

# FAST FACTS

**Prizemoney: AU\$20-million**

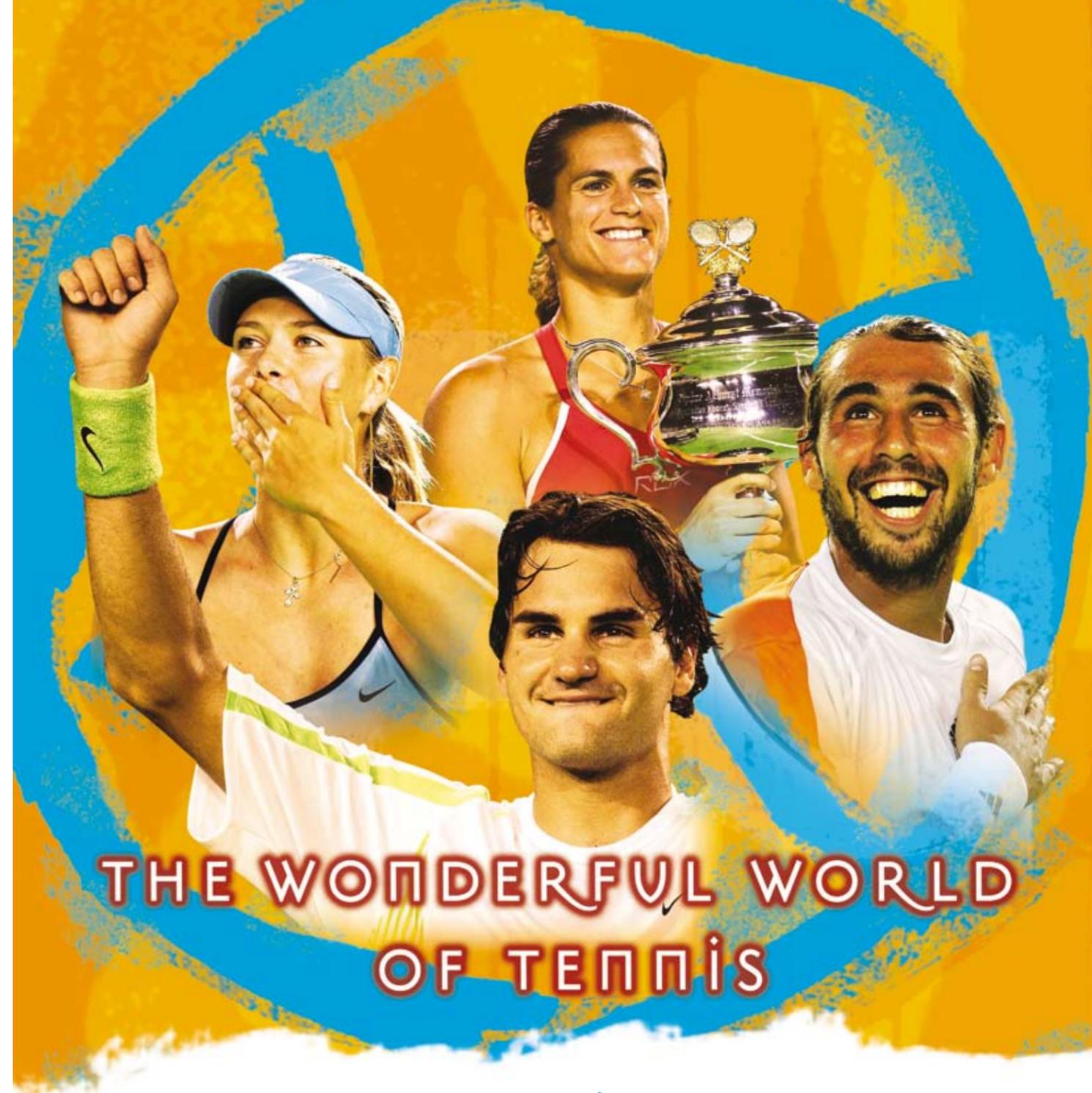
**Men's and Women's Singles Winners' Prizemoney: AU\$1,281,000**

**Surface: Rebound Ace**

**Sessions of Play: 12 Day, 11 Night, Two Twilight**

# DID YOU KNOW?

- A fleet of 81 official cars supplied by the tournament's major sponsor Kia Motors made in excess of 35,000 journeys transporting players to and from Melbourne Park, clocking up more than 300,000km.
- Maria Sharapova and Serena Williams were the most popular female player profiles among the fans on [www.AustralianOpen.com](http://www.AustralianOpen.com), while the most popular men's profiles were Roger Federer, Fernando Gonzalez and Andy Roddick.
- The fastest serves of the tournament were recorded by the USA's Andy Roddick (231km/h) and Australian Open 2007 Champion Serena Williams (202 km/h).
- The tournament's team of official stringers tended 2,750 racquets during the tournament fortnight using 33km of string.
- Patrons devoured more than 41,109 buckets of hot chips, 13,600 hot dogs, 21,300 serves of pizza, 21,323 Tokyo rolls, 153,086 bottles of Evian water and 126,353 soft drinks.
- Approximately 16,000 square metres of temporary structures were erected and 628 temporary TV screens installed. A total of 80 portable buildings were brought in and more than 6,700 chairs, 2,000 tables and 1,200 lockers hired.
- Famous faces in the crowd included entrepreneur Sir Richard Branson, Kostya Tsyzy, Rebecca Hewitt, Jamie Durie, Michelle Wie, Dannii Minogue, Tatiana Grigorieva and Australian swimmers Michael Klim and Matt Welsh.
- Garnier World in Garden Square saw more than 30,000 people through its doors. The busiest day was Tuesday, January 23 when 2,061 patrons visited. Over the fortnight 44 members of Garnier staff provided 9,700 mini facials, 10,500 hair styles and 6,800 massages, and used 450,000 bobby pins.



**Australian Open**

The Grand Slam of Asia/Pacific

[www.AustralianOpen.com](http://www.AustralianOpen.com)



**2007 TOURNAMENT INFORMATION**



KIA MOTORS

**MELBOURNE PARK**  
[www.AustralianOpen.com](http://www.AustralianOpen.com)



## Attracting the world's top players

Australian Open 2007's star-studded men's and women's singles draw included eight former world No.1s, all of the top 20 men and 18 of the top 20 women.

Fans witnessed a two-week Roger Federer Masterclass and the incredible comeback of Serena Williams who entered the tournament ranked No.81 and left ranked No.14 with her third Australian Open women's singles title. Williams was the first unseeded player to win the title since Australian Chris O'Neil in 1978.

For the second-consecutive year Australia had a finalist in the Australian Open Junior Championships with unseeded Brydan Klein from Perth capturing the boys' singles title. Klein is the first Australian winner of the title since Ben Ellwood in 1994.

## Putting on a Show

More than 4,500 members of staff worked behind the scenes at Australian Open 2007 to stage the tournament. These staff members included 314 Aviva Ballkids, 360 umpires, 192 courtesy car drivers and 65 statisticians.

Internationally, a group of 28 Aviva Ballkids from Korea (20), Japan (4) and China (4) were selected to take part in the Aviva International Ballkids program for Australian Open 2007, reinforcing the Australian Open's position as the Grand Slam of Asia/Pacific.

## Strengthening Links with Asia

For the second-consecutive year the women's doubles final featured players from the Asia/Pacific region. Yung-Jan Chan and Chia-Jung Chuang claimed the runners-up trophies at Australian Open 2007. On Chinese television the women's doubles final rated as highly as the men's singles final.

## More than a Century of History

First staged in November 1905 as the Australasian Championships, the Australian Open celebrated its 102nd year in 2007. The first tournament, played at the Warehouseman's Cricket Ground in St Kilda Road, Melbourne, boasted 17 entrants and the final was played in front of a crowd of 5,000.

Since then the tournament has seen two name changes, becoming the Australian Championships in 1927 and the

Australian Open in 1969, and has been staged at six different venues including Melbourne (51 times), Sydney (17 times), Adelaide (14 times), Brisbane (seven times), Perth (three times), and New Zealand (twice – in Christchurch in 1906 and in Hastings in 1912). Australian Open 2007 was the 95th staging of the tournament due to the interruption of the war years.

## The Main Event

The Australian Open was the biggest single news and sports story across Australia during the fortnight with 66,135 separate items broadcast on television or radio or published online or in newspapers.

Exposure in domestic newspapers was valued at AU\$37,569,665.20, a 21 per cent increase over the record level of coverage generated during Australian Open 2006. This means that for each of the last three years the Australian Open has generated more than \$30-million worth of print media coverage (Australian Open 2005 gaining more than \$30-million and Australian Open 2006 receiving more than \$31-million).

Host Broadcaster Seven Network won the domestic ratings throughout the fortnight with a 30.7 per cent audience share in week one and a 28.4 per cent audience share in week two. The men's final on Sunday, January 28, attracted the highest audience share of that night at 54.5 per cent.

## Promoting Australia Worldwide

A total of 1,367 members of the media were accredited at Australian Open 2007 - the world's major newspapers and TV and radio broadcasters all strongly represented.

Of these there were 582 international and 785 Australian members of the media.

Australian Open 2007 was broadcast for a record 6,176 hours in 174 countries around the globe reaching almost 600-million households and a cumulative TV audience of 252-million viewers.

Asia continues to be the dominant market, accounting for 3,548 hours of coverage. Exposure and gross media value were at their highest in China with 1,296 hours televised across 17 separate broadcasters.

## Introducing Video Line Calling

Hawk-Eye Video Line Calling was used for the first time at Australian Open 2007 and proved hugely popular with fans and players alike. The system saw the introduction of two giant plasma screens in Rod Laver Arena.

In the men's and women's singles there were a total of 86 successful challenges from 188 attempts.

## Record Attendances

Australian Open 2007 attracted a record 554,858 fans through the gates during the two-week tournament, topping the previous record of 550,550 set at Australian Open 2006. It was the eighth-consecutive year that the tournament attracted more than half-a-million patrons.

More than 4.7-million unique users visited the official website – AustralianOpen.com – during the fortnight, an 11 per cent increase on Australian Open 2006. These 'virtual' fans made 22.6-million visits to the website during the tournament fortnight (up 25 per cent on 2006) spending, on average, 75.92-minutes on the site per visit (up 15 per cent on 2006).

## Growing the Tournament

The Australian Open is managed by Tennis Australia, formerly the Lawn Tennis Association of Australia (LTAA).

In 1972 it was decided to hold the tournament in the same city each year, as opposed to staging it in different cities throughout the country, and Kooyong Lawn Tennis Club was selected as the permanent home as Melbourne had traditionally attracted the biggest patronage of the tournament.

By the mid-1980s the tournament had evolved to the degree that it required a bigger venue. Construction on Stage One of the purpose-built Flinders Park (now Melbourne Park) venue began in 1986 and was completed in time for Australia Open 1988. The venue further expanded with the completion of Stage Two construction in 1996.

The move to Flinders Park was an immediate success that saw a 90 per cent increase in attendance in 1988 (266,436 patrons) over the previous year at Kooyong (140,000 patrons).

The official re-naming of Rod Laver Arena (formerly Centre Court) took place on January 16, 2000. Vodafone Arena was officially opened on July 27, 2000. With two arenas boasting state-of-the-art retractable roofs, the Australian Open is the only Grand Slam where the show is guaranteed to go on whatever the weather.

- A total of 45 nations were represented in the singles main draws (32 countries in the men's singles and 38 countries in the women's singles).

# TOURNAMENT RESULTS

### MAIN DRAW

Men's Singles	Roger Federer SUI (1)	d	Fernando Gonzalez CHI (10) 76(2) 64 64
Women's Singles	Serena Williams USA	d	Maria Sharapova RUS (1) 61 62
Men's Doubles	Bob Bryan USA/ Mike Bryan USA (1)	d	Jonas Bjorkman SWE/ Max Mirnyi BLR (2) 75 75
Women's Doubles	Cara Black ZIM/ Liezel Huber RSA (3)	d	Yung-Jan Chan TPE/ Chia-Jung Chuang TPE 64 67(4) 61
Mixed Doubles	Daniel Nestor CAN/ Elena Likhovtseva RUS	d	Max Mirnyi BLR/ Victoria Azarenka BLR 64 64

### JUNIORS

Boys' Singles	Brydan Klein AUS	d	Jonathan Eysseric FRA (2) 62 46 61
Girls' Singles	Anastasia Pavlyuchenkova RUS (1)	d	Madison Brengle USA (16) 76(6) 76(3)
Boys' Doubles	Graeme Dyce GBR/ Harri Heliouvaara FIN	d	Stephen Donald AUS/ Rupesh Roy IND (8) 62 67(4) 63
Girls' Doubles	Evgeniya Rodina RUS/ Arina Rodionova RUS	d	Julia Cohen USA/ Urszula Radwanska POL (1) 26 63 61

### AUSTRALIAN WHEELCHAIR TENNIS

Men's Wheelchair Singles	Shingo Kunieda JPN (2)	d	Michael Jeremiasz FRA (3) 63 36 64
Women's Wheelchair Singles	Esther Vergeer NED (1)	d	Florence Gravelier FRA (2) 61 60
Men's Wheelchair Doubles	Robin Ammerlaan NED/ Shingo Kunieda JPN	d	Maikel Scheffers NED/ Ronald Vink NED 62 60
Women's Wheelchair Doubles	Jiske Griffioen NED/ Esther Vergeer NED	d	Florence Gravelier FRA/ Korie Homan NED 60 36 [10-6]