



australian open

The Grand Slam of Asia/Pacific

AUSTRALIAN OPEN 2012 BY THE NUMBERS



READY? PLAY.

MELBOURNE PARK 16-29 JANUARY 2012



MEMORABLE 2012 EVENT

With the staging of the 100th men's singles championships it was only fitting to finish with the longest men's Grand Slam final in history.

Novak Djokovic was crowned the men's singles champion for the second consecutive year after defeating Rafael Nadal in the final 5-7 6-4 6-2 6-7(5) 7-5. Djokovic came from 4-2 down in the fifth set to win in five hours and 53 minutes and was presented with the trophy by two-time Grand Slam champion Rod Laver.

In the women's final, Victoria Azarenka defeated Maria Sharapova 6-3 6-0 to win her first Grand Slam title and claim the No.1 ranking. Also the 2005 winner of the Australian Open girls' singles championship, Azarenka is only the second woman in the Open era to win both titles since Chris O'Neil in 1978.

Australia's Bernard Tomic won his way into the fourth round with five-set wins over world No.22 Fernando Verdasco and No.13 Alexandr Dolgoplov before going down to childhood hero Roger Federer.

Australia's Luke Saville, the world No.1 junior, won the boys' singles championship defeating Canada's Filip Peliwo, 6-3 5-7 6-4 to claim his second major junior title.

Fifteen-year-old American Taylor Townsend won her first junior Grand Slam title with a 6-1 3-6 6-3 win over Yulia Putintseva.

Three-time Australian Open champion Martina Hingis made a welcome return to Melbourne Park, this time for the new women's legends event.

With increased patronage on site and a record online audience, the Australian Open continued to showcase its growing appeal in Australia and around the world.



MELBOURNE PARK TRANSFORMS

The \$363 million transformation ensures Melbourne Park will remain the home of the Australian Open until at least 2036.

Upgrades and improvements already made include a new timber deck adjacent to the Rod Laver Arena western concourse, landscaping upgrades to the Oval, including a new underground 4.5 megalitre stormwater retention tank, new entry stairs to Rod Laver Arena and improvements to the taxi rank on Olympic Boulevard.

The first stage of the redevelopment also includes the new Eastern Plaza and upgrades to the Western Precinct.

Works on the exciting new public space – Eastern Plaza – are well under way. When complete it will comprise eight new indoor tennis courts and 13 new outdoor courts, warm-up and warm-down facilities, an elevated plaza providing new public space and a new eastern entry to Hisense Arena, a new entrance to Melbourne Park on Olympic Boulevard, multilevel parking, an upgraded western entry to Hisense

Arena and a pedestrian bridge over Olympic Boulevard.

The Western Precinct will include the addition of a roof, enclosing Margaret Court Arena and creating an indoor concourse area with patron facilities, an additional 1500 seats in Margaret Court Arena, the extension and refurbishment of the external public concourse around Margaret Court Arena and Rod Laver Arena and upgrades to the undercroft areas of Margaret Court Arena, including new player and performer facilities.

Construction on Stage 1 of the Melbourne Park redevelopment is expected to be completed in time for Australian Open 2015.



CLOCKWISE FROM TOP: Once the Western Precinct is completed, the Australian Open will be the only Grand Slam to have three retractable roofs, the external public concourse around Margaret Court Arena will be refurbished and the elevated plaza will provide new public space.





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AUSTRALIAN OPEN 2012 BY THE NUMBERS

Australian Open 2012 created a host of numbers and each one tells a story. Here's a look at some of the numbers behind the biggest sports story in January 2012.



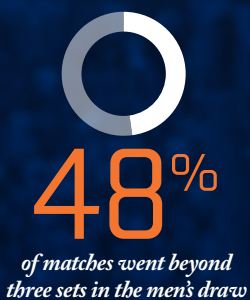
Broadcast & media

More than 700 journalists, photographers and videographers provided detailed coverage including 295 international media from 41 different countries. Asia represented 21 per cent of the international accredited media.



On-court action

There were 16 Grand Slam champions with a collective 62 Grand Slam singles titles between them in action, including Roger Federer, Rafael Nadal, Novak Djokovic, Lleyton Hewitt, Andy Roddick, Juan Carlos Ferrero, Juan Martin del Potro, Serena Williams, Kim Clijsters, Maria Sharapova, Svetlana Kuznetsova, Sam Stosur, Ana Ivanovic, Petra Kvitova, Li Na and Francesca Schiavone.



Attendance

Fans couldn't get enough of Australian Open 2012, with an incredible 686,006 fans flocking to Melbourne Park. This smashed the previous record attendance of 653,860 achieved in 2010.



80,649

fans attended on Heineken Saturday



686,006

fans attended Australian Open 2012

Tournament operations

Over 7500 staff, contractors and volunteers were employed by Tennis Australia, Melbourne and Olympic Parks Trust and Delaware North to work behind the scenes.



2000

portions of fruit were served in the exclusive Player Café



50,000+

Wilson tennis balls were used during the event



100

Kia cars transported players to and from Melbourne Park

Information technology

With 667 laptops and PCs deployed, 200 desk phones, 180 mobile phones and 836 two-way radios, everyone was connected. For the first time 351 AO Vision (IPTV) units were installed.



180

mobile phones



667

laptops and PCs deployed

35 km

of new cables wired throughout the venue

Digital & social media

Traffic on the core platform, australianopen.com, was at an all-time high with the newly integrated AOTV a phenomenal success. The Australian Open's key social media channels also experienced growth and the Australian Open 2012 Official Program for iPad was downloaded 64,791 times.



80,374

Twitter followers



11.8

million videos watched by 225 countries



615,829

likes on the Australian Open Facebook page



49.2

million website visits (up 38% on 2011)



36%

of all website visits were accessed on a mobile device (293% up on 2011)

Community tennis

MLC Kids Tennis Day, MLC Fan Zone and Cardio Tennis activations gave patrons the chance to participate in tennis.

9200

people attended MLC Kids Tennis Day



426

kids played in MLC Tennis Hot Shots exhibitions



601,555

calories burned during Cardio Tennis activations



34

MLC Tennis Hot Shots kids tossed the coin prior to matches



CLOCKWISE FROM TOP LEFT: Novak Djokovic, Victoria Azarenka, Taylor Townsend, Esther Vergeer, Maikel Scheffers and Luke Saville.

FAST FACTS

TOTAL PRIZE MONEY

AUD\$26 MILLION

MEN'S AND WOMEN'S SINGLES
WINNERS' PRIZE MONEY

AUD\$2.3 MILLION

SURFACE

PLEXICUSHION

SESSIONS OF PLAY

**11 DAYS, 11 NIGHTS AND
THREE TWILIGHT SESSIONS**



TOURNAMENT RESULTS 2012

MAIN DRAW

MEN'S SINGLES

[1] Novak Djokovic (SRB)
d [2] Rafael Nadal (ESP) 5-7 6-4 6-2 6-7(5) 7-5

WOMEN'S SINGLES

[3] Victoria Azarenka (BLR)
d [4] Maria Sharapova (RUS) 6-3 6-0

MEN'S DOUBLES

Leander Paes/Radek Stepanek (IND/CZE)
d [1] Bob Bryan/Mike Bryan (USA) 7-6(1) 6-2

WOMEN'S DOUBLES

Svetlana Kuznetsova/Vera Zvonareva (RUS)
d [1] Sara Errani/Roberta Vinci (ITA) 5-7 6-4 6-3

MIXED DOUBLES

[8] Bethanie Mattek-Sands/Horia Tecau (USA/ROU)
d [5] Elena Vesnina/Leander Paes (RUS/IND) 6-3 5-7 [10-3]

JUNIORS

JUNIOR BOYS' SINGLES

[1] Luke Saville (AUS)
d Filip Peliwo (CAN) 6-3 5-7 6-4

JUNIOR GIRLS' SINGLES

[14] Taylor Townsend (USA)
d [4] Yulia Putintseva (RUS) 6-1 3-6 6-3

JUNIOR BOYS' DOUBLES

[6] Liam Broady/Joshua Ward-Hibbert (GBR)
d Adam Pavlasek/Filip Veger (CZE/CRO) 6-3 6-2

JUNIOR GIRLS' DOUBLES

Gabrielle Andrews/Taylor Townsend (USA)
d [1] Irina Khromacheva/Danka Kovinic (RUS/MNE) 5-7 7-5 [10-6]

WHEELCHAIR

MEN'S WHEELCHAIR SINGLES

[1] Maikel Scheffers (NED)
d Nicolas Peifer (FRA) 3-6 7-6(2) 6-0

WOMEN'S WHEELCHAIR SINGLES

[1] Esther Vergeer (NED)
d [2] Aniek Van Koot (NED) 6-0 6-0

MEN'S WHEELCHAIR DOUBLES

[2] Ronald Vink/Robin Ammerlaan (NED)
d [1] Stephane Houdet/Nicolas Peifer (FRA) 6-2 4-6 6-1

WOMEN'S WHEELCHAIR DOUBLES

[1] Esther Vergeer/Sharon Walraven (NED)
d [2] Aniek Van Koot/Marjolein Buis (NED) 4-6 6-2 6-4

QUAD WHEELCHAIR SINGLES

[2] Peter Norfolk (GBR)
d [1] David Wagner (USA) 4-6 6-4 6-2

QUAD WHEELCHAIR DOUBLES

[1] Andrew Laphorne/Peter Norfolk (GBR)
d [2] David Wagner/Noam Gershony (USA/ISR) 6-4 6-2