Wednesday 29 January 2025

Celebrating 120 years - Australian Open 2025 by the numbers

This year, the Australian Open, renowned as the Happy Slam, celebrated **120 years** since it started in 1905. AO 2025 introduced a range of initiatives including **Coach Pods, TOPCOURT, live animated feeds** and the **One Point Slam**.

Jannik Sinner defended his Australian Open men's singles crown, claiming back-to-back titles, while **Madison Keys** won her maiden Grand Slam women's singles title.

AO 2025 broke the main draw and three-week attendance records with **1,218,831 fans** through the gates (1,110,657 in 2024). Opening Week attracted **116,528 fans** (up from 89,894) and main draw **1,102,303** (1,020,763 in 2024).

Here is Australian Open 2025 by the numbers...

World-class performances ...

AO 2025 champions

- [19] Madison Keys (USA) defeated [1] Aryna Sabalenka 6-3 2-6 7-5 to claim her first Australian Open women's singles title and maiden Grand Slam title. 14-time Grand Slam champion Evonne Goolagong Cawley presented Keys with the Daphne Akhurst Memorial Cup.
- [1] Jannik Sinner (ITA) defeated [2] Alexander Zverev (GER) 6-3 7-6(4) 6-3 to win his third Grand Slam singles title. 26-time Grand Slam champion John Newcombe presented Sinner with the Norman Brookes Challenge Cup.
- The sixth-seeded duo of Harri Heliovaara (SWE) and partner Henry Patten (GBR) captured the Australian
 Open men's doubles title, defeating the third-seeded Italian pair Simone Bolelli and Andrea Vavassori 7-6(16)
 6-7(5) 6-3.
- [1] Katerina Siniakova (CZE) and Taylor Townsend (USA) won the women's doubles 6-2 6-7(4) 6-3 over [3] Su-Wei Hsieh (TPE) and Jelena Ostapenko (LAT). The win marked Siniakova's 10th Grand Slam women's doubles title.
- An all-Australian mixed doubles final saw two wildcard pairings face off. Olivia Gadecki and John Peers eventually triumphed over Kimberly Birrell and John-Patrick Smith to win 3-6 6-4 [10-6].
- [1] Yui Kamiji (JPN) secured her ninth Grand Slam wheelchair singles title with a 6-2 6-2 victory over Dutch rival Aniek Van Koot (NED).
- Great Britain's [2] Alfie Hewett (GBR) secured a second AO men's wheelchair singles title and 10th Grand Slam trophy with a 6-4 6-3 win over the number one seed **Tokito Oda (JPN)**.
- In an all-Dutch final, [1] Sam Schroder (NED) defeated [2] Niels Vink (NED) 7-6(7) 7-5 to claim his fourth Australian Open quad wheelchair singles title in a row.
- Xiaohui Li (CHN) and Ziyang Wang (CHN), [1] Alfie Hewett (GBR) and Gordon Reid (GBR), [2] Andy Lapthorne (GBR) and Sam Shroder (NED) won their respective wheelchair doubles titles in the women's, men's and quad divisions.
- America's [1] Charlie Cooper defeated [2] Alexander Lantermann 6-2 6-2 in the inaugural boys' wheelchair final while [1] Vitoria Miranda (BRA) came from behind to claim the girls' wheelchair title over Sabina Czauz (USA) 0-6 6-3 7-6(4).
- Luna Gryp (BEL) and Vitoria Miranda (BRA) and Luiz Calixto (BRA) and Charlie Cooper (USA) won the wheelchair girls' and boys' doubles titles respectively.

- [4] Wakana Sonobe (JPN) defeated [6] Kristina Penickova (USA) 6-0 6-1 to win the Australian Open Junior Championship girls' singles title.
- 18-year-old [8] Henry Bernet (SUI) defeated 17-year-old Benjamin Willwerth (USA) 6-3 6-4 to claim the Australian Open Junior Championship boys' singles title, becoming the first Swiss player to win a junior singles title in Melbourne.
- [6] Annika Penickova (USA) alongside her twin sister Kristina Penickova (USA), and No.2 seeds Maxwell Exsted (USA) and Jan Kumstat (CZE) won the junior girls' and boys' doubles titles respectively.

AO 2025 competitors

- A total of 825 players from 70 nations competed at the Australian Open across 24 draws, including qualifying, singles, doubles, juniors, legends and wheelchair events.
- Australia had the highest representation with 87 players, followed by the USA with 85, and France with 55.

Aussies at AO 2025

- 87 Australian players competed at Australian Open 2025.
- 22 Australians contested the singles main draw, 14 men and 8 women.
- **Destance Aiava** and **Kimberly Birrell** both won through qualifying, marking the first time in the Open Era that **two Australian women** qualified for the AO main draw.
- Three men Alex de Minaur, Alexei Popyrin and Jordan Thompson were seeded in men's singles, the highest number at the AO since 1982 and the highest number at a Grand Slam since Wimbledon in 2000.
- No.8 seed Alex de Minaur was the highest seeded Australian man to compete at the AO since Lleyton Hewitt, seeded No.3, in 2006. De Minaur reached the quarterfinals, his best-ever AO result, becoming the first Australian man to do this since Nick Kyrgios in 2015.
- Alex de Minaur also became the **first Australian man to reach four consecutive major quarterfinals** since Lleyton Hewitt in 2005.
- Australians John Peers and Olivia Gadecki won the mixed doubles title, the first all-Australian pair to win
 the event since 2013, and the fourth at Melbourne Park (dating back to 1988). They beat Kimberly Birrell and
 John-Patrick Smith in the final the first AO mixed doubles final between all-Australian pairs in the Open
 era, and first since the 1967 Australian Championships.
- Two Australian juniors were finalists Emerson Jones (girls' doubles final) and Ben Wenzel (boys' wheelchair doubles final).
- There has been at least one Australian champion every year since 2012.

AO Legends Cup presented by Marriott Bonvoy

- In a fresh new format for the AO Legends Cup, Australia took on the rest of the world. Team Australia comprised Casey Dellacqua, Lleyton Hewitt, Alicia Molik, Mark Philippoussis, Pat Rafter and Sam Stosur, while the rest of the world was represented by Marcos Baghdatis (CYP), James Blake (USA), Tommy Haas (GER), Daniela Hantuchova (SVK), Iva Majoli (CRO) and Andrea Petkovic (GER).
- Team Australia triumphed in the end, taking home the inaugural AO Legends Cup.

Player statistics

Aces

- **79** Alexander Zverev (GER)
- 34 Madison Keys (USA)

Fastest serve

- 232 km/h Giovanni Mpetshi Perricard (FRA)
- **194** km/h Coco Gauff (USA)

Double faults

- **37** Gael Monfils (FRA)
- **35** Coco Gauff (USA)

First serve percentage in

- **78%** Omar Jasika (AUS)
- 83% Sloane Stephens (USA)

First serve percentage won

- **85%** Francisco Comesana (ARG)
- 77% Xinyu Wang (CHI)

Second serve percentage won

- 71% Stan Wawrinka (SWI)
- 71% Mayar Sherif (EGY)

Grand Slam of Asia-Pacific

- 208 players from 15 Asia-Pacific nations competed in AO 2025.
- The Asia-Pacific Elite 14 and-under Trophy included 16 players from 11 countries competing in 40 matches over three days.
- Ethan Domingo (AUS) won the boys' singles title; Siyeon Sim (KOR) won the girls' singles.

A three-week extravaganza of tennis, entertainment and family fun ...

Attendance

- For the second consecutive year, the Australian Open started Sunday, extending the main draw to 15 days.
- AO 2025 broke the main draw attendance record with **1,102,303 fans** through the gates over 15 days, compared with the previous record of **1,020,763** set in 2024.
- Across three weeks from Monday 6 to Sunday 26 January, **1,218,831 people visited Melbourne Park**, compared to **1,110,657** over three weeks in 2024.
- Records were broken for nine individual sessions and 11 day/night totals.
- Friday 17 January was the highest attended day/night in the history of the Australian Open with **97,132 fans** through the gates.
- 335,993 people attended Summer of Tennis events held in Adelaide, Brisbane, Canberra, Hobart, Perth and Sydney in the lead-in to AO 2025.
- More than **1.5 million** people attended events across the entire Australian Summer of Tennis.

AO Opening Week presented by Herald Sun

- 116,528 fans came through the gates during AO Opening Week presented by Herald Sun to enjoy qualifying, open practice in Rod Laver Arena, and four nights of star-studded charity matches which raised money for a range of children's causes through the Australian Tennis Foundation.
- **5000** Hot Shots Tennis racquets given out to kids throughout the week.
- Kids Tennis Day presented by Emirates attracted 19,987 fans.

Ceremonies

- One of the pioneering champions of women's tennis, **Esna Boyd**, was inducted into the **Australian Tennis Hall of Fame** in a special ceremony on **Rod Laver Arena**.
- Former Davis Cup players, Bill Bowrey, Darren Cahill, Pat Cash, Mark Edmondson, John Fitzgerald,
 Richard Fromberg, Sam Groth, Paul McNamee, Mark Philippoussis, Ken Rosewall, Frank Sedgman, Todd
 Woodbridge and Mark Woodforde took to RLA to pay tribute to the late great Neale Fraser AO MBE in front of
 a packed stadium including Neale's wife Thea and members of the Fraser family.
- Frank Sedgman AO was joined on Rod Laver Arena by 16 family members ahead of the men's semifinal on Friday night to celebrate 75 years since his Australian Championships win, and his extraordinary contribution to tennis.
- Australian of the Year Neale Daniher AO was celebrated ahead of the men's final on Australia Day.
- Evonne Goolagong Cawley and John Newcombe were joined by Louis Vuitton Ambassadors, decorated New Zealand rugby star Dan Carter and acclaimed British actress Phoebe Dynevor, to deliver the Daphne Akhurst Memorial Trophy and the Norman Brookes Challenge Cup to Rod Laver Arena prior to the women's and men's finals respectively.
- The **Ballkid Excellence Awards** were presented to **Adelle Kao** and **Will Cartwright** at a ceremony on Rod Laver Arena. As the AO 'top guns' they will join the ballkid squad at Roland Garros in Paris this year.

Australian tennis legends, sporting figures and celebrities

 Australian tennis legends including Evonne Goolagong Cawley AC MBE, Margaret Court AC MBE, Frank Sedgman AO, Judy Dalton AM, Ken Rosewall AM MBE, Bill and Lesley Bowrey, Pat Cash, Mark Edmondson and Mark Woodforde all attended the AO.

• Adam Gilchrist, Alex Volkanovski, Alicia Loxley, Ariarne Titmus, Bear Grylls, Bella Heathcote, Billy Slater, Brooke Warne, Buddy Franklin, Carrie Bickmore, Celia Pacquola, Curtis Stone, Dannii Minogue, Darcy Moore, Darren McMullen, Deborra-Lee Furness, Dionne Warwick, Dom Dolla, Eddie Betts, Eddie Perfect, Elliot Garnaut, Emma McKeon, Eric Bana, Finneas, Gary Ablett Jr, Geoffery Rush, Hugh Sheridan, Ian Thorpe, Jack Steele, Jackie Chan, Jackson Warne, Jacqui Felgate, Jesinta Franklin, Jessica Origliasso, Jessica Fox, Joe Burrow, Joel Creasey, Joey Scandizzo, Josh Daicos, Kaylee McKeown, Kesha, Lana Wilkinson, Lauren Phillips, Leon Bridges, Liam Hemsworth, Harry Connick Jr, Magda Szubanski, Mark Webber, Marta Dusseldorp, Matt Ford, Matt Preston, Michael Clarke, Michael Rowland, Michah Parsons, Nadia Bartel, Nick and Rozalia Russian, Nick Daicos, Oscar Piastri, Peter Bol, Phoebe Tonkin, Rebecca Judd, Rebel Wilson, Ricky Ponting, Samantha Armytage, Sharon Johal, Shaynna Blaze, Sonia Kruger, Steve Hooker, Tones and I, Turbo Liu, Tyra Banks, Waleed Aly were among the famous faces in the crowd.

In-stadium production

- The **AO Sonic Light and Sound show** staged on Rod Laver Arena prior to every night session featured more than **240 moving lights** installed around the arena and 360-degree video elements across the digital walls. The soundtrack was the AO Sonic soundscape.
- In-stadium production was showcased on **5286 LED Panels** across the precinct, totalling **1949 square metres** and **127,634,624 pixels**.
- The LEDs featured more than 1200 bespoke digital wall content pieces.
- There were more than **26,000 production cues** over 15 days in four arenas, and over **720 hours** of sports presentation.

Music and entertainment

- 30,000 fans filled John Cain Arena for AO LIVE Presents featuring headline shows from Benson Boone, Kaytranada, Kesha and Armand Van Helden.
- Casey Donovan, currently starring in Sister Act the Musical, kicked off the main draw line-up with a rousing performance on opening night in Rod Laver Arena.
- **6-time** Grammy award winning superstar **Dionne Warwick** performed her hit song **'Walk On By'** prior to the evening session on Friday 17 January.
- Much loved Australian performer Eddie Perfect previewed the new musical Beetlejuice.
- Ruva Ngwenya and the cast of Tina the Musical set the scene for the women's final with the soul classic
 'River Deep Mountain High' along with a rendition of the national anthem performed by the musical's 10-year-old Zoe Desmier.
- Annie Jones returned to Rod Laver Arena to sing the iconic ballad 'Love is a Battlefield' before the women's semifinals.
- Mitch Tambo performed 'My Island Home' as the curtain raiser to the men's semifinals.
- Loren Ryan performed 'Flame Trees" on Evonne Goolagong Cawley Day.
- The cast of the cast of Disney's new production **Beauty and the Beast**, performed 'Be Our Guest' on men's final night, marking the first time this reimagined song has been performed outside a theatre anywhere in the world.
- **Beau Woodbridge**, the lead in the hit musical **Dear Evan Hansen**, performed the national anthem prior to the men's final, reprising his 2013 performance on Rod Laver Arena when he was just 10 years old.
- Hollywood based Australian Hugh Sheridan had the stadium rocking with his version of the Neil Diamond classic 'Sweet Caroline'.
- 60 live podcasters, musicians and DJs took to TOPCOURT's Centre Stage.
- There were 40 hours of live content on the Fan Stage at Grand Slam Oval during AO Opening Week.
- 19 live performances from First Nations artists including Dan Sultan on the MCA steps on Evonne Goolagong Cawley Day and Emily Wurramara at TOPCOURT.

TOPCOURT – a next gen playground

- A vibrant new precinct in Middle Terrace designed for the next generation of tennis and entertainment fans was launched at the AO this year.
- **175,000 fans** visited TOPCOURT across **15 days** of main draw, making it one of the most popular places to hang out at AO 2025.
- **54,112 fans** visited TOPCOURT'S digital gaming zone, Game On Powered By Fortress, with **7609 hours** of digital games played.

Watched and engaged with around the world ...

Domestic broadcast highlights

- 13.07 million people were reached across the 9Network's coverage of AO25, up two per cent year on year.
- 89.8 million domestic hours were viewed (TV and streaming), up 10.2 per cent year on year.
- Audiences on streaming platforms continue to grow, with **23.3 per cent** of all domestic hours viewed coming through 9Now and Stan up **5.7 percentage points** from AO 2024.
- The 9Network was the number one BVOD commercial free-to-air network by share of voice on all fifteen days of AO 2025.
- Among 16-39-year-olds, 9Now's BVOD commercial free-to-air audience share averaged over 62 per cent across AO 2025
- National total TV average audience for the women's singles final between Madison Keys and Aryna Sabalenka was **1.56 million**, up **18.5 per cent** on last year's final. The BVOD audience for the women's singles final was **246,000**, up **51.9 per cent** year on year.

International broadcast

- Top five countries by TV hours viewed were China, Australia, USA, Italy, Germany.
- The two countries represented in the men's singles final both had strong year on year growth in AO 2025 hours viewed Germany up **23 per cent** and Italy up **17 per cent**.
- In Italy, an average audience of **3.5 million** watched Jannik Sinner defend his AO men's singles title, with the men's final enjoying a **33 per cent** audience share across Eurosport and FTA channel Nove.
- In Germany, the average audience for the men's final was 1.67 million, across Eurosport and FTA channel RTL
- Elsewhere in Europe, the strongest audience growth was in Spain, where hours viewed more than doubled year on year, up **118 per cent**.

Host broadcast

- AO 2025 marked the 11th year of Tennis Australia's host broadcast and the 100th broadcast production delivered by the TA broadcast team.
- All courts across the site were covered with live vision and audio, resulting in the production of over 1090 individual matches including charity matches across Opening Week, AO qualifying, juniors, wheelchair and all other tournaments played across the three weeks of the Australian Open.
- Tennis Australia produced two world feed programs, giving broadcasters the opportunity to air two linear channels without any downstream production effort. This included a daily 52-minute highlights program, 15 host court feeds, two press conference feeds covering all interviews, a fully produced behind the scenes feed, beauty coverage and a remote interview studio.
- There were more than 200 host broadcast cameras across the site with the addition of cameras in the coach
 pods, 20 RF cameras allowing for over 20 live portable cameras, 70 behind the scenes cameras, 8 beauty
 cameras and several specialty camera systems including Spidercam, Netcams, Comet Cameras, Flycam and
 the new 4DReplay system in Rod Laver Arena.

- For the first time, the host broadcast graphics package was integrated with four sources of data including level
 1 and 2 data provided by SMT, level 3 player and ball tracking data from Bolt 6, game insights from Tennis Australia's Game Insights Group team and editorial match facts from OPTA/Stats Perform.
- The **117 LED screens** in the **RLA Walk of Champions** were networked together to create a combined canvas for video content. **25 speakers** were installed to create a truly immersive audio-visual experience.
- The fly space for host broadcast drones was expanded, allowing cameras to move across more of the site capturing spectacular aerial vision for the world to see.
- Augmented replays continued to evolve, providing viewers with instant replays including key data visualisations to help describe the athletic performance on court.
- More than 50 experts provided commentary across the top six match courts as well as on screen for the
 daily 30-minute world feed preview show (new for AO25) with names including Mark Petchey, Andrea
 Petkovic, Daniela Hantuchova, Laura Robson, Robbie Koenig, Chanda Rubin, John Fitzgerald, Colin
 Fleming, Brad Stine and Coco Vandeweghe.
- New for AO 2025 was the inclusion of two hybrid digital broadcast products, AO Bluezone and AO Animated Feeds.
- The Tennis Australia Host Broadcast engaged more than **390 freelance broadcast crew** at a return rate of **83%** from AO 2024 and were supported by more than **170 contractors** delivering over **45,000 hours** of work.
- Gravity Media provided over 100 tonnes of broadcast equipment to the event

AO Animated Feeds

AO Animated Feeds, an innovative fusion of live match streaming and dynamic animated overlays, is designed to captivate a new generation of tennis fans. In 2025:

- 180 player avatars created
- More than 5.2 million views and 27.7 million impressions
- 440 hours of animated tennis generated in real time

AO Originals

- More than 1300 content pieces edited
- · 2694 camera cards ingested
- 84 player headshots captured in an immersive LED studio
- 37 cinema sessions completed as part of the AO and year-round content strategy
- AO Bluezone debuted in 2025, providing a front row seat and backstage pass to bridge the gap between oncourt action and behind the scenes magic of the Happy Slam. More than 60 guests appeared on AO Bluezone throughout the tournament

AO YouTube

- Australian Open YouTube content had more than 152 million views during AO 2025, equating to more than six million hours watched.
- More than 127,000 users subscribed to the Australian Open YouTube channel during the tournament.

AO social media

More than 7000 pieces of content were created and published to AO social channels (including YouTube) during AO 2025, resulting in more than 1.7 billion impressions, more than 1.1 billion views and nearly 45 million engagements.

AO app and website

- More than 40 million visits to ausopen.com and the Australian Open app during the tournament.
- The AO's digital platforms were most popular in Australia, USA, UK, Canada and Italy.
- There were more than **18 million video views** across the AO app and website.
- More than 2.8 million article views on ausopen.com with 'Djokovic retirement sends Zverev into AO 2025 final' the most read.

AO Media Hub

- The AO Media Hub was a one stop shop for accredited media and broadcasters to cover the event from anywhere in the world.
- The online platform provided access to media conferences as well as match statistics, colour vision and photos.
- A total of **2065 media conferences** were held during the tournament in the main interview room, one-on-one interview rooms and remote broadcast interviews.
- 806 journalists and photographers from 65 nations reported on AO 2025.
- 599 journalists covered the event on-site, including 230 international media, with a further 62 international media accessing coverage and information through the digital and online services
- A range of new emerging media also attended the tournament including 14-year-old journalist Abbie from HER WAY Sports Media and the Missing Perspectives, which launched its new podcast 'Momentum' at TOPCOURT.
- Talented young photographers were also given the opportunity to join the AO photography team.

AO Content Concierge service

- AO Content Concierge distributed **24,700 pieces of photo and video content** to **956 players** and their teams.
- 321 new players registered for the service in 2025, with the content posted engaging more than 15-million people via player social media channels, generating more than \$11 million in media value, up 10 per cent on 2024 (as of 26 January, via Blinkfire Analytics).

AO Adventure on Roblox

- More than 24.2 million sessions have been played in AO Adventure, cementing its status as the most-played Grand Slam game on Roblox.
- More than 8.7 million sessions of AO Adventure have been played since the end of AO 2024.
- More than 10.9 million unique users from around the world have played AO Adventure.
- 8,124,960 users have picked up a racquet and played tennis in AO Adventure.
- 1,711,605 users have played a tennis match on the ESPN Super Set Showdown court with more than 200,000 completing the ESPN Commentator Challenge
- Since launching in 2023, 1,676,216 users have claimed their Emirates Passport by talking to the Emirates
 Cabin Crew.

Beyond Tennis

- **Beyond Tennis powered by Infosys** launche*d during AO 2025*. The innovative free gaming app blends sport, artificial intelligence, social media, and storytelling.
- Designed to captivate Gen Z, gaming enthusiasts, and tennis fans alike, Beyond Tennis allows users to step into the role of a player's coach or agent, shaping the careers of Al-driven tennis players both on and off the court.
- Since launching on 15 January, users have trained their players 2,331 times and claimed 1,348,818 points.

Providing a platform for growing Australian tennis ...

The amateurs take on the pros

- AO 2025 saw the inaugural **One Point Slam** take place on Kia Arena with **16 amateur players** taking on **16 pros** for the chance to win **\$60,000** and ultimate bragging rights.
- The 16 pros were: Hubert Hurcacz (POL), Andrey Rublev, Thiago Seyboth Wild (BRA); Adam Walton (Qld); Yuliia Starodubtseva (UKR); Iva Majoli (CRO); Alex Bolt (SA); Priscilla Hon (Qld); Lizette Cabrera (Qld); Jason Kubler (Qld); Jaimee Fourlis (Vic); Omar Jasika (Vic); Astra Sharma (WA); Matthew Dellavedova (Vic); Melisa Ercan (Qld); Dane Sweeny (NSW).
- The 16 amateurs: Zahra Arthur, 20, Mount Martha, Vic; Kelsey Bail, 31, Chirnside Park, Vic; Andrew Carter, 37, Mount Waverley, Vic; James Dimauro, 40, Warrnambool, Vic; Paul Fitzgerald, 56, Airport West, Vic; John Hampson, 43, Eltham North, Vic; Naima Luthra, 17, Beaumaris, Vic; Nelson Parker, 35, Ngunnawal, ACT; Noah

Pociask, 15, Port Macquarie, NSW; Olivia Quigley, 24, Shepparton, Vic; Matthew Riley, 28, Diggers Rest, Vic; Bruce Saunders, 72, Blackburn, Vic; Allyson Schumacher, 53, Eglinton, NSW; Ksenija Varesanovic, 25, Moe, Vic; Paige Williamson, 18, Wundowie, WA; Lauren Yarrow, 31, Mildura, Vic.

• Victorian pro **Omar Jasika** was the eventual winner with the crowd firmly behind the last amateur standing, **Paul Fitzgerald**, who progressed to the semifinal before being beaten by Queensland pro **Priscilla Hon**.

Giving kids a taste of tennis

- 10 lucky kids from across Australia attended a clinic with Weet-Bix kid Alex de Minaur thanks to Weet-Bix and AO Holiday Programs (AOHP). Alex de Minaur became the first tennis player to feature on the Weet-Bix box in its 126-year history.
- **250** Hot Shots Crew participants and their families cheered on the pros as part of AO Opening Week's charity matches.
- 5000 Hot Shots Tennis racquets were given out during the tournament.
- 100 Cardio Tennis participants and coaches from clubs across Melbourne watched world class tennis as part of Opening Week.
- 19,987 kids and families attended Kids Tennis Day presented by Emirates. 16 Hot Shots Crew participants set the stage by playing Hot Shots Tennis on Rod Laver Arena prior to the Arena Spectacular featuring Hot Shots Tennis ambassador Alex de Minaur and Ajla Tomljanovic.
- **26,885 kids** picked up a racquet and participated in Hot Shots Tennis at Hot Shots HQ in the AO Ballpark presented by Emirates and **12,421 kids** visited the Coloured Ball activation.
- More than 200 kids, members of the Hot Shots Tennis Coin Crew, tossed the coin prior to the start of play. The legendary John Newcombe featured on the coin, celebrating 50 years since his historic AO win in 1975.
- Hot Shots Crew participant John Jones' exuberant coin toss prior to Carlos Alcaraz's third round match saw the 7-year-old from Northcote Tennis Club become a mini celebrity and meet his hero. John was named the AO Chief Happiness Officer for the remainder of the tournament.
- More than **1700 Hot Shots Tennis Crew participants** from **160 tennis clubs** participated in the Kids on Court showcases prior to the start of play across the tournament.
- 1400 kids and families were onsite to celebrate Hot Shots Tennis Day on Thursday 16 January. One thousand
 Hot Shots Crew participants and their families attended the exclusive AO Ballpark experience and a further
 400 Crew participants and families joined Kids on Court Showcases.
- Hot Shots Tennis Day welcomed VIP Hot Shots Crew members Jimmy and Mary the Hot Shots Junior Reporters from Shepparton, and Victoria and Gilbert – winners of the Hot Shots Win a Trip to the AO competition from Thornbury, Victoria.
- **Eight Hot Shots Tennis Crew participants** had the time of their lives sitting courtside or in the boxes of Hot Shot Tennis Ambassadors Alex de Minaur and Aila Tomlianovic during their main draw matches.
- 112 participants from 14 tennis clubs participated in Cardio Tennis Showcases prior to the start of play.

More ways to play

- **8010 fans** tried POP Tennis throughout the tournament including **2603** during Opening Week presented by Herald Sun and **5407** at TOPCOURT during main draw.
- **29** teenagers from **eight** Victorian tennis clubs participated in the POP Teen Team Tennis pilots. Regional clubs including Bendigo and Sale Tennis Clubs were in attendance.
- 20 AFL players from Carlton and Essendon Football clubs tried their hand at POP Tennis at TOPCOURT.
- 4335 fans took to the Red Bull Padel Arena at TOPCOURT.
- The Australian Padel Open was hosted in Sydney, followed by the Melbourne Padel Open, showcasing some of the world's top players. In Sydney, **84** participants competed in the event, including **56 men** from **14 countries** and **28 women** from **11 countries**. The Melbourne Padel Open saw **84 participants** in competition, with **42 women** from **15 nations** and **42 men** from **12 nations**.
- Rounding out the largest month of Padel in the world, **16 participants** took to the Red Bull Padel Arena for the Red Bull Rally Pro, with **eight women** from **six nations** and **eight men** from **four nations** competing.
- \$75,000 in prize money was on offer across all Padel tournaments.

- Red Bull All Stars took to the Red Bull Padel Arena on Tuesday 14 January, including 11x World Champion cliff diver Rhiannan Iffland, and Super 2 and Super 3 Champion supercar driver Broc Feeney showing off their skills.
- At the inaugural AO Pickleball Slam **12 men** and **12 women** from **six countries** competed for **\$100,000** in prizemoney with Show Court 3 transformed overnight into two Pickleball courts.
- 589 fans tried Pickleball on two bespoke courts in The Village during finals weekend.

Coaches

- 1462 coaches from 23 countries participated in the virtual Grand Slam Coaches Conference, featuring 50 world-class presenters.
- **313 coaches** attended AO Coach Member breakfasts while a further **236 coaches** attended AO Coach dinners during AO Opening Week.
- 246 coaches attended the Victorian Coach Summit held in week two in John Cain Arena.
- **15 coaches** attended the inaugural National Programs Coach Coalition workshop, discussing topics that will help support the coaching and tennis industry to drive participation and the game.
- 41 women coaches attended the Coach Connect networking session, led by Kylie Moulds with guest speakers Nicole Pratt and Emma Doyle

Tennis digital

- There were more than **550,000 visits** to tennis participation websites across the Summer of Tennis.
- More than **210,000** court hire bookings and expressions of interest to Hot Shots and Cardio Tennis coaches.
- Court hire bookings were 5 per cent higher than during the Summer of Tennis last year, setting a record for monthly court bookings.
- Since AO 2024, more than 80,000 Australians have booked a tennis court for the first time.
- During the Summer of Tennis, more than **35,000 tennis players** across Australia used Clubspark to book more than 110,000 hours of game time, equating to over 12 years of tennis since Christmas.
- Hours booked at the play.tennis.com.au website are up 82 per cent year on year and unique bookers are up 71 per cent.

State of Play - Australian tennis participation in 2024

- More than 1.24 million Australians play tennis according to the latest Ausplay report.
- 36,399 people participated in Cardio Tennis, with participation in the program growing 27 per cent.
- 93,000 Australians played Pickleball and 221 venues are delivering complementary disciplines including Padel, Pickleball and POP Tennis.
- 720,255 kids participated in Hot Shots Tennis and school programs with 1263 venues offering Hot Shots Tennis.
- 3633 coach members including 1124 women coach members, marking a 45 per cent increase since 2018.

Delivered by a 14,000-strong workforce ...

Tournament Operations

- 400 drivers transported players and officials in 130 Kia vehicles during the tournament, including 50 all electric vehicles and 80 hybrid vehicles.
- More than 50,000 people were transported during more than 27,000 transport trips booked through the AO Transport app.
- Chief Umpire Cheryl Jenkins led the 249-strong team of AO officials from 34 nations.
- AO 2025 had the largest AO Ballkid Squad in the history of the tournament with 428 ballkids aged between 12 and 15 taking part, including six First Nations ballkids, two from Korea and two from France as part of the Roland Garros exchange program.
- Adelle Kao and Will Cartwright were named Top Gun Ballkids of AO 2025 and had the honour of being
 involved in the women's and men's champion trophy presentations. Jackson Chappannel, Imogen Davison,

Connor Giles and **Nathinee Evans** earned the opportunity to be ballkids at the **China Open**, resuming the ballkid exchange program between Australia and China.

- 1098 matches were officially scored.
- More than 86,400 Dunlop tennis balls were used across the tournament.
- 7769 racquets were strung by the Yonex Stringing Team.
- More than **52,000 towels** and **5,500 bags** of player and coach laundry was washed throughout the tournament.
- Players consumed more than 5000 bananas from Queensland throughout January, equivalent to 200kg a day.

Workforce

- More than 14,000 team members from Tennis Australia, Melbourne and Olympic Parks and Levy helped deliver AO 2025
- The team ranged in age from 12 years old to 87 years old.
- Those celebrating milestones of **15+ years** were invited to take part in a Lap of Honour on Rod Laver Arena before the day session on the first Thursday.
- **70 per cent** of the workforce was retained from the 2024 tournament.
- Every AO Team member was trained and enabled to do their best work with the SafetyCulture Platform.

Showcasing world-class Australian hospitality and shopping ...

Food and Hospitality

- More than 42,000 guests dined at AO Reserve restaurants across the tournament.
- Many of the country's most in-demand restaurants and bars were on-site to offer fans mouth-watering options, showcasing the diversity and creativity of Australia's world-class dining scene.
- Some of Australia's biggest names in hospitality were at the tournament including culinary luminary Shimpei Raikuni from Brisbane's renowned Sushi Room, celebrated Melbourne chef Alejandro Saravia (Morena, Victoria and Farmer's Daughters), award-winning culinary duo Martin Benn and Vicki Wild (previously Sepia), as well as fan-favourite Rockpool Bar and Grill. Nick and Nora's, one of Melbourne's most loved cocktail bars, also returned to delight guests with their bespoke creations.
- Abel Lusa whose London restaurant Cambio de Tercio is a favourite among players returned to the AO in 2025 and brought a unique Australian summer dining experience with Spanish flair to the exclusive Champions Rooftop.
- Australian-owned Grandmaster Recorders one of Los Angeles' hottest restaurants and bars curated the menu at Riverside Social, an ultra-stylish rooftop cocktail bar with unparalleled views of Melbourne's skyline.
- Trailblazing young chefs Charlie Carrington (Tennessee Wingboys) and Nam Nguyen (Good Days) brought tasty fried chicken and Vietnamese delicacies to the Western Courts.
- Many Melbourne icons made their AO debut including Piccolo Panini Bar, beloved French bistro Entrecote, Melbourne institution A1 Bakery, and OSTRO by Julia Busuttil Nishimura, all bringing a taste of the Mediterranean to Garden Square.
- Grand Slam Oval offered festival favourites with a multicultural mix from Mexican to Greek, Italian to Asian.
 Vendors included some of Melbourne's best including Easey's, Stalactites, D.O.C and Silkspoon, alongside interstate venues The Filipino Project (Adelaide), and Australian favourites Fishbowl and El Jannah.
- The AO's signature soft serve Peach Melbourne returned for a third year in three locations Court 3, Kia
 Arena and the brand new TOPCOURT.
- Two new AO signature drinks were introduced to the tournament this year, the Grey Goose Lemon Ace
 cocktail and AO frappe, both available at the Courtside Bar alongside New York style bagels from Hanks
 Bagels.
- Kids and families at AO Ballpark presented by Emirates were refuelled by Wonder Pies and All Things Equal
 cafe, which provides purposeful training and award wage employment for people with disability.

Food fast facts

Australian Open fans consumed:

- More than 222,000 serves of hot chips
- 3266 kids combo meals
- 94,461 burgers
- 55,775 pizzas
- 110,114 healthy bowls
- · 29,178 tacos and burritos
- 11,461 pies
- 114,436 wraps, sandwiches and bagels
- 112,595 Peach Melbournes
- 21,378 AO Frappes
- 105,288 coffees.

Retail fast facts

- More than 520,000 fans visited one of the 13 AO retails stores while onsite.
- More than 400 people worked across all AO retail stores.
- More than 94,000 headwear items, 45,000 tennis balls, 20,000 drink bottles and 9000 match day items were purchased by enthusiastic fans.

Innovating like never before ...

AO Labs

- The AO Labs PlayerBox Analytics intuitive dashboards were provided free to all singles and doubles players to help inform coaches about their players' performance.
- More than 600,000 metres or 600km was covered by players in the men's singles draw including 6619 sprints
 where a player covers at least half the length of the baseline in a high-speed effort.
- Players in the women's draw covered 351,383 metres including 4398 sprints.
- The boys covered a distance of **195,464 metres** with **1727 sprints** during the junior singles competition, while the girls covered **164,744 metres** with **1534 sprints**.
- During the **220 hours** of women's singles match play, **12,931 points** were won from the **25,264** shots played. In the men's draw, **21,084 points** were won from the **42,311 shots** played during **350 hours** of match play.

AO Startups

AO StartUps is part of Tennis Australia's innovation and venture capital strategy which helps startup companies pilot their cutting-edge technology at the AO and other areas of Tennis Australia's business. AO Startups' 2025 cohort of companies included:

- **Volta (UK):** Volta's technology transforms any stage, stream, or screen into a globally interactive experience, effortlessly integrating audience engagement into your app or website
- Oho (Australia): Australia's award-winning automation technology for initial and ongoing screening in care and community. It's the smartest, fastest, and most secure way to screen, prevent compliance breaches, and strengthen safeguarding.
- **exar.live (UK):** Redefining the entertainment viewing experience with its state of the art real-time data transport and display engine.
- **INTIX (Australia):** Australia's largest independent provider of sports ticketing solutions with a product tailor-made for sport, whilst also supporting a diverse range of other events.
- **Foodini (Australia):** A mobile app helping anyone with dietary needs, food allergies or personal food preferences to find the right food for them in a quick and easy way.
- Scala Sports (Netherlands): Scala Sports builds innovative apps for racquet sports associations, focusing on increasing recreational player engagement and participation.

- Lumi (Australia): Lumi.Media was founded by TV producers who knew there was a better way for teams to work together. Designed especially for the TV, entertainment and sports content industry, Lumi's powerful visual software makes end-to-end production faster, easier and better.
- **LILA (Malaysia):** Developers of award winning Exogen wearable resistance suit combines cutting edge compression wear with the world's first and only fully customisable, Al-driven microloading smart system.
- **Back Sync (Australia):** Revolutionising spinal health with the SEG-B, the first in a line of innovative active therapy and mobility products.
- **New Stream (Israel):** Al biomechanical analysis solution with cutting-edge motion capture product that includes an easy to use, smart and accessible elite-level assessment tool.
- **Electrokare (US):** Unlock peak performance and health with personalised electrolyte insights from existing wearable devices.
- **Grandstand (US):** Al-powered studio that helps athletes engage their fans and create new revenue streams by automatically tracking games and results, gathering relevant media, and generating prompts and highlights that make social media easy for athletes.

Celebrating Tennis Plays for Good ...

Showcasing inclusive pathways

- The Australian Open Intellectual Disability (ID) and Deaf Championships saw the world's best 32 players (16 in each draw) from 17 countries compete over the final three days.
- The Australian Open is the only Grand Slam to integrate tournaments for players who are deaf or have intellectual disabilities.
- The AO Glam Slam attracted more than 250 players from more than 30 countries. Almost 100 of these players competed in the tournament for the first time.
- **Eight teens** made tennis history playing in the first-ever AO **Junior Wheelchair Championship**. The draw included 17-year-old **Ben Wenzel** from Queensland.
- AO 2025 also featured the inaugural **AO wheelchair qualifying** event, the first ever qualifying event in wheelchair tennis.

AO Inspirational Series and Women & Girls initiatives

- Women and Girls Day on Thursday 23 January was a celebration of women and girls in tennis. It included a
 range of on-court activations including Hot Shots girls playing tennis as part of Kids on Court and teenage girls
 from Tennis Australia's Learn 2 Lead Program trying POP Tennis and Padel at TOPCOURT.
- Returning for its ninth edition, the AO Inspirational Series showcased women's success and empowerment at
 one of the most highly anticipated off-court events at the AO. Former Australian Open champion Caroline
 Wozniacki headlined the event, hosted by Nine's Alicia Loxley. Sophie Delezio also shared her powerful story
 of resilience, a testament to the human spirit's capacity to triumph over adversity.
- Guests at the AO Inspirational Series included Australia's Governor General Sam Mostyn, tennis legends Evonne Goolagong Cawley and Judy Dalton, Bill and Lesley Bowrey, Sam Stosur, Alicia Molik, Casey Dellacqua and Rennae Stubbs, model and entrepreneur Tyra Banks, Shaynna Blaze, Lana Wilkinson, Lauren Phillips and Jo Hall.
- **150 women** from across Victoria attended the **Women Leaders in Tennis** networking event on Friday 17 January, featuring Olympic and Commonwealth Games medallist marathon racewalker **Jemima Montag** as a guest speaker.
- 41 women coaches attended the Coach Connect networking session, led by Kylie Moulds with guest speakers Nicole Pratt and Emma Doyle.
- **32 Super 10s girls**, selected for the AO National Camp participated in a workshop on 23 January with Nicole Pratt and **Storm Hunter** as guest speakers.

- 11 women leaders, three women coaches and seven girl players from seven Pacific nations visited the AO as part of the PacificAus Sports Women and Girls in Tennis program. They participated in coach mentoring, tennis camps and the Pacific Women Leaders in Tennis Graduation workshop.
- An all-girl ball kid squad was rostered on for the women's semi-finals, with a Super 10 girl doing the coin toss.

Evonne Goolagong Cawley Day

- First Nations Day was renamed to **Evonne Goolagong Cawley Day**, honouring an icon of the sport and Australia's first Indigenous Grand Slam champion.
- Evonne Goolagong Cawley Day on Wednesday 15 January was launched by the 14-time Grand Slam winner and Wiradjuri woman herself. Evonne Goolagong Cawley was joined on MCA by the AO's First Nations Ballkid Squad and Deadly Choices competition winners.
- Tennis Australia partnered with **Deadly Choices** for a third year, encouraging community members to engage with tennis and complete a 715 Health Check to receive a specially designed AO x Deadly Choices shirt and chance to win an ultimate AO First Nations Day Experience.
- Senior Wurundjeri Elder Aunty Joy Murphy Wandin AO performed a Welcome to Country and Smoking Ceremony on the MCA steps, followed by a moving performance by Australian singer Dan Sultan.
- First Nations artist **Bobbi Lockyer** from Kariyarra Country in Port Hedland infused the event with a distinct celebration of Indigenous culture. Her artwork tells a rich and intricate story of unity and inclusivity across the Australian Open.
- Six Indigenous ballkids, selected from across Australia, made up the First Nations Ballkid squad.

AO All Abilities Day

- Coinciding with the start of main draw for the AO 2025 Wheelchair Championships, **All Abilities Day** recognised the many inclusive formats of tennis and invited people who have vision, hearing, mobility, sensory and/or intellectual disabilities to enjoy all that the AO has to offer in a safe and inclusive environment.
- All Abilities Day saw a second Tuesday attendance record of 64,404.
- 'Come and try' sessions showcasing all **five disability pathways** wheelchair, para standing, Deaf/Hard of Hearing (DHoH), Intellectual Disability (ID), and Blind/Low Vision (BLV) tennis took place.
- More than **3500 participants** across **63 different disability community groups** enjoyed both on and off-court activities throughout the day.
- Dylan Alcott, Archie Graham (ID), Ross Patterson (BLV), Grace Hobbs (BLV), Isabel Cairns (DHoH) and Alex Hunt (para standing) took to Kia Arena for an exhibition match.
- 720 kids with disabilities attended the AO Ballpark presented by Emirates prior to gates opening, allowing them
 to enjoy AO25 in a sensory friendly environment.
- The AO 2025 Wheelchair Championships featured **four Australians** in the main draw, including 15-year-old **Jin Woodman** who is the youngest wheelchair player to play in a senior Grand Slam event.
- **Ben Wenzel** was the first Aussie to compete in the inaugural AO Junior Wheelchair Championships, placing runner up in the finals.

AO Pride Day and GLAM Slam presented by Ralph Lauren

- The annual AO Pride Day took place on Friday 24 January 2025.
- The day kicked off with an inspiring panel at the **AO Pride Breakfast presented by Ralph Lauren**, featuring champion swimmer **Ian Thorpe** and former AFLW player and basketballer **Erin Phillips**.
- More than **260 LGBTQI+ players** from more than **30 countries** competed in the Glam Slam, with the final played on Court 6 on **Sunday 26 January**.

Australian Tennis Foundation

- More than 46,000 fans purchased tickets to charity matches during AO Opening Week.
- **Seven kids** experiencing illness or hardship made once-in-a-lifetime memories participating in the coin toss at charity matches, with players signing a piece of memorabilia for each of the children.
- 179 people from seven regional communities impacted by the 2020 bushfires spent three days at the AO as
 guests of the ATF to honour their five-year journey of resilience and recovery as part of the Rally as One

program. Families were celebrated at charity matches, enjoyed Kids Tennis Day and took in all the AO has to offer on day one of main draw.

- More than \$120,000 was raised at the ATF fundraising event in week one.
- More than 1200 children and families were given the opportunity to attend the AO or Summer of Tennis events
 through the ATF Brighter Days program, including kids from a range of charities including My Room, Ronald
 McDonald House, Sony Foundation, Camp Quality, MacKillop Foundation, Refugee Migrant Centre,
 Reclink, Refuge Victoria and Berry Street.
- 11,179 tickets were sold in the Australian Tennis Foundation Lottery, raising more than \$190,000 for the ATF.

 Three prize packages were delivered, including the Ultimate AO Men's Finals experience.
- 70 AO prize packages valued at more than \$90,000 were donated to support community charity fundraising
 efforts
- Four young people had wishes granted, including meet and greet experiences with Ash Barty and Coco Gauff.
- More than **600 pieces of clothing, footwear and equipment** were donated by players for distribution to disadvantaged families through a partnership with Sport for All.

Climate Action

- 136,932 single use items were diverted from waste streams thanks to of the AO Reusables program. 69,029 cups from Sustainability Victoria and 52,473 Green My Plate plates and bowls and other items were washed thoroughly and returned to vendors within hours.
- More than 740,000 eligible cans and PET bottles were sent to the Victorian Container Deposit Scheme (Vic CDS). Rebates from the AO containers support the Australian Tennis Foundation.
- More than 2000 bins of glass were hand-separated, crushed and recycled. More than 53 tonnes of cardboard
 were hand-separated, flattened and recycled. More than 12 additional tonnes of non-CDS mixed recycling
 were hand-separated and accepted for recycling.
- **29 Trash Talkers**, presented by CDS Victoria, showed fans how to dispose of their waste at **five** onsite recycling hubs and supported on-site source separation at **six** waste management compounds.
- Tennis Australia acquired 3700 renewable energy generation certificates (LGCs), originating from Victoria's Berrybank Wind Farm, to ensure the AO's electricity consumption at Melbourne Park and Albert Reserve is backed with 100% renewable energy.
- Approximately 16,000 Dunlop ball tubes and 5km of nylon racquet string offcuts were hand-separated from other materials and sent to dedicated recycling pilots.
- More than 40,000 litres of Melbourne tap water was consumed by players and their support teams using Waterdrop refill bottles, instead of single use plastic.

The culmination of a massive Australian Summer of Tennis ...

Lead-in to AO 2025

- 335,993 fans attended lead-in events to the Australian Open including the United Cup in Sydney and Perth, Brisbane International, Adelaide International, Hobart International and Canberra International.
- Team USA led by Coco Gauff and Taylor Fritz won the third edition of the United Cup.
- World No.1 **Aryna Sabalenka** won the women's singles title and **Jiri Lehecka** (CZE) won the men's singles title at the **Brisbane International**
- Madison Keys (USA) won the women's singles title and Felix Auger-Aliassime (CAN) won the men's singles title at the Adelaide International
- McCartney Kessler (USA) won the Hobart International
- Aoi Ito (JPN) and Joao Fonseca (BRA) won the Canberra International women's and men's singles titles respectively earlier this month.

AO on the Road

- The Norman Brookes Challenge Cup and Daphne Akhurst Memorial Cup visited more than 20 Victorian towns as part of the annual AO on the Road trophy tour, including tennis clubs and communities in Baccus Marsh, Castlemaine, Pomonal, Mt Beauty, Warrnambool, Morwell, Red Hill among many more.
- Australian tennis legend **John Fitzgerald** took part in the tour.
- AO on the Road finished in Creswick for the Inter-Regional Championships.
- AO on the Road was supported by the State Government through Visit Victoria and Tennis Victoria.

Thanks to a dedicated Partner Family ...

AO 2025 Partners

- Kia provided 130 vehicles for the AO 2025 fleet, including 50 EVs.
- More than **86,400 Dunlop tennis balls** were used.
- 7769 racquets were strung by the Yonex Stringing Team.
- 9 tonnes of M&Ms sold.
- 632,117 eligible cans and PET bottles contributed to the Victorian Container Deposit Scheme.
- 61 Emirates cabin crew player walk-ons at Rod Laver Arena.
- More than 800 lavish MECCA packs were gifted to players, with a further 2,500 MECCA gifts for VIP guests during AO 2025.
- More than 14,000 AO Inductions and 1200 inspection and audits completed on SafetyCulture platform.
- 30 Rolex clocks keeping the time.

-ends-

Australian Open 2025, supported by major partner Kia in association with Emirates, Luzhou Laojiao and Rolex, took place at Melbourne Park from 6-26 January 2025. Visit <u>ausopen.com</u> for more information.

For further media information please contact:

Prue Ryan, Tennis Australia, pryan@tennis.com.au, 0419 308 369
Carla Alderuccio, Tennis Australia, carla.alderuccio@tennis.com.au, +61 435 000 458