

MELBOURNE PARK 14-27 JANUARY 2013



australian open

The Grand Slam of Asia-Pacific



AUSTRALIAN OPEN 2013



BY THE NUMBERS





MELBOURNE PARK TRANSFORMS

A stunning addition to Melbourne Park, the National Tennis Centre was unveiled in the lead-up to Australian Open 2013. The state-of-the-art design provided an extra eight indoor and five outdoor Plexicushion courts, eight Italian clay courts, plus advanced gymnasium, recovery, training and video-analysis facilities.

Acting as a new practice area for elite players during the Australian Open as well as a fabulous year-round facility for player development in Australia, the National Tennis Centre forms just part of the extensive redevelopment of Melbourne Park, securing the Australian Open's future in Melbourne until at least 2036.

Australian Open fans had access to more open spaces, shaded areas, improved ticket facilities and more food and beverage options than ever before. As the new-look Melbourne Park took shape, fans enjoyed the following changes at Australian Open 2013:

- a new pedestrian bridge over Olympic Boulevard, named after Olympic tennis and athletics champion Edwin Flack, completed a direct link between the MCG, Melbourne Park and AAMI Park
- an expanded staircase eased traffic flow between Garden Square and the concourse

- the framework of the second tier on Margaret Court Arena was well underway
- the National Tennis Centre, in the Eastern Plaza, including practice courts and recovery facilities, were available to players during Australian Open 2013
- the eight clay courts were completed for Australian Open 2013 and provided valuable preparation for players heading to Davis Cup and Fed Cup ties in Europe in February
- new entrances for Hisense Arena and improved ticketing facilities
- two new balcony areas overlooking Grand Slam Oval on the western side
- elevated viewing deck over major practice courts that allowed fans to see the stars warming up
- dedicated MLC Tennis Hot Shots courts in Garden Square and Court 4 allowed kids to experience the game.



Spaniard David Ferrer visited the newly-opened state-of-the-art National Tennis Centre, featuring eight Italian clay courts, during Australian Open 2013. Additional Plexicushion practice courts and recovery facilities were also available to elite players.





MEMORABLE 2013 EVENT

Tennis stars from around the globe competed for sporting glory and record prize money at Australian Open 2013. After a fortnight of brilliant tennis action it was Novak Djokovic and Victoria Azarenka who claimed the singles titles.

Djokovic and Azarenka were the first pair of defending champions in 15 years to return to Melbourne Park as the top seeds. In winning the Norman Brookes Challenge Cup again, Djokovic earned his sixth Grand Slam title, and joined Andre Agassi and Roger Federer as a four-time Melbourne champion.

Americans Bob and Mike Bryan won a record-breaking 13th Grand Slam doubles title as a pair. The win saw the Bryan brothers move past Australian greats John Newcombe and Tony Roche, winners of 12 major titles, to become the most successful doubles pair in tennis history.

Italians Sara Errani and Roberta Vinci claimed their third major title from the past four Slams, against Australian wildcards Casey Dellacqua and Ashleigh Barty. There were homegrown winners in the mixed (Matthew Ebden and Jarmila Gajdosova), boys' singles (Nick Kyrgios) and boys' doubles (Jay Andrijić/Bradley Mousley). Croatian Ana Konjuh claimed the girls' singles title and a host of former tennis greats lit up the Legends' event.

Aniek Van Koot and Shingo Kunieda took out the women's and men's wheelchair singles titles respectively, while David Wagner claimed the quad wheelchair singles.

Drama, emotion and moments of brilliance were played out in front of huge crowds and millions more around the world on TV and online, cementing the Australian Open's standing as one of the world's greatest sporting and entertainment events.

Crowds were greeted with a fortnight of brilliant Melbourne weather, Li Na continued to entertain with both her tennis and sense of humour, and Andy Murray was a three-time Australian Open finalist.



BY THE NUMBERS

Two classic finals, nine Australian finalists and massive crowds highlighted Australian Open 2013 at Melbourne Park. The blistering on- and off-court action showcased the event at its finest.

BROADCAST & MEDIA

Forty different countries sent media professionals and more than 1000 broadcast media representatives covering over 27 networks were accredited.

720+



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

200+

number of countries broadcast to

Asian media represented 22 per cent of all international accredited media

22%

ON-COURT ACTION

There were 15 Grand Slam champions with a collective 60 Grand Slam singles titles in the 256 main draw playing field. Five former world No.1s and a further nine former top 10 players contested the annual Legends' event.

548

players competed at Australian Open 2013



47

nations were represented in the main draw singles



VICTORIA AZARENKA

World No.1 and top seed Victoria Azarenka became the eighth woman in history to win back-to-back Australian Open singles titles

943

challenges were made by players during the tournament



Novak Djokovic became the first man since Australian tennis legend Roy Emerson to win three Australian Open singles titles in a row

NOVAK DJOKOVIC



233

Canada's Milos Raonic clocked the fastest serve of the tournament

764 sets

were played in 127 matches in the men's draw, with 60 matches (47 per cent) going beyond three sets. In 127 matches in the women's field, 41 matches (32 per cent) went to three sets

13



Bob and Mike Bryan claimed a record 13th Grand Slam men's doubles title

ATTENDANCE

A record daily attendance was achieved at 15 sessions in 2013, including a Grand Slam event daily attendance record on the middle Saturday (Heineken Saturday) with 80,735.

FACES

Famous faces in the crowd included Shane Warne, Elizabeth Hurley, Geoffrey Rush and Kevin Spacey (below)



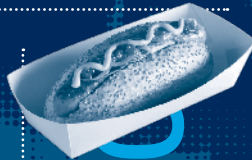
684,457



fans attended Australian Open 2013

TOURNAMENT OPERATIONS

More than 5000 staff, contractors and volunteers employed by Tennis Australia, Melbourne Olympic Parks Trust (MOPT) and catering suppliers Delaware North worked behind the scenes.



35,000

gourmet sausages were enjoyed by fans

38⁺



ballkids including 338 from Victoria, 23 from interstate, 20 from Korea and six from China

INFORMATION TECHNOLOGY

There were 334 AO Vision systems (IPTV) installed, including 328 in media and broadcast areas providing live and replay features.



42,000

devices detected by AO Wi-Fi, with an average connection of 40 minutes per user

60

terabytes of data and video assets stored by Tennis Australia during the event



45 km

of network cables wired throughout the venue and 6 km of new fibre optic

DIGITAL & SOCIAL MEDIA

The tournament saw 15.5 million unique users across all digital platforms, including mobile and australianopen.com. Roger Federer was the most popular male player during the event (with 348,799 profile page views) and Sloane Stephens the most popular female (with 252,804).

363

million page views



886,661

likes on the Australian Open Facebook page

6.95

million page views from China



119

million the number of page views on the official Australian Open iPhone app



156,760

Twitter followers



COMMUNITY TENNIS

Seventy three MLC Tennis Hot Shots and Super 10s participants tossed the coin prior to matches and 610 kids played in MLC Tennis Hot Shots exhibitions.



12,250

fans, including celebrities Andre Agassi and Redfoo (left) played on the MLC Tennis Hot Shots courts

A record crowd of more than 15,000 attended Kids Tennis Day on Saturday 12 January



15k⁺



799,505

calories burned during Cardio Tennis activations



TOURNAMENT RESULTS

MAIN DRAW

MEN'S SINGLES

[1] Novak Djokovic (SRB) d [3] Andy Murray (GBR) 6-7(2) 7-6(3) 6-3 6-2

WOMEN'S SINGLES

[1] Victoria Azarenka (BLR) d [6] Li Na (CHN) 4-6 6-4 6-3

MEN'S DOUBLES

[1] Bob Bryan/Mike Bryan (USA) d Robin Haase/Igor Sijsling (NED) 6-3 6-4

WOMEN'S DOUBLES

[1] Sara Errani/Roberta Vinci (ITA) d Ashleigh Barty/Casey Dellacqua (AUS) 6-2 3-6 6-2

MIXED DOUBLES

Jarmila Gajdosova/Matthew Ebden (AUS) d Lucie Hradecka/Frantisek Cermak (CZE) 6-3 7-5

JUNIORS

JUNIOR BOYS' SINGLES

[3] Nick Kyrgios (AUS) d Thanasi Kokkinakis (AUS) 7-6(4) 6-3

JUNIOR GIRLS' SINGLES

[3] Ana Konjuh (CRO) d [2] Katerina Siniakova (CZE) 6-3 6-4

JUNIOR BOYS' DOUBLES

Jay Andrijić/Bradley Mousley (AUS) d Maximilian Marterer/Lucas Miedler (GER/AUT) 6-3 7-6(3)

JUNIOR GIRLS' DOUBLES

[1] Ana Konjuh/Carol Zhao (CRO/CAN) d [6] Oleksandra Korashvili/Barbora Krejčíková (UKR/CZE) 5-7 6-4 [10-7]



After two weeks of stunning tennis action at Australian Open 2013, champions (clockwise from top) Novak Djokovic, Victoria Azarenka, Nick Kyrgios, Ana Konjuh, Shingo Kunieda and Aniek Van Koot claimed their respective titles.

WHEELCHAIR

MEN'S WHEELCHAIR SINGLES

[2] Shingo Kunieda (JPN) d [1] Stephane Houdet (FRA) 6-2 6-0

WOMEN'S WHEELCHAIR SINGLES

[1] Aniek Van Koot (NED) d [2] Sabine Ellerbrock (GER) 6-1 1-6 7-5

MEN'S WHEELCHAIR DOUBLES

[2] Michael Jeremiasz/Shingo Kunieda (FRA/JPN) d Stefan Olsson/Adam Kellerman (SWE/AUS) 6-0 6-1

WOMEN'S WHEELCHAIR DOUBLES

[1] Jiske Griffioen/Aniek Van Koot (NED) d [2] Lucy Shuker/Marjolein Buis (GBR/NED) 6-4 6-3

QUAD WHEELCHAIR SINGLES

[1] David Wagner (USA) d [2] Andrew Laphorne (GBR) 2-6 6-1 6-4

QUAD WHEELCHAIR DOUBLES

[1] David Wagner/Nicholas Taylor (USA) d [2] Andrew Laphorne/Anders Hard (GBR/SWE) 6-2 6-3



FAST FACTS

TOTAL PRIZE MONEY

AUD\$30 MILLION

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

AUD\$2.43 MILLION

SURFACE

PLEXICUSHION

SESSIONS OF PLAY

11 DAYS, 11 NIGHTS AND THREE TWILIGHT SESSIONS



For more information please contact Tennis Australia
Melbourne Park, Batman Avenue Richmond Vic 3121
Phone +61 3 9914 4000 Website www.australianopen.com

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