



# NEWS RELEASE

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## ATP BACKS DREAMFIGHT TO REIMAGINE THE TENNIS FAN EXPERIENCE

**LONDON - ATP is excited to announce a strategic partnership with DreamFight, a pioneering new platform offering immersive experiences for the next generation of sports fans.**

DreamFight is a new operating system that aims to redefine how sport is experienced. Powered by the latest advancements in machine learning, it enables unique fan-first experiences with boundless possibilities. The partnership grants ATP an equity stake in DreamFight, which will develop a first-of-its-kind product for the ATP Challenger Tour, leveraging the AI and data capabilities of Tennis Data Innovations (TDI).

The partnership marks the ATP's latest move to reimagine the game for younger audiences, following the recent launch of new digital experiences for fans. It also marks the ATP's first foray into early stage venture development, aiming to incubate transformational tech via tennis' global platform.

"We're proactively backing and building the future – not waiting for it to come to us," said **Massimo Calvelli**, ATP CEO. "Our support of DreamFight is part of our wider vision to create the best entertainment experience in the world, with a laser focus on the next generation of fans. Tennis has a global platform to help accelerate that."

The Challenger Tour, which features more than 12,000 matches across nearly 200 events each season, is the launchpad to men's professional tennis. It has seen record investment in recent years under the ATP's OneVision strategy, creating new opportunities for players, elevating the product for fans and positioning the Tour as a testbed for innovation.

**Sharif Elshinnawi**, Founder of DreamFight, said: "DreamFight is a space that will captivate a new generation that demands deep engagement and adventure. By blending sport with an immersive digital playground founded on competition, community, and customisation, we're transforming live sport into something even more personal and thrilling."

DreamFight has commenced product development and initiated its seed funding round. More information on what this exciting new platform means for fans will be revealed in due course.

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## About The ATP

As the global governing body of men's professional tennis, the ATP's mission is to serve tennis. We entertain a billion global fans, showcase the world's greatest players at the most prestigious tournaments, and inspire the next generation of fans and players. From the United Cup in Australia, to Europe, the Americas and Asia, the stars of the game battle for titles and PIF ATP Rankings points at ATP Masters 1000, 500 and 250 events, and Grand Slams. All roads lead towards the Nitto ATP Finals, the prestigious season finale held in Turin, Italy. Featuring only the world's top 8 qualified singles players and doubles teams, the tournament also sees the official crowning of the year-end ATP World No. 1, presented by PIF, the ultimate achievement in tennis. For more information, please visit [www.ATPTour.com](http://www.ATPTour.com).

## About TDI

TDI powers the innovation, development, marketing and distribution of future data products in tennis. Established in 2020 as an independent joint venture between ATP and ATP Media, TDI manages and commercialises data across a variety of global markets, including betting, media and performance. In parallel, TDI manages betting live streaming from more than 14,500 tennis matches across the ATP Tour and ATP Challenger Tour each season.

## About DreamFight

DreamFight is a new operating system that aims to redefine how sport is experienced. DreamFight is being developed by JapanCool, a US-based technology start-up enabling talent, leagues and brands to build consumer LTV relationships. JapanCool is backed by Caerus, a venture fund and studio anchored by NEAR Foundation focused on unlocking value for investors, talent and IP owners from the new picks and shovels transforming sports, entertainment and gaming. For more information, please visit [www.dreamfight.io](http://www.dreamfight.io) and [www.caerusventures.xyz](http://www.caerusventures.xyz).

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