

Summer of Tennis 2010



Four international tournaments around Australia attracting big names

January 2010 sees the start of the international Grand Slam series of tennis, beginning with the Australian Open on January 18th, which runs for two weeks. This will be preceded by three other tournaments in the Australian Open Series, namely the Brisbane International, Moorilla Hobart and Medibank Private events respectively. A number of the world's top players have already confirmed their participation in a number or all of these events, and there will also be a strong showing from local Australian crowd favourites, such as Lleyton Hewitt, Samantha Stosur and last year's huge drawcard, Jelena Dokic.

With the tournaments being played throughout January nationwide, Nvisage Media will be running fan sites at their two permanent screen venues, Fox Studios in Sydney, and Melbourne's recently-expanded Docklands district. All four tournaments will be covered, both live and delayed, on the giant LED video screens at these locations, along with other tennis-related programming. Daily news and weather updates will also be shown, along with music videos in the evenings from Channel V.

Fan Site Locations

- **Waterfront City, Docklands, Melbourne**

The thriving Docklands area has boomed recently, with the opening of the new Harbourtown shopping mall and recently-opened Costco Wholesale warehouse. As a result, foot-traffic through the area has increased to around 25,000 consumers per day. In addition, huge new developments are being built, with many being sold off-plan to high-net worth individuals. The area is a five minute drive from Flinders Park, where the Australian Open is held.



- **Fox Studios, Entertainment Quarter, Sydney**

The entertainment and sports centre of Sydney, EQ is a famous gathering place for sports fans as a result of the neighbouring Sydney Football Stadium and Sydney Cricket Ground. It also has markets several times a week, and an abundance of bars, restaurants, cinemas and retail outlets. There are also a number of tennis courts for fans at nearby Moore Park.



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Advertising Package



Clients to receive an average of 12 x *30 second TVCs per day, on each of the three screens, for the entire fourteen days of the Australian Open.

**Total airtime package:
504 x *30 second TVCs**

Cost: \$55,000 + GST

*Advertisers running 15 second TVCs will receive 1008 in total

