

2023 APTA BOARD MEETING LIVE STREAMING/BROADCASTING COMMITTEE

MISSION STATEMENT

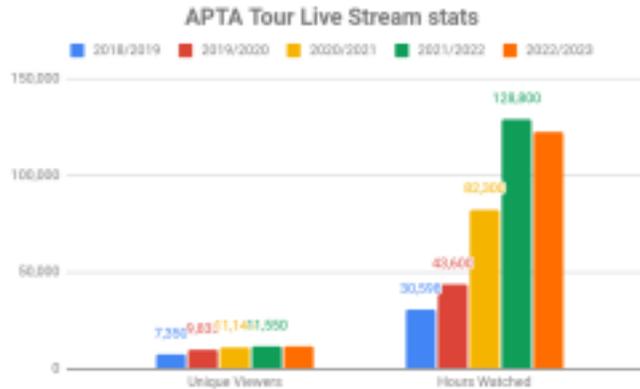
To stream platform tennis matches that promote and facilitate the growth of the sport. By inspiring people to play, highlighting the most competitive matches of each tournament and the camaraderie of the paddle community, along with providing instructional commentary, Live Streaming strives to engage viewers and players, as well as raise new and current players' level of passion for the game.

RESPONSIBILITIES

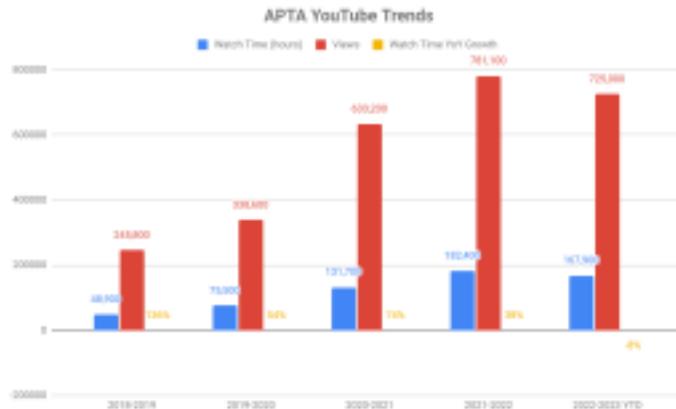
1. Oversee all broadcasting aspects of the APTA's Live-Streaming.
2. Liaison for the APTA with Tour Director(s), tournament directors and live streaming vendor(s) to provide a professional, entertaining, and consistent live streaming product for our membership.
3. Manage expectations and set up requirements with the APTA, Tour Director(s), and local Tournament Directors.
4. Ensure that APTA and local, if applicable, sponsorship commitments for live streaming are met.
5. Schedule commentators, as well as sponsors and guest interviews, for the tournaments on the Tour that have been chosen to be live-streamed.
6. Work directly with MiPaddle and Isabel Cabanne to insure media push for Tour tournaments and live streaming schedule is shared in a timely manner with membership via social media and email blasts.
7. Manage bidding process and negotiations annually between APTA and live streaming vendors.

ACCOMPLISHMENTS

1. **12 of the 13** APTA Tour Tournaments were streamed. The 2022-23 Tour included:
 - a. Montclair Open - Oct 15-16th
 - b. Medinah - Oct 21-23rd
 - c. Philly Cricket - Oct 29-30th
 - d. Chicago Charities (Grand Prix) - Nov 4-6th
 - e. Cleveland Masters - Nov 12-13th
 - f. Detroit (Grand Prix) - Dec 10-11th
 - g. The Midwesterns - Jan 14-15th
 - h. Boston Open (Grand Prix) - Jan 27-29th
 - i. Birchwood - Feb 4th
 - j. Short Hills (Grand Prix) - Feb 12th
 - k. Philly Open - Feb 24-26th
 - l. (Bourbon Ball - Feb 25-26th) - NOT STREAMED
 - m. APTA Nationals (Chicago)- March 9-12th
2. Total of **31 streaming days, up 34.7%** from the 2021-22 season.
3. Total Unique Viewers of 11,309, **down 2.1%** from a year prior, but **up 1.5%** from the 2020-21 season.
4. Total Hours Watched of 122,400, **down 5.0%** from a year prior, but **up 48.7%** from the 2020-21 season.



5. YouTube Trends: YouTube Watch Time and Views were **down 8.0% and 7.0%**, respectively, year over year. However, if we back out 2021-22 season as an outlier due to Covid19, YouTube Watch Time **increased 21.5%** and Views **increased 14.5%** comparing 2020-21 vs 2022-23 seasons.



6. Increased Live Streaming Vendors from one to three, successfully integrating MiPaddle and CPTC, both of which were professional, easy to work with, and proactive problem solvers.
7. Live Streaming Tournament allocation was broken down as follows:
 - a. EnetLive streamed 6 of the 12 streamed tournaments.
 - b. CPTC, headed by Matt McClure and backed by the Chicago League (John Noble), streamed three;
 - c. MiPaddle streamed three.
8. Interviewed special guests, Chris Peck and Tom Kurz from Remedy+, our Tour Presenting Sponsor, at Detroit and Nationals.
9. Tested new commentators to expand our personalities on live streaming, as well as reduce strain on the current commentating team. Successful additions to the Commentating Team are Heather Prop, Anthony Cosimano, and Mike Rahaley. Jon Lubow, Mike Morrison (Midnight Paddle), and Matt Garavaglia joined 1-2x as well. However, their availability is limited.

2022-23 TRENDS TO MONITOR

1. While we may have streamed more days, the total number of Unique Viewers and the Hours Watched declined by 2.1% and 5.0%, respectively, year over year. These are two important numbers for us to watch next season. Things to consider as we analyze the data:

- a. Were the numbers for the 2021-22 season skewed too high due to Covid and was the 2022-23 season more in line with the upward trajectory?
 - b. Have we maximized the number of hours watched because people are back spectating in person?
 - c. Have we maximized the unique viewers and hours watched because we have streamed so much more and people are not interested in more than what we offered in the prior seasons? Is 31 streaming days too many?
 - d. Is the decline in 2022-2023 an outlier and the numbers will return to their growth?
2. Straining our resources in two ways:
- a. With the increase in streamed and commentated matches, volunteers were stretched too thin;
 - b. With the Tour offering so many tournaments from which the players can choose to attend, some of the draws were not very deep. The “shallower” tournaments were more difficult to convince commentators to sign up for. The tournaments that were difficult from a commentator staffing perspective were:
 - i. Philly Cricket
 - ii. Cleveland Masters
 - iii. The Midwesterns
 - iv. Birchwood

PLAN FOR THE 2023-24 APTA TOUR

- 1. May
 - a. Review live streaming RFPs received by EnetLive, MiPaddle, and CPTC.
 - b. Designate which Tour tournaments will be streamed, to what extent (# of courts, scored vs commentated) and by whom.
- 2. Summer
 - a. Connect and work closely with each live-streaming company and tournament director to facilitate seamless streaming during the official season and setting expectations with TDs regarding if the tournament will be streamed and, if so, scored and/or commentated.
 - b. Review with live streaming companies their remote commentating capabilities and determine if new training will be needed for heritage commentators.
 - c. Order three new remote commentating sets to increase our ability to test new commentators next season.
 - d. Complete remote commentating training for new commentators.

LIVE STREAMING GOALS FOR THE 2023-24 SEASON

- 1. Deliver higher quality Live Streaming to the APTA membership.
- 2. Provide a consistent, professional, entertaining product to membership across multiple live streaming endemics.
- 3. Increase unique viewers and hours watched year over year.
- 4. Continue to train and expand commentator pool.
- 5. Continue to collaborate with committee members, league players, and teaching professionals to gather streaming feedback.
- 6. Delegate production flow to live streaming companies.
- 7. Begin search for live streaming volunteer (in the Midwest) with the intention for him/her to succeed Anne Waldron in 1-2 years.

LIVE STREAMING CHALLENGES FOR THE 2023-24 SEASON

1. Providing a consistent product to membership from multiple vendors.
2. Finding professional, knowledgeable, charismatic, and entertaining commentators who have the time to volunteer.
3. Managing the demands of The Tour streaming plan with our human resources, most of which are volunteer.
4. Finding a successor.

THANK YOUS

It takes a village to run the live streaming arm of this amazing 501(c)3, but I would be remiss if I did not give an extra thank you to Jackie Cameron, Karen Nejedlik, Patty Hogan, and Demian Johnston. I have them on speed dial and they still pick up my calls. Thank you all.

Additionally, I would like to thank the hard-working commentating team of Mark Fischl, Patty Hogan, Brad Easterbrook, Lauren Mandel, Gerri Viant, and newcomer, but already a “veteran,” Anthony Cosimano. Also, I would like to thank Mike Rahaley, Heather Prop, Mike Morrison, Jon Lubow, Matt Garavaglia, Myrthe Molenveld, who all joined us to commentate during the season.

My gratitude would not be complete without additionally thanking Amin Khadduri, Tiernan Cavanna, Mike Yachimski, Ann Sheedy, and Isabel Cabanne. Their support this year has been invaluable. This team makes volunteering for the APTA an honor and so enjoyable.)))

Submitted by Chair Anne Waldron