Australian Open

Data is a Game Changer

challenges

Transition from a SMB to a large global enterprise for 2 weeks of the tournament

Huge spike in traffic and data generation

Rapidly adjust to the large number of fans, players and media accessing content and using our services

Address and meet the changing interests of fans, and audiences throughout the competition

the
australian open

The world's biggest sporting event in January

684,457 attendance over the two week tournament

Broadcast of close to **15,000** hours to **300M+** viewers in more than **200** countries

15.5m

15.5 million unique visitors to the australianopen.com and digital properties

On site attendance included **58% female** and **42% male**

on-court action

47 countries were represented among 256 players

Djokovic wins for a **4**th time (three in a row) and equals Andre Agassi of four titles in the modern era

Azarenka wins **2** in a row becoming only the **8**th woman to do so

39 countries represented in the men's singles and **40** in the women's singles draw.

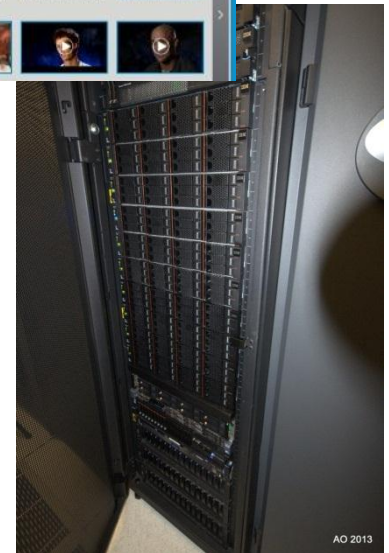**548** players competed across all main draw events, including juniors, wheel chair and legends events

data/video convergence

562 hours of video streamed on Australian Open TV (AOTV)

AOTV views on the official Australian Open YouTube channel doubled to 8,8M

100TB of data and video assets stored in 2 weeks
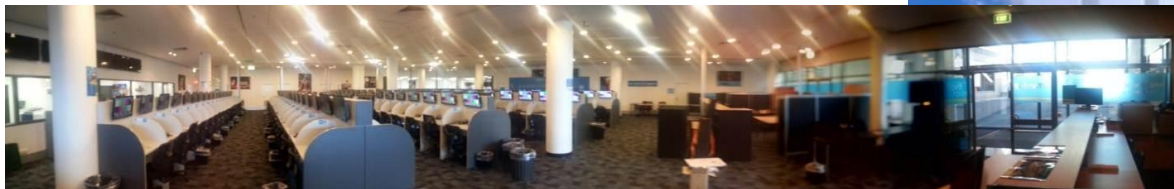
cloud computing

private cloud

Flexible, scalable and secure

Handle100 times usual year-round volume

Dynamically scale capacity when needed
with IBM Dynamic Cloud Provisioning

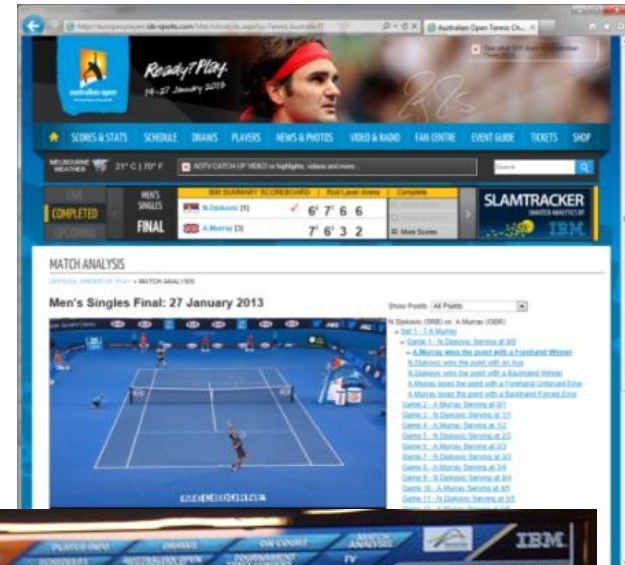Look at multiple sources of information
including social media volumes

business analytics

data and video analysis

IBM Analytics enable tools for different audiences

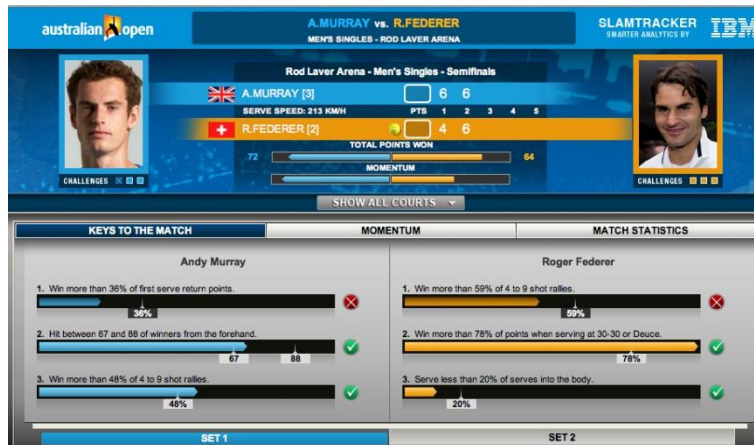Match Analysis used by players and coaches for high performance analysis

IPTV solution used by over 300 journalists

predictive analytics

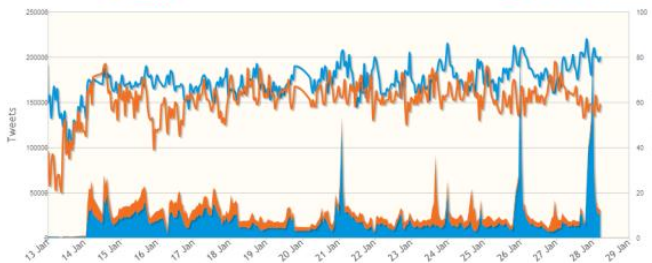Predictive Analytics help fans understand what players need to do to succeed in a particular match (**Keys to the Match**)

Over **41M** data points analysed from 8 years of Grand Slam tournament matches

social analytics

90k
New likes

6M
Total Reach

42k
Followers

1M
#ausopen

524k
(people talking about this)

tumblr. 📷 g+ 📌

Worldwide Trends · Change

#TRTbeliebervedirectionerlardanözürdilesin

#JeSouhaiteProfondément

#СохранимСнегДляДжареда

#lecanzonicheamodipiù

#Yedi24Takipleşelim

Kike Sola

Wawrinka

Rahul Gandhi

Jye

Nole

Australian Open @AustralianOpen   3m
If you want to get #Wawrinka on the #ausopen social leaderboard tonight you'd better get tweeting: #Wawrinka #yesheStan
ow.ly/gY1cF
Expand   Reply   Delete   Favorite   More

Australian Open @AustralianOpen   31m
Game, set, and epic match Novak #Djokovic 1-6 7-5 6-5 6-7 12-10 over Stanislas #Wawrinka. #ausopen
Collapse   Reply   Delete   Favorite   More
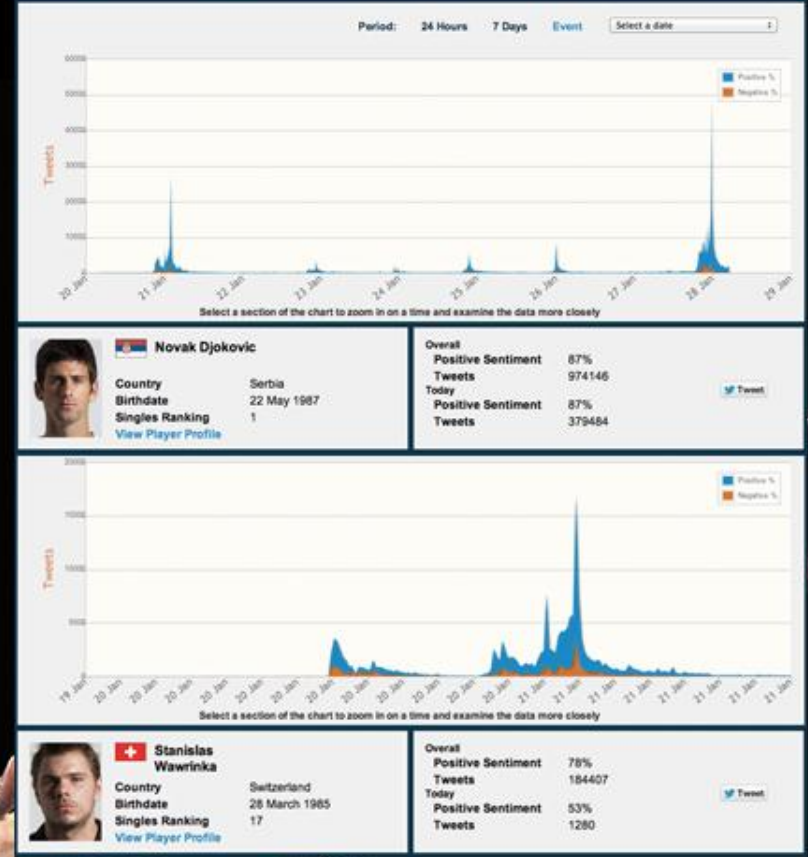
1,101   171
RETWEETS   FAVORITES

1:47 AM - 21 Jan 13 - Details

Reply to @AustralianOpen

Miljan Mladenovic @MiljanNOLE   27m
@AustralianOpen YES NOLE!!!
Expand

Novak Fan London @NoleFanUK   24m
@AustralianOpen happy happy tears :') our champ Nole, the legeND!!!
Expand

Period: 24 Hours   7 Days   Event   Select a date

Novak Djokovic
Country   Serbia
Birthdate   22 May 1987
Singles Ranking   1
View Player Profile

Overall
Positive Sentiment   87%
Tweets   974146
Today
Positive Sentiment   87%
Tweets   379484

Stanislas Wawrinka
Country   Switzerland
Birthdate   28 March 1985
Singles Ranking   17
View Player Profile

Overall
Positive Sentiment   78%
Tweets   184407
Today
Positive Sentiment   53%
Tweets   1280

Djokovic v Wawrinka
8k Likes
2.2M Reach

real-time analytics

deepen fan engagement

Why do we do all this?

Get more insight

Generate revenue

Add value to our partners

Re-invest in the sport

Promote our brand

thank you