



australian open  
The Grand Slam of Asia-Pacific

AUSTRALIAN OPEN 2014

# BY THE NUMBERS

MELBOURNE PARK 13-26 JANUARY 2014





## AUSTRALIAN OPEN 2014

Australian crowds love an underdog. They admire the pluck and battling spirit of an unfancied player who takes on a star and pushes them to the limit. And they embrace those players wholeheartedly if they score a memorable upset.

Sure, Aussie fans also revere the champions of the game, many of whom were scattered throughout the Australian Open 2014 draws. Three-time reigning winner Novak Djokovic was back, along with twice defending champion Victoria Azarenka. Roger Federer and Serena Williams – Australian Open champions on four and five occasions respectively – arrived after stellar showings in Brisbane. The title was any of theirs for the taking.

But by the end of the fortnight, two new names were inscribed on the magnificent tournament trophies.

Li Na finally conquered the Australian Open in her third final, beloved by fans and adding the latest chapter to the booming narrative that is Chinese tennis.

The men's game unearthed a new winner in Stanislas Wawrinka, who overcame lopsided head-to-head records against Djokovic and then world No.1 Rafael Nadal in the final to triumph on the Grand Slam stage.

Also upsetting the established order were maiden major finalist Dominika Cibulkova, teen Eugenie Bouchard and flashy Bulgarian Grigor Dimitrov. Almost 650,000 fans streamed through the gates at Melbourne Park to witness these emerging stars – and many more – battle it out beneath the blue skies of a blazing Australian summer.

Yet it was Li and Wawrinka, underdogs turned champions, who broke through to become hugely popular winners, enshrining themselves in Australian Open history and establishing a new order for the season to follow.

**HIGH EMOTION:** Whether it's joy, frustration, relief or a myriad of other sentiments, the emotional displays that accompany many Australian Open performances highlight the high stakes and herculean efforts required for Grand Slam success.

## A BRIGHT FUTURE

The Melbourne Park redevelopment is a gift that keeps on giving to Australian Open players and fans.

With every new cutting-edge facility comes an exciting new look and feel for the tournament, like the unveiling of Margaret Court Arena, transformed from outdoor show court into sleek, boutique stadium.

With imposing architecture already in place and a retractable roof and 1500 extra seats still to come, the court was routinely packed with fans seeking to experience the dramatic new space and who contributed a crackling atmosphere to both day and night matches.

There's even more on the horizon; during Australian Open 2014 Victorian Premier Denis Napthine and Serbian star Ana Ivanovic announced a \$338 million second stage of development which will include a new western entrance bridge connecting the city to the precinct and a major refurbishment of Rod Laver Arena.

Such innovation at Melbourne Park will continue to uphold the Australian Open's place among the world's greatest sporting and entertainment events.

This investment is estimated to generate in excess of \$2.27 billion in economic benefits for Victoria and create 1300 construction jobs. Year round, the Melbourne Park precinct hosts more than 2.1 million patrons across 200 events and delivers more than \$420 million in economic benefits.

The second stage, expected to commence after Australian Open 2015, follows the initial \$366 million investment which included the redeveloped Margaret Court Arena, as well as the new National Tennis Centre training facility, the Edwin Flack pedestrian bridge and a new Eastern Plaza.

**QUALITY VENUE:** Margaret Court Arena is the third court at Melbourne Park to offer a retractable roof; the second stage of development was announced at Australian Open 2014; tradition continued at the new look Margaret Court Arena with classic matches staged in the intimate setting.



# BY THE NUMBERS

Two new champions were crowned at Melbourne Park in 2014, with Li Na and Stanislas Wawrinka claiming their first Australian Open titles. A number of highlights were achieved during two weeks of world-class tennis.



**342.8** million

Cumulative global audience figure across 196 countries



**13.6** million

Australians reached via the domestic television broadcast during the tournament

**+6000**

journalists, photographers and videographers provided detailed coverage of the Australian Open



**2** titles



Top seeds Sara Errani and Roberta Vinci won back-to-back women's doubles titles



**79**

Kevin Anderson served the most aces of any man in the men's singles draw



**49**

nations were represented in the main draw singles



**234** km/h

Australian Sam Groth had the fastest serve of the tournament

players competed across all events, including juniors, wheelies and legends

**39**

Serena Williams served the highest number of aces in the women's singles draw

World No.4 and fourth seed Li Na won her first Australian Open crown and second career Grand Slam title with victory over Dominika Cibulkova in the women's singles final

**LI NA**



Eighth seed Stanislas Wawrinka won his first Grand Slam singles title, defeating Rafael Nadal. Wawrinka became the first man to defeat both the No.1 and No.2 seeds at a Grand Slam since 1993

**STANISLAS WAWRINKA**



# 643,280

fans attended  
Australian Open 2014



# 1800<sup>+</sup>



tennis fans sailed to Melbourne Park on P&O Cruises' first ever Australian Open cruise



# 110



Kia cars transported players to and from Melbourne Park

# 50 km



of string used by Wilson stringers hut to restring 4200 racquets

# 80,219

fans attended on Heineken Saturday



# 8 million+

views



# 17,000,000<sup>+</sup>

unique visitors to ausopen.com throughout the tournament period



# 1,158,308

likes



# 440,567

followers



# 62,876

followers

# 1.2 million

downloads of the official Australian Open App across iPhone, iPad and Android devices



# 60000<sup>+</sup>



staff, contractors and volunteers employed for Australian Open 2014

# 55k<sup>+</sup>

sandwiches and baguettes were sold



# 38000<sup>+</sup>



ballkids including 341 from Victoria, 13 from interstate, 20 from Korea and six from China in the 2014 squad

# 10,000<sup>+</sup>

fans 'checked in' at the new Social Shack in Garden Square, which was visited by tennis stars



# 78000<sup>+</sup>

MLC Tennis Hot Shots and Super 10s participants tossed the coin prior to matches



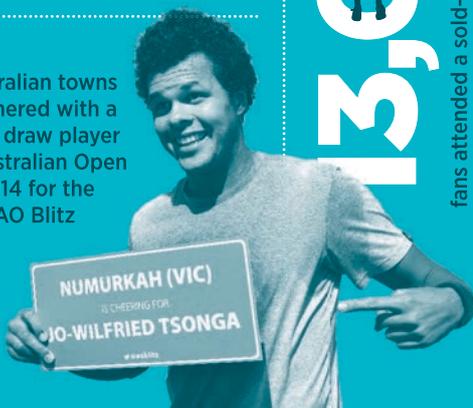
# 13,000<sup>+</sup>



fans attended a sold-out Kids Tennis Day

# 256

Australian towns partnered with a main draw player at Australian Open 2014 for the AO Blitz



# Terabytes

of video assets were stored by Tennis Australia

# 100

# 48 km



of temporary cabling was rolled out for Australian Open 2014



# 55,000<sup>+</sup>

devices detected and connected to the AO Wi-Fi network

# TOURNAMENT RESULTS

## MAIN DRAW

### MEN'S SINGLES

[8] Stanislas Wawrinka (SUI) d  
[1] Rafael Nadal (ESP) 6-3 6-2 3-6 6-3

### WOMEN'S SINGLES

[4] Li Na (CHN) d [20] Dominika Cibulkova (SVK) 7-6(3) 6-0

### MEN'S DOUBLES

[14] Lukasz Kubot/Robert Lindstedt (POL/SWE) d Eric Butorac/Raven Klaasen (USA/RSA) 6-3 6-3

### WOMEN'S DOUBLES

[1] Sara Errani/Roberta Vinci (ITA/ITA) d  
[3] Ekaterina Makarova/Elena Vesnina (RUS/RUS) 6-4 3-6 7-5

### MIXED DOUBLES

Kristina Mladenovic/Daniel Nestor (FRA/CAN) d [6] Sania Mirza/Horia Tecau (IND/ROU) 6-3 6-2



## TOTAL PRIZE MONEY

**AUD\$33 MILLION**

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

**AUD\$2.65 MILLION**

## SURFACE

**PLEXICUSHION**

## SESSIONS OF PLAY

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

## JUNIORS

### BOYS' SINGLES

[1] Alexander Zverev (GER) d  
[2] Stefan Kozlov (USA) 6-3 6-0

### GIRLS' SINGLES

[4] Elizaveta Kulichkova (RUS) d  
Jana Fett (CRO) 6-2 6-1

### BOYS' DOUBLES

[5] Lucas Miedler/Bradley Mousley (AUT/AUS) d [3] Quentin Halys/Johan Sebastian Tatlot (FRA/FRA) 6-4 6-3

### GIRLS' DOUBLES

[1] Anhelina Kalinina/Elizaveta Kulichkova (UKR/RUS) d [2] Katie Boulter/Ivana Jorovic (GBR/SRB) 6-4 6-2

## WHEELCHAIR

### MEN'S WHEELCHAIR SINGLES

[1] Shingo Kunieda (JPN) d  
Gustavo Fernandez (ARG) 6-0 6-1

### WOMEN'S WHEELCHAIR SINGLES

[1] Sabine Ellerbrock (GER) d  
[2] Yui Kamiji (JPN) 3-6 6-4 6-2

### MEN'S WHEELCHAIR DOUBLES

[1] Stephane Houdet/Shingo Kunieda (FRA/JPN) d [2] Gordon Reid/Maikel Scheffers (GBR/NED) 6-3 6-3

### WOMEN'S WHEELCHAIR DOUBLES

[1] Yui Kamiji/Jordanne Whiley (JPN/GBR) d [2] Marjolein Buis/Jiske Griffioen (NED/NED) 6-2 6-7(3) 6-2

### QUAD WHEELCHAIR SINGLES

[1] David Wagner (USA) d  
[2] Lucas Sithole (RSA) 3-6 7-5 6-3

### QUAD WHEELCHAIR DOUBLES

[1] Andrew Lapthorne/David Wagner (GBR/USA) d [2] Dylan Alcott/Lucas Sithole (AUS/RSA) 6-4 6-4

AUSTRALIAN OPEN 2014  
CHAMPIONS: (from top)  
Stanislas Wawrinka, Li Na,  
Alexander Zverev, Elizaveta  
Kulichkova, Shingo Kunieda  
and Sabine Ellerbrock.



For more information please contact Tennis Australia  
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