



NEWS RELEASE

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ATP UNVEILS *MOMENTUM*: DIGITAL TRIBUTE TO TENNIS FANS AT THE 2024 NITTO ATP FINALS

- *Fans can claim official, time-limited digital memorabilia from every match at the Nitto ATP Finals*
- *Introduces personal tokens of recognition for fans worldwide, celebrating their passion for the sport*

LONDON – The ATP is proud to present *Momentum*, a limited-edition collection of official memorabilia based on the 2024 Nitto ATP Finals in Turin (10-17 November). The collection transforms the drama and intensity of the ATP Tour's flagship event into unique digital mementos for fans to keep forever.

Momentum is an eight-day experience where fans claim *Traces*: digital memorabilia, crafted from match data, that retell the story of tennis. As the tournament progresses, fans will be welcomed to claim a *Trace* from each of the 15 singles matches – a personal keepsake to relive showdowns between the world's greatest players.

As fans build their collections, the intention behind *Momentum* will be revealed: recognising the fans and their love for the game. Each *Trace* is time-limited, claimable exclusively during a 24-hour window on match day. Whether in the stands or watching from around the world, fans can now mark their engagement with iconic Nitto ATP Finals moments via these trophies of fandom.



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“Momentum is about recognising and giving back to the fans,” said Mark Epps, ATP Director of Communications and Web3. “There are fans all over the world that never miss a moment of tennis, and to date there has been no way to celebrate that. This experience gives them the chance to prove ‘I was there’ for our flagship tournament - and to come away with beautiful memorabilia that capture its drama.”

Momentum has been created in collaboration with Trace, a UK-based tech startup pioneering proof of fandom through blockchain-based digital memorabilia, with official match data provided by Tennis Data Innovations (TDI).

“Being a true fan is a commitment,” said Tareq Nazlawy, CEO of Trace. “Using blockchain technology and data-led storytelling, we can now recognise that commitment with digital mementos which are as enduring as the moments they commemorate. With Momentum, we’re inviting the global tennis community to stand up and be counted in this shared digital experience.”

Don’t miss your chance to be part of Momentum during the 2024 Nitto ATP Finals (10-17 November). Create your account and claim your Traces for free at <https://atp.trace.fan>.

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About The ATP

The ATP’s mission is to serve tennis. As governing body of the ATP Tour and ATP Challenger Tour we entertain a billion global fans, showcase the world’s greatest players at prestigious tournaments, and inspire the game’s next generation. 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 to the Nitto ATP Finals, our prestigious season finale held in Turin, Italy. Featuring only the season’s best 8 singles players and doubles teams, the tournament sees the 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.

About TDI

TDI was established in 2020 as an independent joint venture between ATP and ATP Media, to manage and commercialise data across a variety of global markets, including betting, media and performance. In parallel, TDI manages betting live streaming from more than 17,000 tennis matches across the ATP Tour and ATP Challenger Tour each season.

About Trace

Trace is a technology startup on a mission to credentialise fandom. By helping sports teams, leagues, and sponsors engage and acquire their largely untapped fan base, Trace empowers organisations to connect with the 99% of fans who aren’t physically present at events. Leveraging blockchain technology, Trace enables the creation of digital memorabilia that captures the passion and emotion of sports, offering fans a unique way to engage with their favourite teams. Trace has been founded by industry leaders from adidas, BCG, Publicis, and Olympique de Marseille. To find out more, visit www.trace.fan.

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