

Live Streaming Broadcasting report 2018-2019 – Gerri Viant

**Mission Statement:** To create content that promotes and facilitates the growth of platform tennis. By inspiring people to play, highlighting the lifestyle and camaraderie of the paddle community, and providing instructional opportunities, live streaming will attract sponsors and will engage new viewers and players, as well as raise current players level of passion for the game.

**Responsibilities:**

1. Oversee all aspects of the APTA's Live-Streaming.
2. Liaison for the APTA in conjunction with Shannon Vinson with tournament directors for Live Streaming.
3. Manage expectations and set up requirements with the APTA, EnetLive TV, local Tournament Directors and Tour Director
4. Ensure that sponsor responsibilities for Live Streaming are met.
5. Schedule commentators for the Five Grand Prix Tournaments and The Nationals.

**Accomplishments:**

- Streamed Five Grand Prix Tournaments, plus The Nationals with over 70 matches covered.
- The APTA GP Tour continued to attract and grow our audience
- Over 2.2 million minutes viewed this year on YouTube, over 300 % growth on YouTube. For reference, last year Facebook was our most consumed platform with 612,400 minutes watched
- Added over 440 subscribers to our YouTube channel this season, more than double the number we added last season
- The Nationals total views 126K
- Chicago and Boston were the most viewed GP's this year with 40K and 33K total views. \*\* Short Hills one day 21K total views
- Consistently broadcast across YouTube, Facebook and the APTA Network
- Sponsorship requirements for both National and local sponsors were met
- Created a positive tournament experience for the tournament directors, re set up and logistics, players and volunteers
- All matches are archived and loaded on the APTA Network site on the same day as play.
- Grand Prix tournament director's feedback was positive!
- ESPN's flagship show, SportsCenter, featured two fantastic platform

tennis points in their Top #10 Plays of the night.

- Gathered a team of knowledgeable and committed commentators

**Goals:**

- Continue to make improvements re camera angles and audio and grow the productions in a professional manner
- Collaborate with Whit to formulate an ongoing strategic plan identifying growth target areas
- Build a series of short player interviews to give the players an identity to the casual viewer and build interest in the game
- Continue to collaborate with our Media team using a composite of Network and Social viewing audiences to increase exposure
- Continue to collaborate with regional representatives, league players and teaching professionals gathering streaming feedback
- Identify sponsors segment opportunities and work with Digital and Social Media Committees to utilize data points re growing number of stream viewers to highlight APTA relevance to sponsors
- Grow our team of knowledgeable committed commentators

Thanks to the many volunteers and APTA staff who contributed to the success of the APTA Live Streaming including commentators, roving reporters, including our junior players, tournament directors and viewers who gave valuable feedback.

Special thanks to Shannon Vinson for her collaboration in ensuring the live stream matches went off in a timely professional manner, and being able to pivot on a dime when needed!