

WSC
SPORTS

ATP
MEDIA

Emirates

ATP TOUR

Emirates

YOKOHAMA
TYRES

ROMA

ATP Media CASE STUDY



How ATP Media Built a Live Content Engine for Global Tennis Fans

ATP Media manages broadcast production, rights distribution, and digital delivery for more than 50 ATP Tour events each year. That includes the BNP Paribas Open, Miami Open presented by Itau, Rolex Monte-Carlo Masters and Nitto ATP Finals. With a year-round calendar and millions of fans following the sport globally, delivering timely, relevant content at scale is critical to maintaining engagement.

By partnering with WSC Sports, ATP Media serves tennis fans in a whole new way — turning every match moment into a real-time, multi-format fan experience across Tennis TV, digital platforms, and a global network of partners.

“

There are so many matches, so many players and personalities. We want to tell all of these stories - and trying to do that without WSC Sports was a massive challenge.

”

Alan Bruno, Head of Business Development, ATP Media

KEY RESULTS

178K

total videos
created

40%

of published videos
were cropped for
vertical formats

177%

increase in amount of
content shared with
commercial partners



The Challenge

How do you keep up with a sport that never stops? ATP Media represents the commercial and broadcast rights of the ATP Tour, delivering content from more than 50 tournaments across a continuous global calendar, including some of the most-viewed events in the world, Rolex Shanghai Masters, the Mutua Madrid Open and the Internazionali BNL d'Italia in Rome.

Matches take place across time zones, and players like Carlos Alcaraz and Jannik Sinner compete simultaneously. Multiple storylines evolve in real time. At the same time, fan behavior has changed. Audiences no longer wait for post-match coverage; they expect instant access to key moments, tailored to the platforms and formats they use every day.

This creates a fundamental challenge: how do you capture, package, and deliver every meaningful moment — across matches, players, and tournaments — and share it all fast enough to keep up with the demand from fans?

From live match highlights to behind-the-scenes content and player-driven storytelling, ATP Media needed a way to operate at the speed and scale of the sport itself.

Delivering such a massive volume of content across its owned platforms and partner ecosystem would require significant manual effort and limit the ability to fully engage global audiences.

“

WSC has had an enormous impact on us; we like to think of them as our perfect doubles partner out on the tennis court.

”

Michael Thorne, Head of Content, Tennis TV





The Solution

Together with WSC Sports, ATP Media has built a centralized content engine that transforms live action and surrounding content into multiple formats in real time.

This system powers multiple layers of ATP Media's content operation:

Real-time highlights inside Tennis TV

Using WSC's Enhanced Live API, in-match highlights are delivered directly to Tennis TV's apps and website. Fans can instantly rewatch key rallies and pivotal moments while the match is still unfolding; making highlights part of the live viewing experience, not just shoulder content to watch if you missed something. This WSC Sports delivered experience is also being rolled out to ATP Media's broadcast partners as part of its ATP+ offering.

Vertical storytelling and In-App Experiences

With the launch of the new Tennis TV mobile and tablet apps, ATP Media introduced vertical, story-driven formats that everyone knows and loves from social media into its OTT platform. These stories bring short-form, mobile-native content into a premium owned environment, aligning with how fans consume sports content across social platforms.

Global partner distribution at scale

Through the WSC Partner Portal, ATP Media distributes highlights, interviews, key moments, and other exclusive content to its global network of broadcasters and publishers. Partners gain immediate access to match footage, enabling consistent, high-quality coverage across markets without delay.

AI-powered content ingestion and discovery

WSC's AI-driven indexing automatically captures and tags content from across tournament environments - including press conferences, practice sessions, and player appearances. This allows ATP Media teams to quickly surface relevant moments and expand storytelling beyond the match itself.

Together, these capabilities enable ATP Media to turn every match into a continuous stream of content pre-set to meet the needs of all platforms, formats, and audiences.



Takeaways

01



NEAR-LIVE CONTENT IS PART OF THE LIVE EXPERIENCE

Near-live content directly into the Tennis TV service. Highlights are delivered quickly into the live product, giving fans more control over how they experience matches.

02



OWNING THE FAN EXPERIENCE ACROSS FORMATS

By introducing vertical, short-form storytelling within its owned platforms, ATP Media reduces reliance on third party platforms like social media to engage fans. The organization can now deliver the experience fans love and are familiar with on these platforms, while maintaining full control over branding, data, and monetization opportunities.

03



OPERATING AS A GLOBAL CONTENT HUB FOR ATP'S MEDIA PARTNERS

ATP Media is not only producing content for its own platforms, but powering an entire ecosystem of broadcasters, publishers, tournaments, players, and partners. With powerful automation, the organization can distribute high-quality content instantly across its network, ensuring every distribution point can engage fans with the moments that matter.



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