

## **2024 APTA BOARD MEETING LIVE STREAMING/BROADCASTING COMMITTEE**

### **MISSION STATEMENT**

To stream platform tennis matches that promotes and facilitates the growth of the sport. By inspiring people to play, highlighting the most competitive matches of each tournament and the camaraderie of the paddle community, along with providing instructional commentary, live streaming strives to engage viewers and players, as well as raise new and current players' level of passion for the game.

2021-22 Committee: Sam Byram, Whit Harwood, Christi Hays, Demian Johnston, Lauren Mandell, Chris Shay

2022-23 Committee: Gerri Viant, Demian Johnson, Lauren Mandel

2023-24 Committee: Demian Johnston, Patty Hogan, Gerri Viant, Lauren Mandel, Mark Fischl, Brad Easterbrook

2024-25 Committee: Patty Hogan, Brad Easterbrook, Karen Nejedlik

### **RESPONSIBILITIES**

1. Send RFP to live streaming vendors in April of each year;
2. Negotiate bids with live streaming vendors once bids have been submitted to determine live streaming plan for the season;
3. Oversee all broadcasting aspects of the APTA's Live-Streaming;
4. Liaison for the APTA with Tour Director(s), tournament directors, and live streaming vendor(s) to provide a professional, entertaining, and consistent live streaming product for our membership;
5. Manage expectations and set up requirements with the APTA, Tour Director(s), and local Tournament Directors;
6. Ensure that APTA national and local, if applicable, sponsorship commitments for live streaming are met;
7. Schedule commentators, as well as sponsors and guest interviews, for the tournaments on the Tour that have been chosen to be live streamed;
8. Work directly with MiPaddle, Jen Beringer, and Isabel Cabanne to ensure media push for Tour Tournaments and live streaming schedule is shared in a timing manner with membership via social media and email blasts;

**ACCOMPLISHMENTS**

1. All 16 APTA Tour Tournaments were streamed by three different live streaming vendors.  
The 2023-24 Tour included:

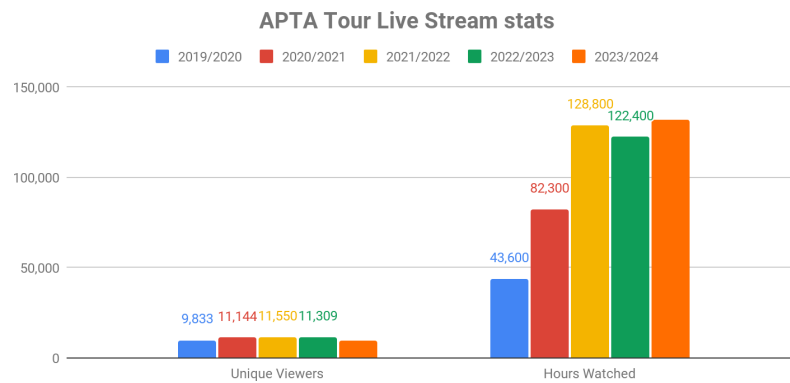
	<u>Date</u>	<u>Tournament</u>	<u>LS Vendor</u>
1	Oct 14-15	Montclair (NJ)	ProFlight
2	Oct 20-22	Medinah (Illinois)	CPTC
3	Oct 27-29	Baltimore Open	MiPaddle
4	Nov 3-5	Chicago Charities (Grand Prix)	CPTC
5	Nov 11-12	Cleveland Masters	CPTC
6	Nov 17-19	Philly Cricket (Grand Prix)	MiPaddle
7	Dec 2-3	Duane Hayden (LI)	MiPaddle
8	Dec 8-10	Steel City Open	CPTC
9	Jan 6	Milton Point Cup (Westchester, NY)	MiPaddle
10	Jan 12-14	The Midwesterns (OH)	CPTC
11	Jan 20-21	Atlantic Classic	MiPaddle
12	Jan 27-28	Detroit Invitational (Grand Prix)	CPTC
13	Feb 10-11	Short Hills (Grand Prix)	MiPaddle
14	Feb 17-18	Indianapolis	CPTC
15	Feb 24	Philly Open	MiPaddle
16	Mar 8-10	Boston Nationals	MiPaddle

2. Total Streaming days of 36, an increase of 16.1% YOY, and a 56.5% increase since 2021-22 season;

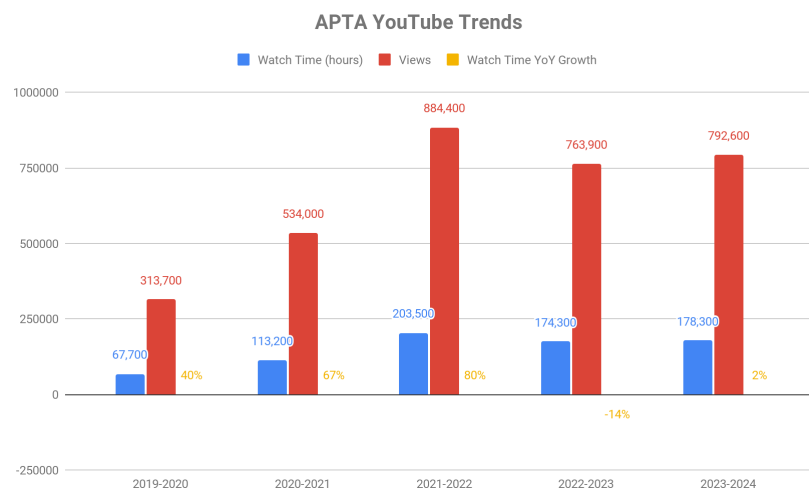
3. Total Hours Watched increased 7.8% from prior year and a 203% increase from 2019-20.

4. Total Tournament Views at 539,000, up 4.9% from last year and a 207% increase since the 2019-20 season.

5. Total Unique Viewers of 9,369, down 17.2% from a year prior and back to 2019-20 season levels.  
(Peaked in 2021-22)



## 6. YouTube Trends:



7. Grand Prix and Nationals see the highest Total Tournament Views and Hours watched on The Tour;

8. 2024 Boston Nationals set a record for Highest Peak of Live Viewers of **2,400** during the Men's Finals on Sunday, March 10th, up **28.9%** from the peak in the 2023 season at 2023 Chicago Nationals, and a **96%** increase since the 2021 NJ Nationals.

9. Successfully managed 3 Live Streaming Vendors: ProFlight, MiPaddle and CPTC, all of which were professional, easy to work with and proactive problem solvers;

10. Live Streaming Tournament allocation was broken down as follows:

- a. ProFlight streamed 1 of 16 streamed tournaments. EnetLive was originally slated to stream this event, but they pulled out of their commitment weeks before the event and ProFlight quickly agreed to step in and stream for the APTA, CPTC, headed by Matt McClure and backed by the Chicago League (John Noble), streamed 7, and MiPaddle streamed 8.

11. Interviewed special guests, Darrin Lang (LABUR) and Jeff Alpaugh (AON) at Nationals;

12. Tested new commentators to expand our personalities on live streaming, as well as reduce strain on the current commentating team. Successful additions to the Commentating Team are:

- Connor Breen (NJ)
  - Vera Bessanova (NJ)
  - John Kilmer (Pittsburgh) \*
  - Steve Sullivan (Baltimore) \*
- \*Sent remote commentating setup

### **2023-24 TRENDS TO MONITOR**

1. For the past two seasons Unique Viewers have been down 17.2% and 2.1%, YOY.
2. In contrast, Hours Watched have turned around and were up 7.8% this season vs. being down 5.0% for the prior year.

CONCLUSION - The APTA's passionate Paddle Membership is watching and enjoying more live streaming with our expanded Tour and live streaming offerings. A plus for our National sponsors.

QUESTION - Will the proposed larger live streaming offerings for the 2024-25 Season continue to expand Hours Watched and Total Tournament Views?

CHALLENGE - 1) How does the APTA reverse the decline of Unique Viewers? 2) How do we continue to add value to our live streaming for our membership and sponsors?

3. Last season's strain on resources was reduced in two ways this season:
  - a. Sourced and tested four potential long-term commentators to add to our pool of "veterans". Additionally, tapped local players/personalities at tournaments for commentating reducing the strain on veteran commentators and reducing commentator T&E;
  - b. The APTA bought two additional remote setups for two of the four new commentators, reducing strain on commentating team and reducing commentator T&E;

### **2023-24 GOALS ACHIEVED?**

1. Delivered higher quality live streaming to the APTA Membership
2. Provided a consistent, professional, entertaining product to membership across multiple live streaming endemics.
3. Increased hours watched year over year.
4. Continued to train and expand commentator pool.
5. Continued to collaborate with committee members, league players, and teaching professionals to gather streaming feedback.
6. Delegated production flow to live streaming companies.
7. Began search for live streaming volunteer (in the Midwest) with the intention for him/her to succeed Anne Waldron in 1-2 years.

**THANK YOUS:**

It takes a village to run the live streaming arm of the APTA, so I would be remiss if I did not give an extra thank you to Jackie Cameron, Karen Nejedlik, Patty Hogan, Isabel Cabanne, Demian Johnston, and Amin Khadduri. I have them on speed dial and they still pick up my calls.

Additionally, I would like to thank the hard-working commentating team of Patty Hogan, Brad Easterbrook, Lauren Mandel, Anthony Cosimano, Guy Moore, Dave Broderick, Mike Rahaley, and Gerri Viant. Also, I would like to thank Steve Sullivan, John Kilmer, Conor Breen, and Vera Bessanova, who all joined us to commentate during the season.

My gratitude would not be complete without additionally thanking Tiernan Cavanna, Mike Yachimski, Jen Beringer, and Ann Sheedy. Their support this year has been invaluable. This team makes volunteering for the APTA an honor and so enjoyable.

Submitted by Anne Waldron  
Live Streaming & Broadcasting Committee Chair