

THE WONDERFUL WORLD OF TENNIS PRESENTS

australian open

The Grand Slam of Asia/Pacific



WHERE ^{THE} WORLD COMES TO PLAY

MELBOURNE PARK 14-27 JANUARY 2008

www.australianopen.com

tournament information 2008

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 tennis
Australia

Fast facts

Prize money:
AUD\$20.6 million

Men's and women's
singles winners' prize money:
AUD\$1,370,000

Surface:
Plexicushion

Sessions of play:
**twelve day,
11 night and
two twilight
sessions.**

Grand Slam 2008 venues and dates

French Open
Stade Roland Garros, Paris
25 May–8 June 2008

The Championships
Wimbledon, London
23 June–6 July 2008

US Open
Flushing Meadows, New York
25 August–7 September 2008

Australian Open 2009
Melbourne Park, Melbourne
19 January–1 February 2009

Growing the tournament

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

The decision to hold the tournament in the same state each year instead of staging it in different states throughout the country was implemented in 1972. With Melbourne traditionally attracting the biggest patronage of the tournament, Kooyong Lawn Tennis Club was selected as the permanent home.

With the tournament evolving to such a degree by the mid 1980s, it soon became apparent that a bigger venue was required and, as such, construction began on the purpose built Flinders Park (now known as Melbourne Park).

Construction on stage one started in 1986 and was finished for Australian Open 1988. The venue further expanded with the completion of stage two construction in 1996.

A 90 per cent increase in attendance was achieved based on the move to Flinders Park, with 266,436 patrons attending in 1988 as opposed to 140,000 patrons the previous year at Kooyong.

Centre Court was officially re-named Rod Laver Arena on 16 January 2000 and Vodafone Arena was officially opened on 27 July 2000. The Australian Open is the only Grand Slam that has state-of-the-art retractable roofs, allowing the action to continue whatever the weather.

Attracting the world's top players

A star-studded men's and women's singles draw included eight men's Grand Slam champions and seven women's Grand Slam champions and all of the top 32 women and 30 of the top 32 men. A total of 45 nations were represented in the singles main draws (32 countries in the men's singles and 37 countries in the women's singles).

Fans saw Serbia's Novak Djokovic win his first Grand Slam title, and witnessed the incredible breakthrough performance of Jo-Wilfried Tsonga from France, who came through the draw unseeded to reach the final, upsetting ninth seed Andy Murray, eighth seed Richard Gasquet, No.14 seed Mikhail Youzhny and world No.2 Rafael Nadal en route.

In the women's singles final two 20 year olds battled it out, with Russian Maria Sharapova overcoming Ana Ivanovic from Serbia and for the second-consecutive year an Australian won the Australian Open Junior Boys' Championships, as Bernard Tomic became the youngest winner at 15 years and three months.

Behind the scenes

Making it all happen behind the scenes were over 4500 members of staff, including 319 Aviva Ballkids, 365 umpires, 195 courtesy car drivers and 45 statisticians.

Internationally, a group of 28 Aviva Ballkids from Korea (24) and India (4) were selected to take part in the Aviva International Ballkids program for Australian Open 2008, reinforcing the Australian Open's position as the Grand Slam of Asia/Pacific.

Strengthening links with Asia

The mixed doubles final featured players from the Asia/Pacific region. But it was Tiantian Sun from China who teamed up with Nenad Zimonjic of Serbia that claimed victory over Indian pair Sania Mirza and Mahesh Bhupathi.



Totem tennis record

Federation Square hosted the official totem tennis (swingball) world record challenge.

After a gruelling seven hours and 35 minutes, without a meal or toilet break, two people were declared joint winners, sharing the prestigious title of being totem tennis world record holders.



Video line-calling on Vodafone Arena

Video line-calling was once again an on-court highlight on centre court at Rod Laver Arena and, for the first time, included at Vodafone Arena.

In the men's and women's singles there were a total of 172 successful challenges from 496 attempts.

The men didn't leave anything to chance, challenging more often than the women, with 286 and 210 challenges respectively.

The main event

The Australian Open was the biggest single news and sports story across Australia during the fortnight with 71,912 separate items broadcast on television or radio or published online or in newspapers.

Exposure in domestic newspapers was valued at a record AUD\$37.8 million.

Host Broadcaster, Seven Network, dominated over summer with nine of the 20 most viewed programs featuring tennis. The men's final was the most-watched program with 2.45 million viewers domestically and with a record global TV audience of potentially over 1.9 billion viewers for the duration of the tournament.

Over 100 years

The Australian Open celebrated its 103rd year in 2008. The tournament was first held in November 1905 as the Australasian Championships.

The Warehouseman's Cricket Ground in St Kilda Road, Melbourne, hosted the 1905 event. It had 17 entrants with the final played in front of a crowd of 5000.

The Australasian Championships became the Australian Championships in 1927 and the Australian Open in 1969. (2008 was the 97th staging of the tournament due to the interruption of the war years.)

Over the years it has been staged at six different venues including Melbourne (53 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).

Record attendances

Australian Open 2008 has set crowd records with attendance figures reaching an all-time record of 605,735 patrons, surpassing the record of 554,858 set in 2007. It is the ninth consecutive year that the tournament has attracted more than half a million patrons.

Day four of the tournament saw another record set with the highest ever Grand Slam day/night combined attendance achieved, with 62,885 fans through the gates. This broke the record of 61,083 achieved by the US Open on Saturday, 1 September 2007.

The live sites in Shanghai, Sydney and Melbourne attracted a combined estimated attendance of 1,387,338. Those who couldn't get along in person made sure they kept in touch through the official website australianopen.com powered by IBM with 7,456,693 million unique users recorded.



Australia promoted worldwide

A total of 1654 representatives of the media were accredited at Australian Open 2008 – with the world's major newspapers and TV and radio broadcasters all strongly represented.

Of these there were 664 international and 990 Australian members of the media.

Australian Open 2008 was broadcast for a record 6700 hours in 157 countries around the globe reaching 425.1 million households and a cumulative TV audience of potentially over 1.9 billion viewers.

Asia continues to be the dominant market, accounting for 3416 hours of coverage, the highest of any region. Exposure and gross media value were at their highest in China with 898 hours televised across nine separate broadcasters.

Canal and Eventos in Spain had the highest level of coverage of any channel, 332 hours and 12 minutes, while France 3 drew the highest individual audience of 4.4 million during the men's final.

Tennis chandelier

A tennis chandelier designed by HSC student Camilla D'Arcy from New South Wales was on display on The Oval in the corporate marquee during the tournament.

It showcased the distortion of light and the shadow that is produced when light passes through the strings of a tennis racquet.

Old wooden tennis racquets were used, some dating back to the 1930s, and were sourced by players all over New South Wales. The chandelier was a unique lighting feature and evoked memories of Australia's recreational and sporting heritage, highlighting the ability of tennis to unite Australia, enhancing the national spirit.



Tournament results

Main draw				
Men's singles	[3] Novak Djokovic (SRB)	d	Jo-Wilfried Tsonga (FRA)	4-6 6-4 6-3 7-6(2)
Women's singles	[5] Maria Sharapova (RUS)	d	[4] Ana Ivanovic (SRB)	7-5 6-3
Men's doubles	[8] Jonathan Erlich/Andy Ram (ISR)	d	[7] Arnaud Clement/Michael Llodra (FRA)	7-5 7-6(4)
Women's doubles	Alona Bondarenko/Kateryna Bondarenko (UKR)	d	[12] Victoria Azarenka/Shahar Peer (BLR/ISR)	2-6 6-1 6-4
Mixed doubles	[5] Tiantian Sun/Nenad Zimonjic (CHN/SRB)	d	Sania Mirza/Mahesh Bhupathi (IND)	7-6(4) 6-4
Juniors				
Boys' singles	[5] Bernard Tomic (AUS)	d	[10] Tsung-Hua Yang (TPE)	4-6 7-6(5) 6-0
Girls' singles	[14] Arantxa Rus (NED)	d	Jessica Moore (AUS)	6-3 6-4
Boys' doubles	Cheng Peng Hsieh/Tsung-Hua Yang (TPE)	d	[2] Vasek Pospisil/Cesar Ramirez (CAN/MEX)	3-6 7-5 [10-5]
Girls' doubles	[1] Ksenia Lykina/Anastasia Pavlyuchenkova (RUS)	d	Elena Bogdan/Misaki Doi (ROU/JPN)	6-0 6-4
Australian wheelchair tennis				
Men's wheelchair singles	[1] Shingo Kunieda (JPN)	d	Michael Jeremiasz (FRA)	6-1 6-4
Women's wheelchair singles	[1] Esther Vergeer (NED)	d	Korie Homan (NED)	6-3 6-3
Men's wheelchair doubles	[1] Shingo Kunieda/Satoshi Saida (JPN)	d	[2] Robin Ammerlaan/Ronald Vink (NED)	6-4 6-3
Women's wheelchair doubles	[1] Jiske Griffioen/Esther Vergeer (NED)	d	[2] Korie Homan/Sharon Walraven (NED)	6-3 6-1
Quad wheelchair singles	[2] Peter Norfolk (GBR)	d	[1] David Wagner (USA)	6-2 6-3
Quad wheelchair doubles	[1] Nicholas Taylor/David Wagner (USA)	d	[2] Sarah Hunter/Peter Norfolk (CAN/GBR)	5-7 6-0 [10-3]

Did you know?

- *Entertaining the crowds were some of Australia's top music acts including The Veronicas, Thirsty Merc, James Reyne, Mental as Anything, Evermore and Jess McAvoy.*
- *Favourite player profiles among the fans on australianopen.com saw both men's and women's finalists Jo-Wilfried Tsonga and Ana Ivanovic top the poll ahead of world No.1 Roger Federer and Maria Sharapova.*
- *Jo-Wilfried Tsonga lead the men's competition for aces served at 100, with Serena Williams topping the women's at 40.*
- *The fastest serves of the tournament were recorded by Andy Roddick (237 km/h) while Venus and Serena Williams recorded the women's fastest serves (199 km/h).*
- *Helping the players serve were the racquet stringers who strung more than 3067 racquets using over 37 km worth of string.*
- *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 300,000 km.*



- *Famous faces watching the action included Nicole Kidman and husband Keith Urban, Rachel Griffiths, Miranda Otto, Sting, Burt Bacharach, Shane Warne, Jennifer Hawkins, Sonia Kruger, Vanessa Amorosi, Anthony Callea, Chris Judd and Grant Hackett.*
- *Garnier World in Garden Square has seen more than 28,500 people through its doors, with the busiest day being Garnier Girls' Day when over 2000 patrons visited. Over the fortnight 44 members of Garnier staff provided 10,500 mini facials, 11,000 hair styles and 7000 massages and used 42,750 bobby pins.*
- *The most popular item from the Australian Open retail shop was the official player towel with 20,500 sold at Melbourne Park and online (includes four different towel types and designs). The men's and women's basic logo T-shirts were also must-have souvenir items this year with 2500 men's T-shirts and 2300 women's being sold.*

