2017

ITF and Sportradar announce Davis Cup and Fed Cup Live Streaming Platform
New digital offering also includes live scoring centre and redesigned mobile apps

The ITF, in partnership with Sportradar AG, has today announced its new live streaming platform for Davis Cup and Fed Cup by BNP Paribas. The platform will ensure fans worldwide can follow tennis's premier team competitions across a range of devices, starting with this weekend's Davis Cup World Group semifinals and play-off ties on 15-17 September. The ITF's global media rights partner beIN Sports have released the streaming rights in order to enable this platform to go live.

Sportradar, the Swiss-based sports data and content specialists, will use its OTT solution to produce and deliver the live and on-demand Davis Cup streams at <https://video.daviscup.com>. Fans will have the ability to purchase coverage ranging from individual ties to a whole round of ties, or an annual package covering all rounds of Davis Cup.

In parallel, the ITF has been working with Sportradar to launch a desktop live scoring centre and redesigned dedicated mobile app for Davis Cup. Thanks to the addition of more in-depth statistics across all ties, the second screen experience will be even richer and more engaging. The live streaming platform, live scoring centre and app will be available for Fed Cup in the coming weeks.

This weekend's semifinals see Belgium host Australia in Brussels and Serbia travel to Lille to face France to contest a place in the Davis Cup Final in November, with eight World Group play-off ties also taking place. The new streaming platform will also be available for November's Fed Cup Final in Minsk between Belarus and the USA. The live scoring centre and live streaming platform will further enhance Davis Cup and Fed Cup in line with the goals of *ITF2024*, the organisation's strategic roadmap.

Today's announcement builds on the long-standing relationship between the two organisations, which has seen Sportradar support the ITF in bringing data and content from more tournaments to more tennis fans worldwide.

ITF President David Haggerty said: "The ITF's goal has always been to bring Davis Cup and Fed Cup by BNP Paribas closer to every tennis fan, no matter where they are in the world or what device they are using. Sportradar AG continues to fulfil our growing expectations in a developing sports marketplace. Through our streaming and digital media offering, they are helping us grow our fan base, deliver engagement and insight and ultimately enhance the largest annual international team competitions in sport."

Sportradar CEO Carsten Koerl added: "Davis Cup and Fed Cup bring together the most committed tennis players, the most exciting matches and the most passionate tennis fans. It is a privilege to be able to help the ITF deliver premium content across the globe. With many years of our recently extended partnership still to go, and with our unique ability to mix audiovisual content with data and data visualisation solutions across devices and channels, we look forward to working together on future developments for the sport."

In addition to live coverage of over 50,000 ITF Pro Circuit matches per year through its umpire technology, Sportradar remains the ITF's official data rights partner and preferred streaming partner for the ITF Pro Circuit. Sportradar launched the ITF Pro Circuit app back in 2015 and has also increased live streaming of ITF events together with the ITF's member nations.

To download the new Davis Cup App, fans can go to:

- Apple: <https://itunes.apple.com/gb/app/davis-cup/id558808946?mt=8>
- Google Play: https://play.google.com/store/apps/details?id=itftennis.daviscup&hl=en_GB

The Fed Cup App will be available for download in the coming weeks.

Notes to editors:

Davis Cup by BNP Paribas is the World Cup of Tennis. It is the largest annual international team competition in sport, with 134 teams entered in 2017. The competition is 117 years old having been founded in 1900. The title sponsor is BNP Paribas, the Official Bank of Davis Cup. International sponsors are Rolex (Official Timekeeper) and Adecco (Official HR Sponsor), while Head (Official Ball) is an international partner. beIN SPORTS is the Official Global Media Rights Partner. Follow all the action on www.daviscup.com, www.copadavis.com, www.twitter.com/daviscup, <https://www.facebook.com/DavisCupTennis/> and www.Weibo.com/daviscupofficial

Fed Cup by BNP Paribas is the World Cup of Tennis. It is the largest annual international team competition in women's sport, with 107 nations entered in 2017. The competition is 54 years old having been founded in 1963. The title sponsor is BNP Paribas, the Official Bank of Fed Cup. Adecco (Official HR Sponsor) is an international sponsor, while beIN SPORTS is the Official Global Media Rights Partner. Follow all the action on www.fedcup.com, www.fedcup.com/es, www.twitter.com/fedcup, <https://www.facebook.com/FedCup> and www.Weibo.com/fedcupofficial

About Sportradar AG

Sportradar is the global leader in understanding and leveraging the power of sports data and digital content for its clients around the world. We provide cutting-edge solutions and services to media companies, bookmakers, sports federations and state authorities.

Partnering with the likes of the International Tennis Federation (ITF), the National Football League (NFL) and the National Basketball Association (NBA) as their Official Data Partner, we have provided numerous rights holders with the tools and services to unlock the full power and impact of their data. Consequently, all our partners have enjoyed increasingly efficient data collection and distribution, and have all broadened the reach and impact of their data, growing revenue and engagement as a result. Besides market leading companies in the sports betting and media industry, Sportradar also operates a unique Fraud Detection System (FDS) which is relied upon by law enforcement agencies as well as several sports federations, including World Rugby, the ICC and UEFA.

More than 1,000 businesses in over 80 countries rely on Sportradar's data depth and quality services in their daily business. Headquartered in Switzerland, Sportradar has offices in 34 other cities and employs over 1,700 highly experienced staff worldwide.

More information can be found on www.sportradar.com

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