

SERVING UP REAL-TIME DATA

Presented by Samir Mahir
CIO Tennis Australia



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Australian Open Video

THE AUSTRALIAN OPEN

The world's biggest sporting event in January

703,899 attendance over the two week tournament

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

14 .3 million unique visitors to ausopen.com

THE NUMBERS



- **\$338M VIC GOV FUNDING**
- **8000+ AUS OPEN STAFF**
- **700K+ ATTENDEES**
- **3.37MIL TV VIEWERS**
- **6.2MIL VIDEO-ON-DEMAND PLAYS**
- **937,996 LIVE STREAMING PLAYS
ON SITE AND APPS**

- 77K DEVICES CONNECTED TO WI-FI
- 52TB OF DATA TRAFFIC
- 68345 POINTS
- 10784 GAMES
- 1128 SETS

- 1.7MIL PLAYER PROFILE VIEWS
- 1.5MIL+ FACEBOOK LIKES
- 700K+ TWITTER FOLLOWERS
- 1.2MIL APP DOWNLOADS
- 155MIL TWITTER IMPRESSIONS

ON COURT ACTION



Five Australian Open Titles



Six Australian Open Titles





WORLD WIDE SMARTPHONE PENETRATION

9.6%
2011

28.2%
2015

36.5%
2018



AUSTRALIAN SMARTPHONE PENETRATION

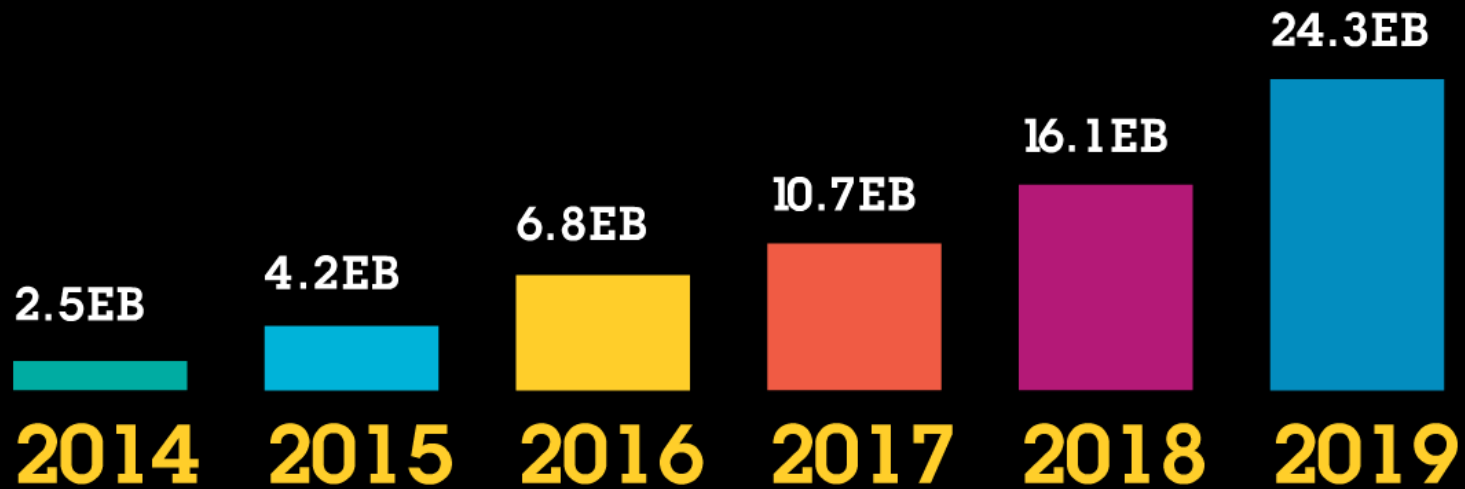
24%
2010

66%
2015

80%
2017



GLOBAL MOBILE DATA TRAFFIC GROWTH



EXABYTES PER MONTH

GLOBAL MOBILE DATA DRIVERS



MORE MOBILE USERS

4.3 BILLION



2014

5.2 BILLION



2019

GLOBAL MOBILE DATA DRIVERS



MORE MOBILE CONNECTIONS

7.4 BILLION



2014

11.5 BILLION



2019

GLOBAL MOBILE DATA DRIVERS



MORE MOBILE SPEED

1.7 Mbps



2014

4.0 Mbps



2019

GLOBAL MOBILE DATA DRIVERS



MORE MOBILE VIDEO

55% of traffic



2014

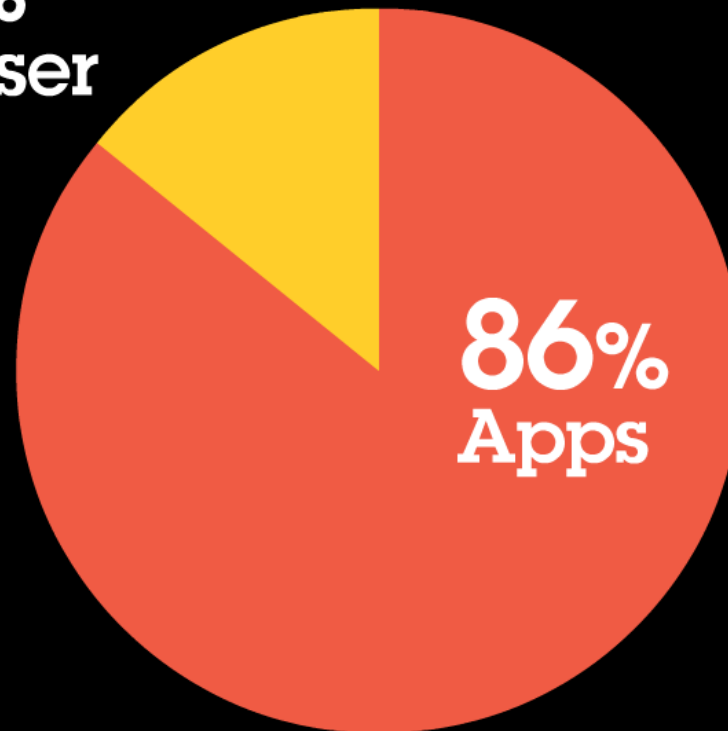
72% of traffic



2019

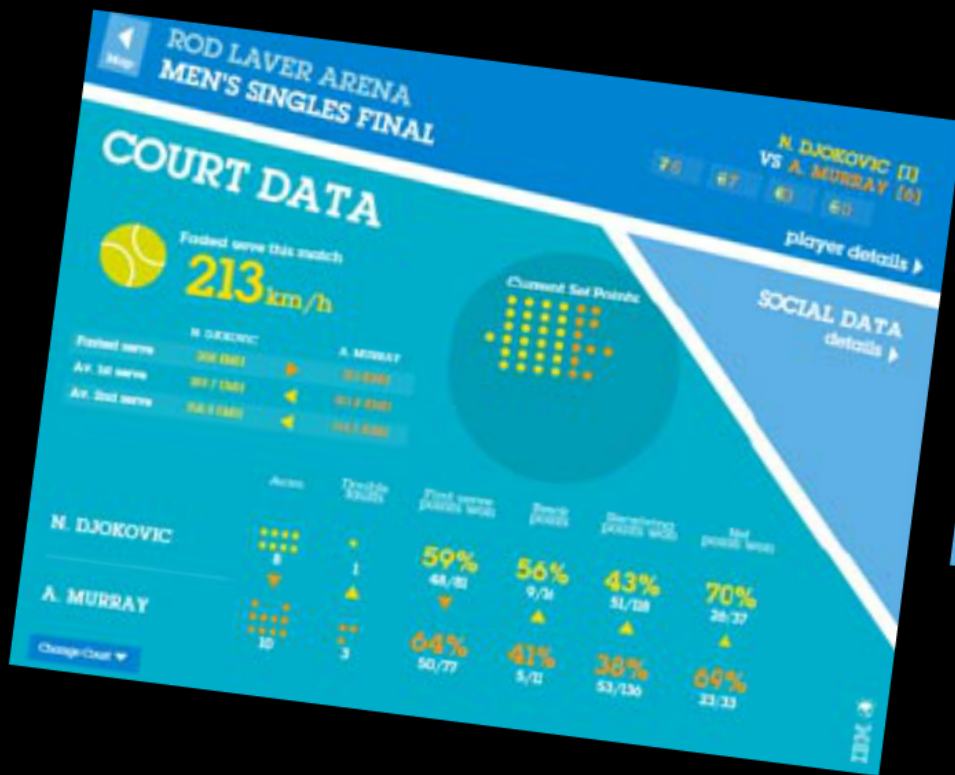
TIME SPENT ON iOS & ANDROID CONNECTED DEVICES

14%
Browser

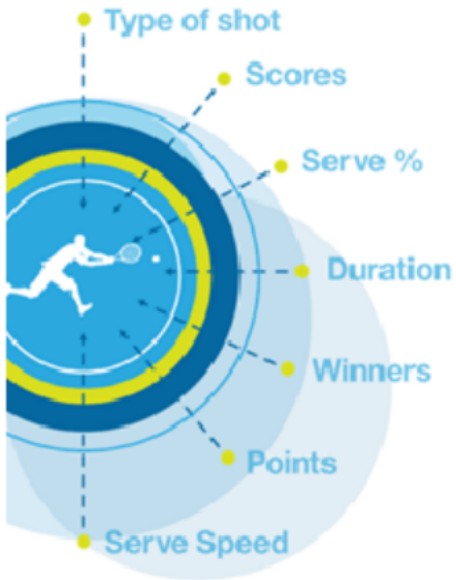


86%
Apps

REAL-TIME ANALYTICS



REAL-TIME ANALYTICS



australian open WOMEN'S SINGLES - ROD LAVER ARENA - QF
A.Ivanovic vs. E.Bouchard
SLAMTRACKER SMARTER ANALYTICS BY **IBM.**

A.IVANOVIC (14) 30 3
E.BOUCHARD (30) 30 3

SERVE SPEED: 136 KM/H MATCH DURATION: 22

LIVE KEYS TO THE MATCH MATCH STATISTICS

SET 1 2 3 4 5

RESUME LIVE FEED

Total Points

GAME 6: A.Ivanovic is serving.

E.Bouchard wins the game with a forehand Winner.
Game Summary

40 - 15 A.Ivanovic loses the point with a backhand Unforced Error.
Total Points

30 - 15 A.Ivanovic loses the point with a forehand Forced Error.
Forced Errors

10 - 10 C.F. RAJIKOVICH LAZER #10

GAME SUMMARY: RECEIVING POINTS WON (Game 5)

Player	Total Receiving Points	Percentage
Ivanovic	17	24%
Bouchard	11	27%

REAL-TIME ANALYTICS

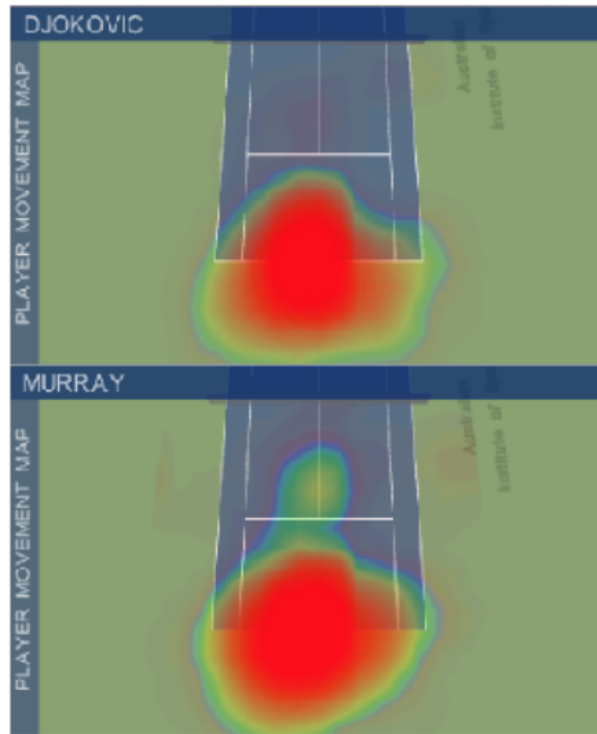


MATCH SUMMARY • SET 1 • SET 2 • SET 3 • SET 4 • SET 5

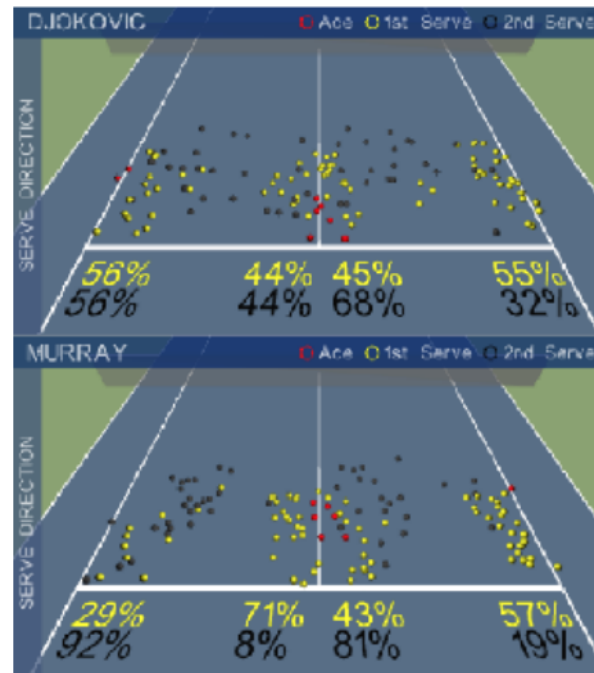
MATCH STATISTICS

OVERALL MATCH STATS	SERVE STATS	RETURN STATS	RALLY STATS	DIR. SERVE STATS
Novak Djokovic	Stats		Andy Murray	
8	Aces		10	
1	Double faults		3	
81/136 (60 %)	1st serves in		77/118 (65 %)	
48/81 (59 %)	1st serve points won		50/77 (65 %)	
34/55 (62 %)	2nd serve points won		14/41 (34 %)	
205 KMH	Fastest serve		213 KMH	
100 KMH	Average 1st serve speed		184 KMH	
158 KMH	Average 2nd serve speed		134 KMH	
20/37 (70 %)	Net points won		23/33 (70 %)	
9/16 (56 %)	Break points won		5/12 (42 %)	
54/118 (46 %)	Receiving points won		54/136 (40 %)	
53	Winners		41	
40	Unforced errors		49	
136	Total points won		118	
4332	Distance Covered (Metres)		4411	
17.00	Dist. Covered/Pt. (Metres)		17.37	

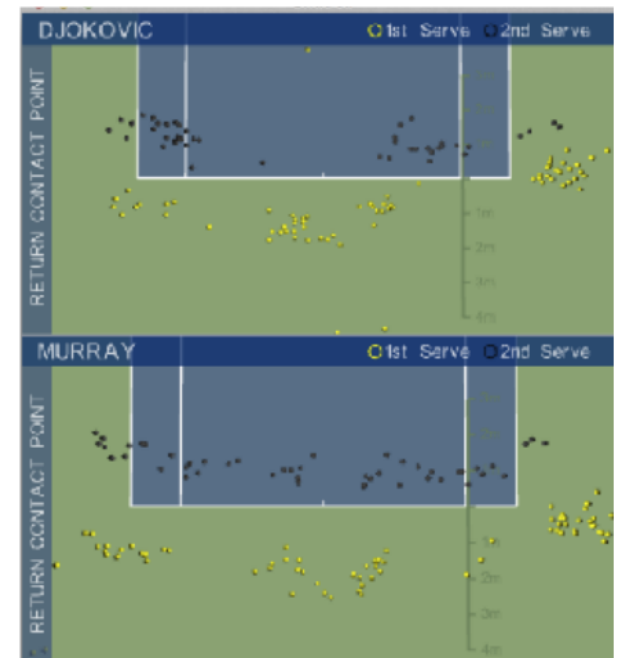
REAL-TIME ANALYTICS



Player A	Player Movement	Player B
4933 m	MATCH DISTANCE	5134 m
1246 m	AVERAGE SET DISTANCE	1284 m
1.17 m/sec	AVERAGE MOVEMENT SPEED	1.19 m/sec
4.97 m/sec	MAXIMUM MOVEMENT SPEED	5.20 m/sec
1.64 m/sec	AVERAGE MAXIMUM MOVEMENT SPEED	1.92 m/sec
18 m / 19 m	AVERAGE DISTANCE ON WON / LOST	17 m / 26 m
14 m / 12 m	AVERAGE DISTANCE ON SERVE / RECEIVE	15 m / 12 m






Player A	Serve Statistics	Player B
8	ACES	7
4	DOUBLE FAULTS	5
60%	1ST SERVE %	64%
69%	1ST SERVE POINTS WON	72%
68%	2ND SERVE POINTS WON	48%
27%	1ST SERVES UNRETURNED	32%
8%	2ND SERVES UNRETURNED	12%
198 km/hr	FAST 1ST SERVE SPEED	204 km/hr
174 km/hr	AVERAGE 1ST SERVE SPEED	173 km/hr
15.8 km/hr	AVERAGE 2ND SERVE SPEED	129 km/hr




Player A	Return Statistics	Player B
17% / 48%	RETURN POINTS WON (1ST SERVES / 2ND)	23% / 28%
0.24 m BEHIND	AVERAGE RETURN POSITION - 1ST SERVES	0.79 m BEHIND
1.23 m IN FRONT	AVERAGE RETURN POSITION - 2ND SERVES	1.11 m IN FRONT
73% / 92%	RETURNS MADE (1ST SERVES / 2ND)	68% / 88%
1.13 m / 1.50 m	AVERAGE CONTACT HEIGHT (1ST SERVES / 2ND)	1.20 m / 1.49 m
0.28 m / 0.45 m	AVERAGE NET CLEARANCE (1ST SERVES / 2ND)	0.27 m / 0.40 m
N/A	SLICE / TOPSPIN / FLAT	N/A
76 km/hr	AVERAGE 1ST SERVE RETURN SPEED	76 km/hr
111 km/hr	AVERAGE 2ND SERVE RETURN SPEED	99 km/hr



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Australian Open TV

 125,673

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Australian Open 2016: The Film



Suggested by Australian Open TV

15:51 / 16:00

Australian Open 2015: The Film

30,796 views · 3 weeks ago











For fourteen days in January the eyes of the world are drawn towards the drama and spectacle of one of the world's biggest sporting events. Fans live the highs. The media picks over the lows. And at the end of the fortnight we all celebrate the two players left standing. That is the Australian Open, and this is the official film. We hope you enjoy it.

Watch more exclusive content at <http://www.ausopen.com>

SUBSCRIBE to the Australian Open YouTube Channel: <http://www.youtube.com/ausopen>

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-  **Hopman Cup**

2015 Australian Open - Quick hits



LIVE

AO MORNING SHOW

HIGHLIGHTS

INTERVIEWS

FEATURES

OPEN DRIVE


ROLEX

OFFICIAL TIMEKEEPER
OF THE AUSTRALIAN OPEN



The Australian Open Afternoon Show - Day 14



AO Morning Show

Join us for the AO Morning Show Live



A detailed screenshot of a tennis broadcast interface on a monitor. The interface is divided into several sections:

- Top Bar:** Includes logos for "Australian Open", "IBM", and "MY 5 TV". It also features navigation tabs for "PLAYERS INFO", "SCORES", "ON COURT", and "MATCH ANALYSIS".
- Match Info:** Shows the match between "S. LAMSI" and "S. BOUTANOV" with a score of 0-2, 2-0. The match is scheduled for "Thursday 26th Aug".
- Main Video:** A large window showing a live broadcast of a tennis match on a blue court. A player in a yellow shirt is visible on the court.
- Match Statistics:** A table comparing "LIVE" and "MY 5 TV" statistics.

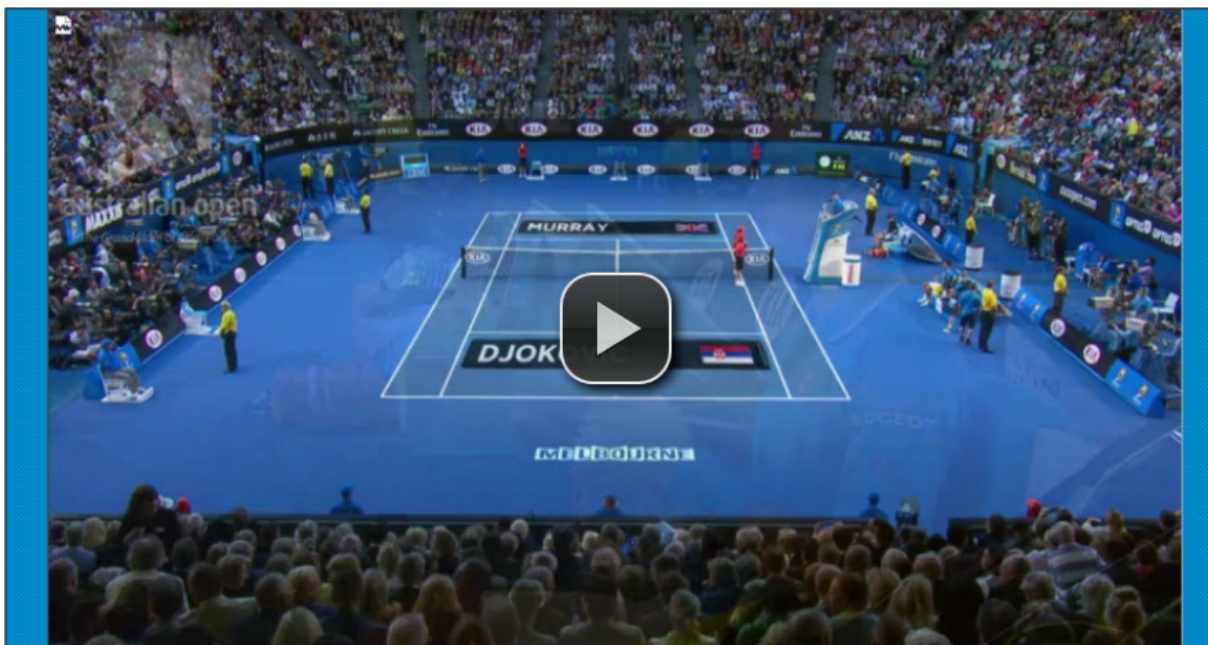
STAT	LIVE	MY 5 TV
ACES	2	2
DOUBLE FAULTS	6	3
1ST SERVE %	64%	67%
1ST SERVE PTS WON	64%	64%
2ND SERVE PTS WON	40%	40%
RETURNS ON PLAY	60%	60%
BREAK PTS WON	7/9	7/9
NET POINTS WON	5/14	5/14
FUZZY BOUNCES	15	5
TOTAL SHOT LENGTHS	24	9
TOTAL PTS WON	32	46
100 KM/H	145.2	145.2
16.7 KM/H	145.2	145.2
- Bottom Section:** Features a "PREVIOUS COURT" and "NEXT COURT" section with small video thumbnails showing other tennis-related content.

AUSTRALIAN OPEN 2015: MATCH ANALYSIS

MAIN MENU > MATCH ANALYSIS

Men's Singles Final: February 1, 2015

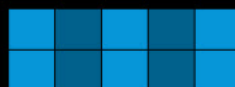
N.Djokovic (SRB) vs. A.Murray (GBR)



Click on video to begin playback.

N.Djokovic (SRB) [1]

A.Murray (GBR) [6]



Set 1 - 7-6 Djokovic

Game 1 - N.Djokovic Serving at 0/0

N.Djokovic loses the point with a Forehand

PREV POINT

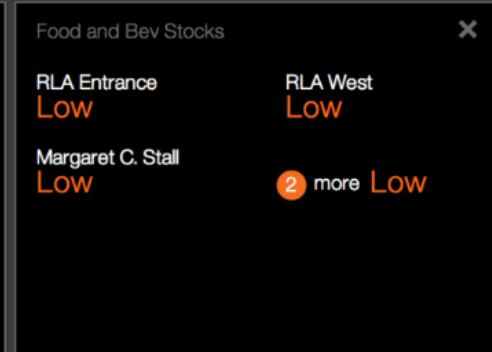
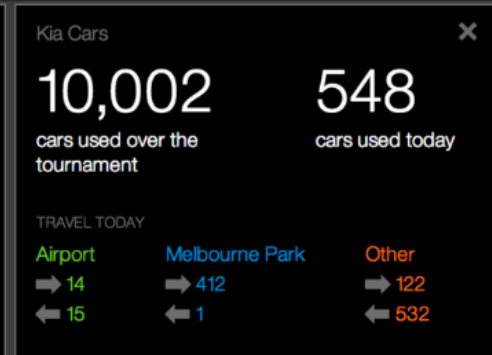
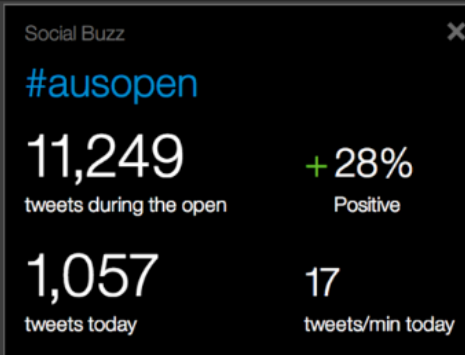
PAUSE

PLAY

NEXT POINT



Finals week at the
2015 Australian Open with
IBM CrowdTracker



Notifications

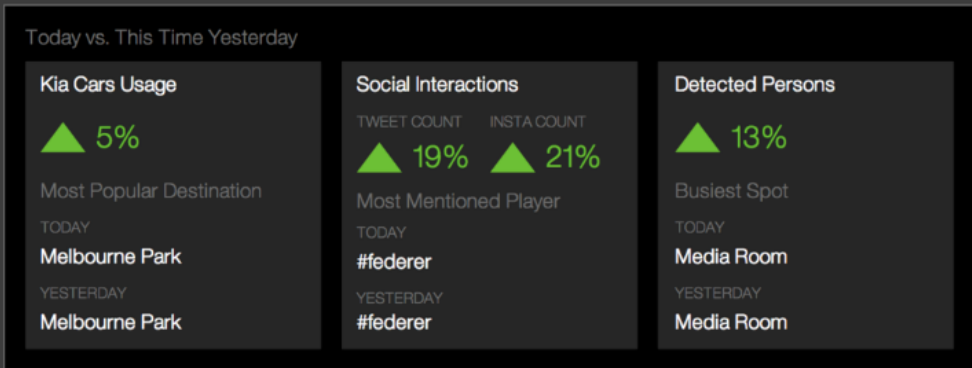
- Long Queues at Rod Laver Arena
- Only 2 available Kia cars
- Large crowds at Heineken Beer Garden

Suggestions

- Set up extra ticket scanning stations
- Deploy staff to redirect queues
- Deploy mobile merchandise/promotions team
- Activate social media to inform public

[Dismiss this notification](#)

Page 1 of 3







#nolefam
NOVAK DJOKOVIC
RANKING: 1 ▲ 3RD

1

89%
■ POSITIVE SENTIMENT

333,018
TWEETS

+ More



#andymurray
ANDY MURRAY
RANKING: 2 ▲ 5TH

2

83%
■ POSITIVE SENTIMENT

111,121
TWEETS

+ More



#serenawilliams
SERENA WILLIAMS
RANKING: 3 ▼ 1ST

3

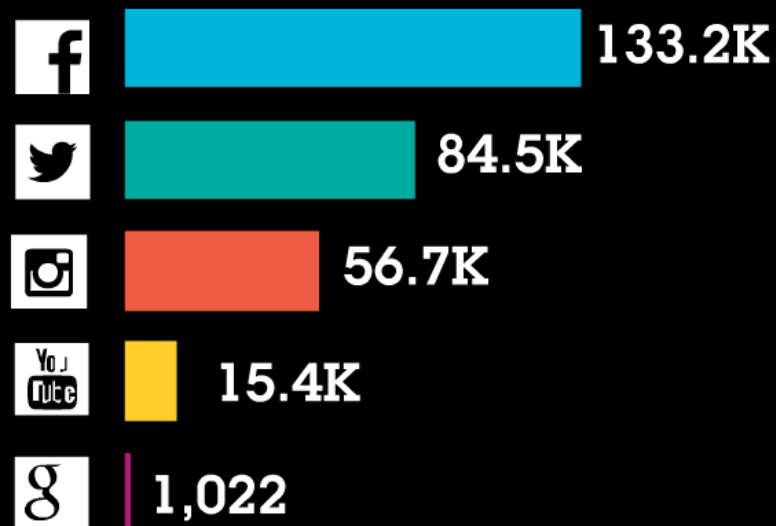
98%
■ POSITIVE SENTIMENT

43,099
TWEETS

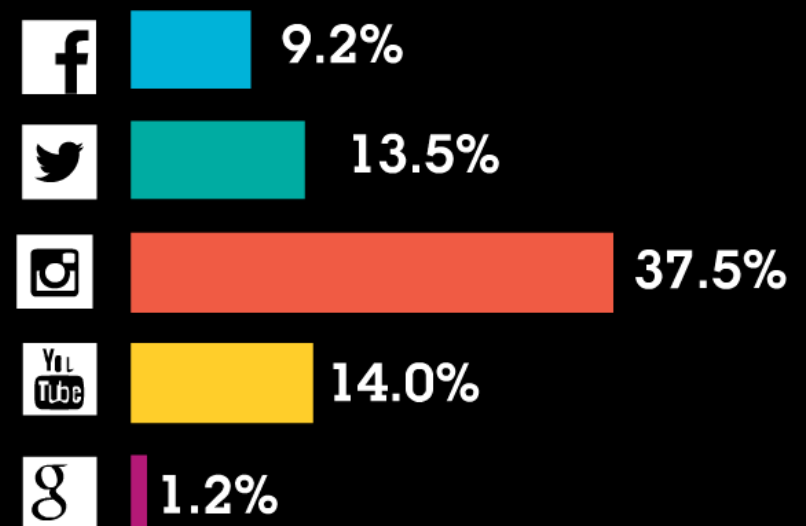
+ More

SOCIAL ENGAGEMENT

Audience Growth Totals

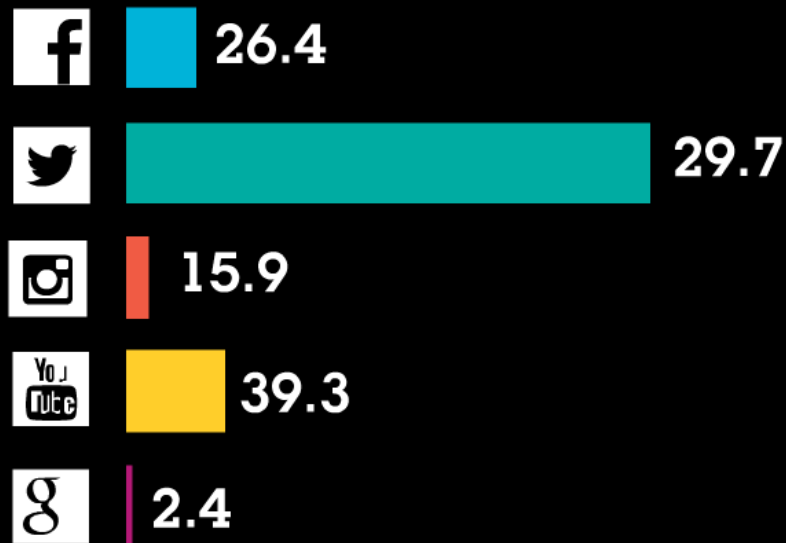


Audience Growth Rate

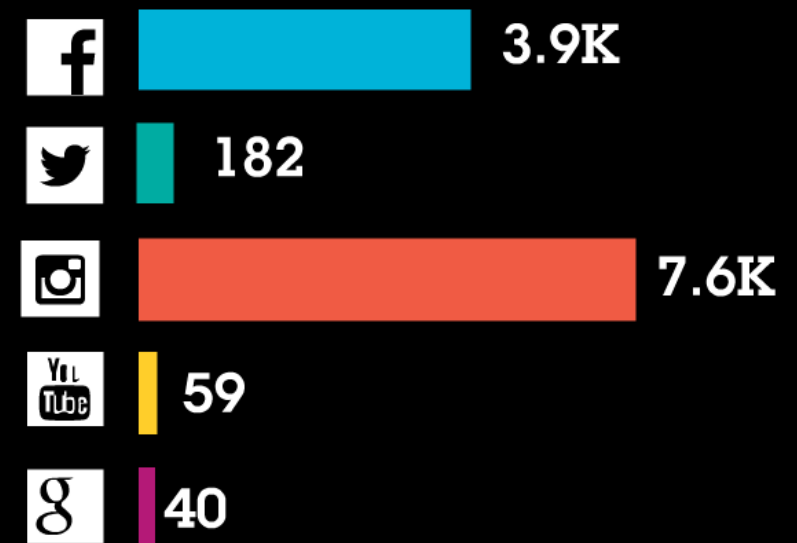


SOCIAL ENGAGEMENT

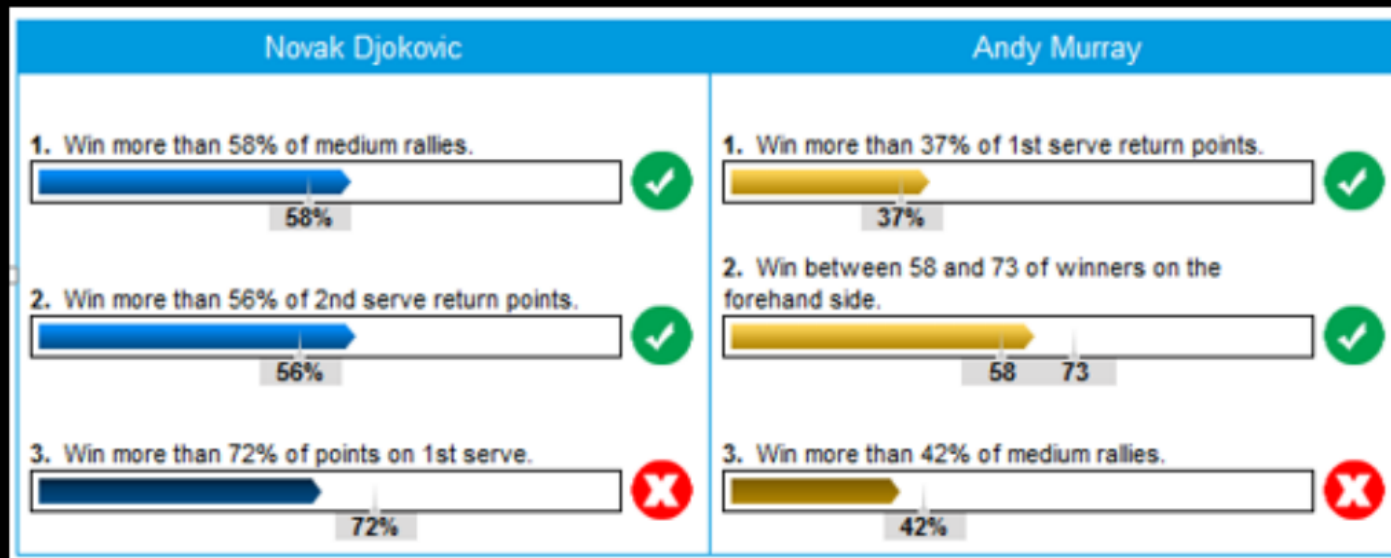
Average Brand Posts Per Day



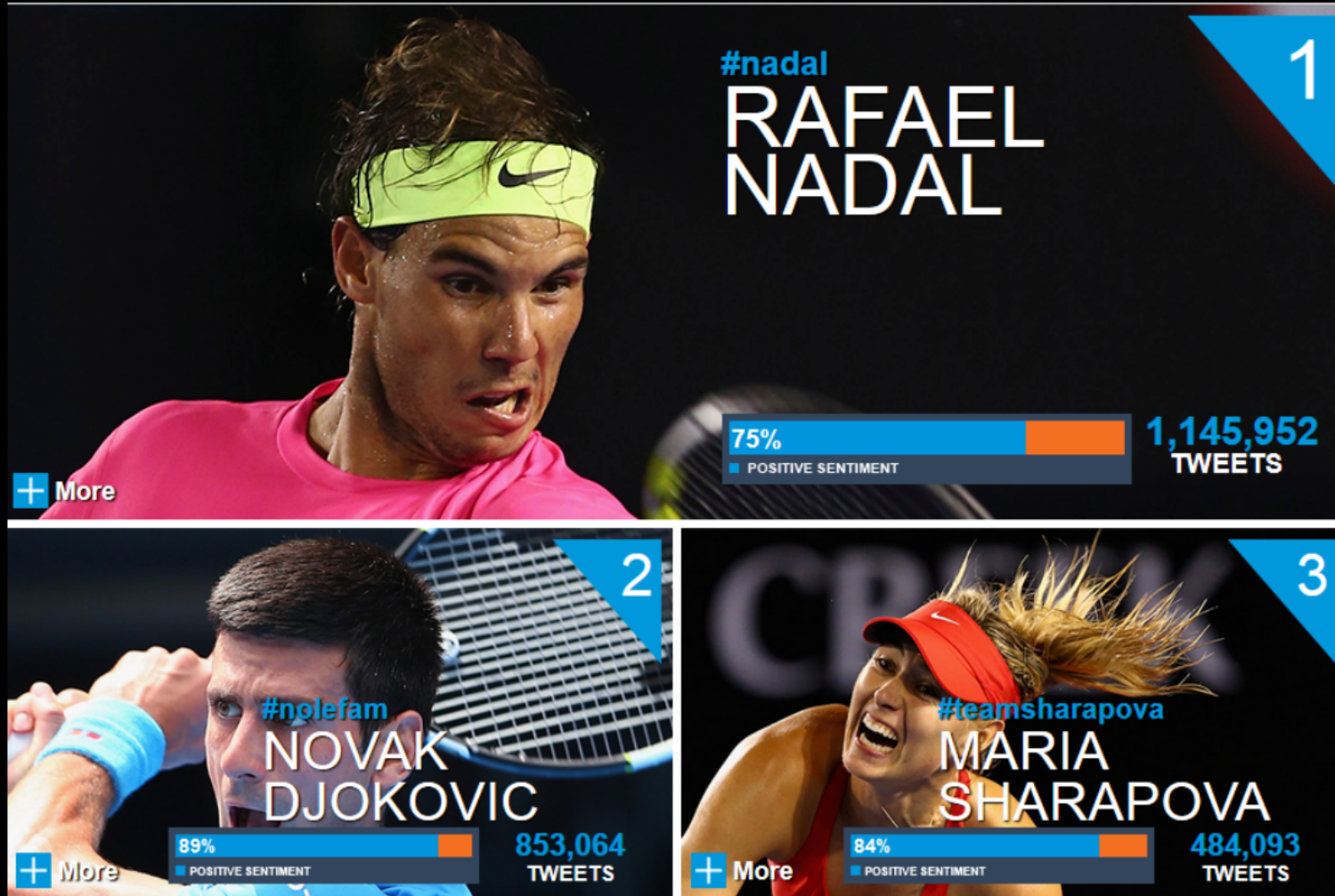
Average Engagement Per Brand Post



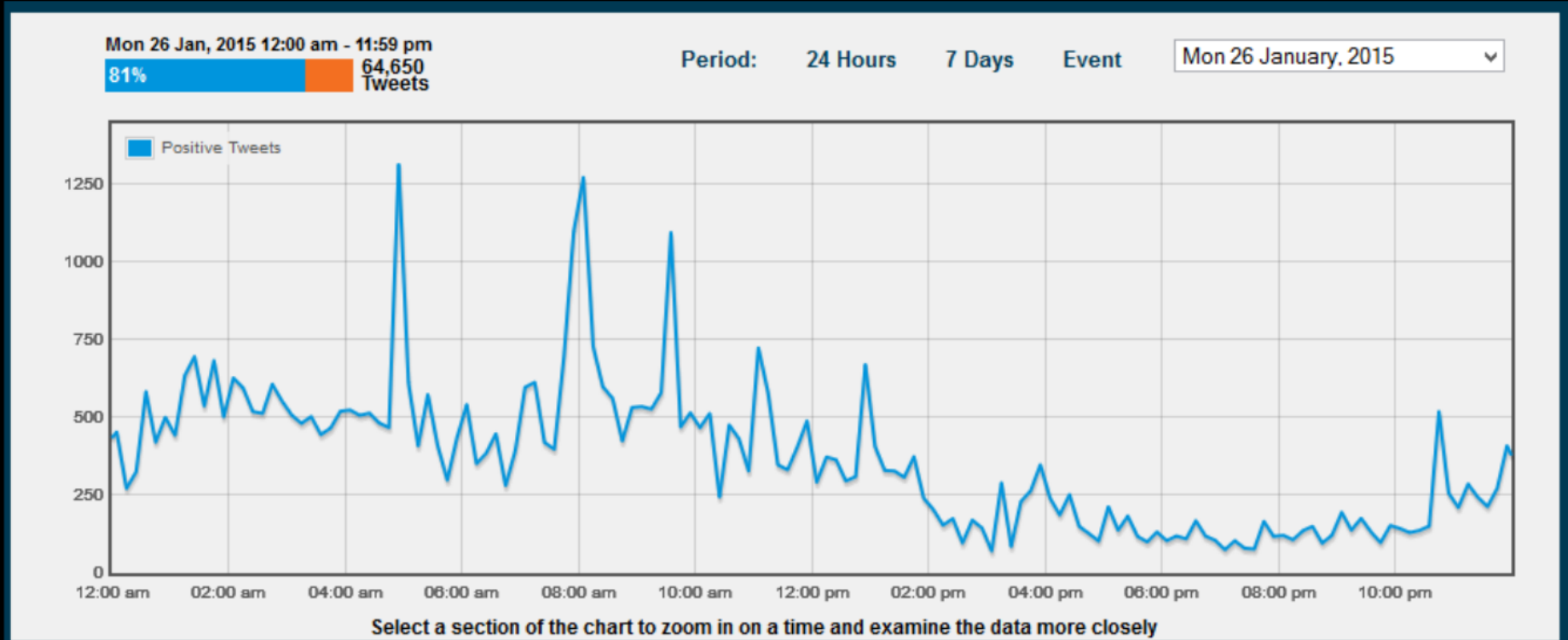
PREDICTIVE ANALYTICS



PREDICTIVE ANALYTICS



PREDICTIVE ANALYTICS



Rafael Nadal

Country Spain
Birthdate 03 June 1986
Singles Ranking 3

[View Player Profile](#)

Overall

75%

1,145,952
Tweets

Today

72%

42,894
Tweets



■ POSITIVE SENTIMENT

Smarter Security Video



New York 11:49:39

Augusta 11:49:39

Pinehurst 11:49:39

London 16:49:39

Paris 17:49:39

Beijing 23:49:39

Melbourne 2:49:39



CLOUD COMPUTING

Private Cloud

- Flexible, scalable and secure
- Handle 100 times usual year-round volume
- Dynamically scale capacity when needed with IBM Dynamic Cloud Provisioning
- Look at multiple sources of information

SUCCESSFUL EVENT



- Engage Fans & Consumers
- Leverage Real-Time Analytics
- Create Rich Content
- Promote Brand
- Add Value to Sponsors
- Re-invest in the Sport