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ATP LAUNCHES CUTTING EDGE AI-POWERED SERVICE TO PROTECT PLAYERS FROM ONLINE ABUSE

LONDON – ATP, Tennis Data Innovations (TDI) and Sportradar have teamed up to launch Safe Sport, a new service to address online abuse targeting professional tennis players. The collaboration breaks new ground by integrating Artificial Intelligence (AI) moderation, education and investigation into a single service to protect athletes.

The new service will be made available to the Top 250 ATP singles players and the Top 50 ranked doubles players, on a free and opt-in basis, starting this month. It combines AI technologies from Sportradar and its partner, Arwen AI, to scan players' social media channels for toxic and abusive comments, spam and bots across 30 languages. Flagged comments are automatically hidden in real time, protecting players and their followers from being exposed to offensive content. Arwen currently processes 600,000 comments a day, protecting over 750 million followers globally across Facebook, Instagram, X (Twitter), YouTube and TikTok.

In parallel, Sportradar's dedicated team of intelligence analysts will actively investigate threats and potential criminal comments to unmask those responsible, linking online activity to real-world consequences. Players will also be offered an educational programme covering topics such as handling abuse, mitigating online risks and maintaining integrity on social media platforms.

Safe Sport is ATP's most comprehensive initiative to date to combat online abuse, a long-standing and prevalent issue in sport, and a key part of protecting player wellbeing.



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Andrew Azzopardi, ATP Director of Safeguarding, stated: “The ATP is committed to safeguarding players and their wellbeing. This includes taking a proactive stance against online abuse, which has become a very important issue in the lives of modern athletes. This collaboration will ensure that tennis is playing its part in tackling this issue, and shining a light on the effects that harmful online discourse can have on our communities. We’re grateful for the support of TDI and the expertise of Sportradar in making this happen.”

Matthew Ebdon, ATP Player and Player Advisory Council President, said: “Online abuse has become a real issue for so many professional athletes, as it also has for so many others online in general all around the world. Safe Sport is a game changer and has been developed specifically to help fix this problem.”

Andreas Krannich, Executive Vice President, Sportradar Integrity Services, added: “This partnership is groundbreaking in sport as we’re bringing together AI-driven auto-moderation, education and investigative services for the first time. The Safe Sport solution offers players better protection from online harm, representing a significant leap forward in safeguarding mental and physical wellbeing, enabling them to concentrate on delivering their best performances.”

A multi-year partnership between TDI and Sportradar began at the start of 2024, providing the sports technology company with global data and streaming rights for betting, and media data rights, for all ATP Tour and ATP Challenger Tour events. Additionally, Sportradar supplies Integrity Services to safeguard those competitions against betting-related match fixing and corruption, including monitoring and addressing integrity threats and risks through due diligence and investigation support.

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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.

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About Sportradar

Sportradar Group AG (NASDAQ: SRAD), founded in 2001, is a leading global sports technology company creating immersive experiences for sports fans and bettors. Positioned at the intersection of the sports, media and betting industries, the company provides sports federations, news media, consumer platforms and sports betting operators with a best-in-class range of solutions to help grow their business. As the trusted partner of organizations like the ATP, NBA, NHL, MLB, NASCAR, UEFA, FIFA and Bundesliga, Sportradar covers close to a million events annually across all major sports. With deep industry relationships and expertise, Sportradar is not just redefining the sports fan experience, it also safeguards sports through its Integrity Services division and advocacy for an integrity-driven environment for all involved.

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