

**PROFESSIONAL TENNIS LEAGUE (PTL) – PLAYERS FUEL REVENUE AND REVENUE FUELS PLAYERS (edited 9/24/24)**

Professional tennis is in the entertainment business. The answer to “Why?” in any business setting is almost always “To increase revenue.” An equally important question for professional tennis is “Where do we invest increased revenue?”

**THE PRIORITY**

Think of PTL as an investment plan. Unlike other pro tennis biz models, PTL’s job is to explode revenue to invest in player development. Players are pro tennis’ core product and the current pro tennis system plays no significant role in maximizing their product pipeline. What successful business, let alone sports league, competes for market share at top levels without command of their product – product that is directly responsible for increasing media rights, commercial partnerships, expansion to new markets, infrastructure and capital improvements, ability to convert new generations of athletes and fans, merch and licensing, tickets and beers, etc.? Each tour’s success is currently hinging on 3-5 promotable stars at most. To note, stars who forged their own paths while the tours welcomed the benefits. That’s a very limited product for simply maintaining core interest let alone growing interest – fan interest, brand interest, media interest, new player interest.

**THE OPPORTUNITY**

There is no sport as ripe as tennis, a sport already boasting global competition, men and women, the 4<sup>th</sup> most popular sport in the world with more than a billion fans, ability to show live competition almost around the clock, diverse and massive betting demand, gladiatorial engagement, sex appeal, the most comprehensively tuned athletes in the world, new billionaire investment, exotic locations...But it can use a new white board...

**THE PLAN – Every action must be rooted in “PLAYERS FUEL REVENUE AND REVENUE FUELS PLAYERS”**

- **Aggregate** – One tennis league, men and women. The ability to go to market with one “tennis”. It’s where fans and brands make their biggest investment and it’s where greatest income for athletes is earned. Aggregation also consolidates league operational costs by bringing everything under one roof. **ADVANTAGE: REVENUE, PLAYERS, FANS, BRANDS, MEDIA**
- **Player development program** – Every player developed, supported via 8-10 global/regional training centers available to all league players (Tiers 1-3). Services include group coaching and training (tennis, physical, mental, nutrition), stringing, travel arrangements, housing assistance. Development staff will travel to tournaments with players. Aside from servicing the league, facilities can be income generators servicing consumers. **ADVANTAGE: PLAYERS**
- **Player representation** – Whether it be an association, a union or other means, players will have a legitimate seat at the table. Same as major league sports. **ADVANTAGE: PLAYERS (and long-term health of league)**
- **Equal prize money** – With one “tennis” comes one equal pay scale. Men make more money when events are combined and women’s sports have never been more valuable. **ADVANTAGE: PLAYERS**
- **Centralized league sales & data platform** – Data = Income. A centralized sales platform is a powerful tool that can prompt interaction and sales yearlong throughout the league by providing a bespoke menu of offerings across all events, Tiers 1-3. Single session and series tickets, travel programs, enhanced experiences, groups/corporate bookings, merchandise, etc. **ADVANTAGE: REVENUE, PLAYERS, FANS**
- **3-tier tournament structure** – Allows the sport to feature its most marketable and valuable product at the top, explore progressive and innovative practices at the core and initiate a healthier regional schedule at the foundation. **ADVANTAGE: REVENUE, PLAYERS, FANS, BRANDS, MEDIA**
  - o **Tier 1 (the ultimate revenue machine):** Top 56 men, 56 women. 10 combined mandatory events (plus the Majors). 9/10-day docudramas, all highly produced, progressively techy and interactive. Every event delivering tennis’ elite talent, no substitutes, groundbreaking production, highly immersive.
  - o **Tier 2 (Tomorrow’s most valuable advancements proving merit today):** Men and women ranked 57-112. 10 combined mandatory events (plus the Majors). A season allowing the cream to rise to the top while providing opportunity for research and development—perfecting innovative strategies that can transition to Tier 1 and help accelerate interest and value in the game.
  - o **Tier 3 (Starting grid @ PTL):** Men and women ranked 113-281+/- playing 14-18 mandatory events in a global/regional system: 28 players/draws in six regions or 56 players/draws in three regions or a mix that makes most sense financially and physically for the athletes and league. A region-specific schedule minimizes travel time and related costs while reducing physical and mental wear-n-tear on athletes.
  - o **Above tiers accommodate the number of players currently playing in main draws during a single week of professional tennis in ATP Tour and ATP Challenger level events. There are currently fewer women’s jobs each week at the Tour and Challenger level but PTL is about balance in the professional tennis product thus the equal number of men and women competing at each tier.**

33 Years Producing ROI (Return on Innovation): Tennis, Golf, Sports, Entertainment, Events, Strategy, Advertising, Media, TV, Production, Operations, Sponsorships, Government Relationships, Fulfillment, Tourism, Tax & Revenue Generation

- **3-tier tournament structure** (continuation)
  - o **Tier 4 (Gateway to PTL, not PTL operated):** Men and women ranked 281 +/- and below competing in an ITF and/or UTR circuit delivering players to Tier 3. PTL to work collaboratively with ITF and/or UTR to help create a healthy, marketable and commercially valuable series for rising players.
- **Promotion & relegation** – System moving players between tiers at end of season. Provides opportunity for a dramatic year-end special event to determine final movement. Adds a high-value media and gambling asset. **ADVANTAGE: REVENUE, PLAYERS, FANS, BRANDS, MEDIA**
- **Calendar & Formats** – A healthier schedule and season structure helping tennis athletes to consistently perform to their potential. **ADVANTAGE: PLAYERS, FANS, MEDIA**
  - o **Calendar options** providing greater balance between the four significant surface seasons, a week off between events, a midseason break and more time off at the end of the year
  - o **Semifinalists at each tournament receive first-round byes at the following event** on the calendar. Will assist and reward players who reach later rounds by giving them a physical break between events more in sync with the break their peers who lost earlier in the tournament receive.
  - o **Every match counts** – Players will no longer chase points to the detriment of their health as the “best of” rankings system promotes. All events are mandatory and players are committed to playing the events in their tier. Simultaneously, this will foster more intense competition as there are no “do-overs”.
  - o **Tennis balls to be consistent within each tier** – Whether via partnership with a single brand or adoption of uniform specs that manufacturers must adhere to.
- **Team component** – Adds another level of connection and entertainment for fans, a storyline for media, a gambling product for bettors and additional income via media, sponsorships and merchandising. Will also see players compete more aggressively because they’re not only playing for themselves. **ADVANTAGE: REVENUE, PLAYERS, FANS, BRANDS, MEDIA**
- **Marketability** – Stronger opportunity to develop storylines. Storylines are a priority marketing and media component in developing a connection with fans and brands. Knowing specific fields in each tier before the start of each season and the likelihood of more fan-favorite showdowns (due to smaller fields and events being mandatory) increases the volume of can’t-miss content. **ADVANTAGE: REVENUE, PLAYERS, FANS, BRANDS, MEDIA**
- **Broadcast and streaming product** – Featuring live betting, retail sales and sponsor engagement opportunities delivering a magnetic, highly transactional and interactive viewer experience. **ADVANTAGE: REVENUE, PLAYERS, FANS, BRANDS**
- **Fantasy gaming and betting** – Is magnified as a highly promotable entertainment, marketing and monetizable asset as players being committed to playing each event allows fantasy tennis team owners to draft players with the same conviction as fantasy football team owners draft players – knowing they’ll have the ability to start their drafted players every tournament throughout the season (with ability to substitute a bench player if a starter is injured). **ADVANTAGE: REVENUE, PLAYERS, FANS, BRANDS, MEDIA**
- **Event ownership** – Tier 1 event franchises privately owned. Tier 2 franchises owned by Tier 1 owners (similar to NBA team owners owning their G-league affiliate). Tier 3 events are partnerships between league and partners (private operators, federations). **ADVANTAGE: REVENUE, PLAYERS, BRANDS**
- **Post-career program** – Assists athletes with continuing education and/or career opportunities when their competing days have ended. **ADVANTAGE: PLAYERS**

Is the answer a Grand Slam takeover – bringing all professional tennis competition under one governance – or is tennis’ path to a potential-realizing future found in a new annual tour with new leadership in collaboration with the Grand Slams?

Forward-thinking...The answer to tennis’ stranglehold on market share doesn’t lie solely in the hands of professional tennis. Davis Cup and Billie Jean King Cup have the ability to play a very strategic role as does addressing the sport’s grass roots – making sure tennis more than competes with other sports, e-sports and non-sports activities battling for intelligent, energetic, athletic young people’s time.

### **...PLAYERS FUEL REVENUE AND REVENUE FUELS PLAYERS.**

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