

ATP
MEDIA

deltatre

Elevating Tennis Broadcasting

HOW ATP MEDIA AND DELTATRE ARE REVOLUTIONIZING DATA-DRIVEN TV GRAPHICS PRODUCTION



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INTRODUCTION

Enhancing Storytelling Through Technology

Every year, ATP Media delivers live coverage of the ATP Tour to over **70 broadcasters** worldwide, showcasing the world's top players across **57 tournaments**. From the must-see match-ups of the ATP Masters 1000s to the breakthrough stories of the ATP 250s, this represents the **largest volume of tennis content produced anywhere in the world**.

Managing this scale of production is no small task. With up to nine courts running simultaneously, thousands of hours of content, and a global audience that expects insightful storytelling and a consistent

experience for every match, ATP Media's successful partnership with Deltatre is not just about service delivery, but rather a shared ambition to create the best broadcast experience through a constant drive to improve and innovate.

Since 2017, ATP Media and Deltatre have collaborated on broadcast graphics and data visualization, enhancing the storytelling of tennis for millions of fans. In 2025, the partnership delivered on its most ambitious goal so far: **fully automated broadcast graphics**, powered by Deltatre's bespoke **Magma Tennis** software.



The relationship with Deltatre has been absolutely key since 2017. They've been innovative, collaborative, and critically important in helping us tell the story of tennis and enhance the fan experience worldwide.



Phil Tabor

Director of Live Production and Programming, ATP Media



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THE CHALLENGE

Scale, Storytelling, and Consistency

ATP Media's production of the ATP Tour presents challenges that few other sports face. As Phil Tabor puts it, "With 57 tournaments and up to nine courts at some events, scale is our biggest challenge. The holy grail is to automate the profile graphics. Nobody else in tennis is doing it."



Unmatched Scale

With 12 hours' play per day, productions from over 130 courts and an 11-month calendar, ATP Media delivers world-class coverage of over 3,000 matches a year.



Outside Courts, Reduced Production

While show courts benefit from full TV crews and dedicated graphics operators, outside courts – often carrying national stars for local audiences – had fewer resources, with a single match director having to share focus between directing cameras, running replays and graphic insertion amongst other responsibilities. These constraints required innovation to continue to provide a best-in-class product across all courts.



Remote Production & Sustainability

ATP Media has pioneered remote production, reducing on-site staff and equipment by directing matches from its London hub. But this roadmap demanded new tools that could keep production quality high while lowering the logistical footprint.



The Data Dilemma

Tennis generates vast amounts of real-time data. The challenge wasn't access, but rather discoverability – it was knowing which data mattered, and when to visualize it in a way that improved the fan experience.



Profile Graphics Gap

No provider in tennis had solved automated presentation graphics including the player profiles – a critical part of storytelling, commentary-free feeds distributed internationally.



ALEXANDER ZVEREV GER 🇩🇪 1

PLAYER PROFILE

AGE	TURNED PRO	HEIGHT
28	2013	1.98m

BIRTHPLACE
HAMBURG, GERMANY

PLAYS
RIGHT-HANDED
TWO-HANDED BACKHAND

CAREER RECORD

TITLES	WIN - LOSS	518 - 223
24	EARNINGS	\$56,726,536

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THE SOLUTION

Deltatre's Magma Tennis, Powering Contextual Graphics Automation

ATP Media needed a solution that was scalable, reliable, and innovative. Following a competitive RFP process with leading sports graphics providers, **Deltatre emerged as the winner.**

At the heart of the solution is **Magma Tennis**, Deltatre's graphics and data engine designed specifically for the unique demands of tennis.

KEY INNOVATIONS



Automated Player Profiles

For the first time in tennis, Magma automated the display of player introductions and match profiles, delivering a consistent narrative across every feed, even those without commentary. Through an intelligent use of multiple data feeds, specific events and known timings, Magma facilitated context-specific graphic insertions, fully synchronized with the on-court activity.



AI-Driven Data Visualization

Magma uses AI to recommend contextually relevant statistics, surfacing deeper insights such as serve patterns or momentum shifts alongside traditional score and clock graphics. This ensures that fans see the right data at the right time.



Commercial Branding Opportunities

Automated statistics can be sponsored and branded, creating new monetization opportunities across ATP Media's portfolio.



Manual Oversight and Control

While full automation was the goal, human editorial judgment is always available in case of need. Supervisors, with oversight of multiple matches simultaneously, can override graphics at any time, ensuring output remains relevant and accurate.



"Beauty Shot" Fail-safe

In case a required shot is missed by a host broadcaster, Magma seamlessly cuts to a pre-programmed beauty shot (such as the stadium or cityscape) so graphics always appear correctly.



Remote Production Integration

Magma reduces the need for on-site operators, aligning perfectly with ATP Media's remote hub strategy to centralize operations, cut costs, and lower environmental impact.

”

Our software is specifically made for tennis. It's been built and deployed by tennis experts, and continues to be the market's leading solution as it evolves each year.

Lawrence Bowden

VP | Sport Experiences, Deltatre

”

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FROM TESTING TO ROLLOUT

18 Months Ahead of Schedule

The journey began with controlled testing and proof-of-concept showcases in the second half of 2024 at ATP Media Studios (ATP Media's remote production facility). In early 2025, limited trials were conducted during ATP 250 tournaments. By June, Magma was live on outside courts at two ATP 500s – the HSBC Championships at the Queen's Club in London and the Terra Wortmann Open in Halle, Germany.

In August, **18 months ahead of the original schedule** and on the back of successful early deployments, ATP Media launched the solution at the National Bank Open presented by Rogers, held in Toronto. This early delivery highlighted the robustness of Magma and the strength of collaboration between ATP Media's production experts and Deltatre's engineers.



The solution Deltatre developed with their Magma platform has been an absolute game-changer. It allows us to bring consistency and innovation to outside courts, raise the quality of production, and open new commercial opportunities.



Phil Tabor

Director of Live Production and Programming,
ATP Media

LOOKING AHEAD

A Partnership Built on Innovation

ATP Media recently renewed its partnership with Deltatre, reaffirming a shared commitment to innovation and excellence. "Deltatre's hunger to innovate and make tennis the best visual programming possible sets them apart. We're excited about where this journey will go next," said Phil Tabor.

The next phase will focus on extending automation across more courts and tournaments, and on pushing the boundaries of AI-driven storytelling.

New data feeds and advanced statistics will create further opportunities to deliver richer, more engaging narratives, with the goal of bringing this to every level of ATP Media's tennis production.

Together, ATP Media and Deltatre will continue to explore fresh commercial models and sustainable production practices, keeping the sport at the forefront of live entertainment.



PLAYER PROFILE

JANNIK
SINNER
ITA 🇮🇹 1

AGE
24

TURNED PRO
2018

HEIGHT
1.91m

PLAYS RIGHT-HANDED, TWO-HANDED BACKHAND

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CONCLUSION

Setting the Benchmark for Sports Production

The partnership between ATP Media and Deltatre shows how the right blend of technology, creativity, and collaboration can reshape live sport.

By combining automated graphics at scale with context-aware data storytelling, we have not only raised the standard for tennis broadcasting but also set a benchmark for the wider sports industry.

“ Nobody else in tennis, and very few in sport, are doing what Deltatre are doing with automation. It's been absolutely fantastic, and the partnership will only grow stronger. ”

Phil Tabor

Director of Live Production and Programming, ATP Media

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**ATP
MEDIA**

Deltatre is the tech company behind the media and sporting moments that matter. Over nearly four decades, it has built the trust of many of the world's biggest broadcasters, telcos, media companies, sports teams, leagues, federations, and governing bodies.

Driven to create the digital experiences of tomorrow, its products, innovations, dependability, and people continue to redefine how the value of live and on-demand sports, film, TV, and news content is maximized.

It specializes in video streaming, websites, apps, sports data, graphics, and officiating systems, and customers include the BBC, ATP Media, Roland Garros, Ultimate Tennis Showdown, Tennis Channel, Rogers, Bell Media, Danish Broadcasting Corporation, Mediacorp, beIN, UEFA, NFL, DFL, NHL, MLS, MLB, and World Athletics.

For more information, please contact:

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ATP Media provides an end-to-end solution for 70+ broadcasters around the world, incorporating rights sales, multi-platform production and worldwide delivery for 57 tournaments on the ATP Tour, including the ATP Masters 1000s, ATP Finals, ATP 500s, ATP 250s, and Next Gen ATP Finals tournaments.

With headquarters in Wimbledon, London and a state of the art remote production hub in Westworks, London, ATP Media remains committed to adding value to its partners through expertise, innovation and investment.