

Answer the questions for the client

Question	The answer	Reason why or interesting insights
What was the size of the audience for the tournament? (Excluding digital viewers)	173.5M	Overall audience size declined by 26.64% from 2020 to 2021, with digital dropping 31.49% and non-digital 25.50%
What was the duration of TV coverage for the tournament? (excluding digital coverage)	16959 hours and 10 minutes	The total broadcast duration increased by 19.61%, but the overall audience shrank by 26.64%, highlighting a significant inefficiency in content strategy.
List the top 3 markets by audience. Exclude any markets with 'pan' in the title. Suggests reasons for these three.	United States, Germany, Canada	High viewership in the United States, Germany, and Canada for the Rolex-sponsored US Open 2021 was driven mainly because of tennis popularity, convenient time zones and targeted marketing

Answer the questions for the client

Question	The answer	Reason why or interesting insights
Which market had the largest decline in audience year on year? What was the decline and what broadcaster change drove this?	China, -85%, CCTV Golf & Tennis	The largest decline in audience year-on-year was observed in China, with a significant drop of -85%. This decline was primarily driven by the complete absence of viewership on CCTV Golf & Tennis, which saw a -100% decrease in 2021 compared to 2020, followed by a -90.15% drop on CCTV-5+ Sports Competition.
List the 2 markets with the largest increases in audiences year on year – what was the increase and what conditions and broadcasters drove this? (please base this on absolute figures, not % figures)	Canada and Brazil	Canada and Brazil saw the largest absolute audience increases year-on-year, with Canada rising by 6.7M viewers due to TSN's 151.1% growth (2.9M in 2020 to 7.5M in 2021) and Leylah Fernandez's historic run to the finals, while Brazil gaining 3.9M viewers driven by SporTV 3's expansion (4.6M in 2020 to 7.1M in 2021). New markets such as the UK (6M), Finland (372K), New Zealand (94K), and Ireland (59K), which were absent in 2020, also contributed significantly to the overall growth.
What proportion of non-digital audiences watched the tournament via Pay TV, and which 5 broadcasters drove this?	82.4% of the non-digital total audience tuned into the tournament via Pay TV, with broadcasters like Eurosport 1, Eurosport 2, ESPN, ESPN2, and TSN driving this significant viewership.	These platforms played a crucial role in capturing a large share of traditional TV viewers, highlighting the continued dominance of Pay TV in delivering premium sports content to a broad audience.

Answer the questions for the client

Question	The answer	Reason why or interesting insights
Which day generated the greatest audience for the competition? And suggest why	Day 13 (September 11, 2021)	(Day 13) September 11, 2021, generated the greatest audience for the 2021 US Open, likely due to the captivating women's final between teenage sensations Emma Raducanu and Leylah Fernandez, falling on a prime Saturday viewing time
How did Brand Exposure change year on year (% change)	15.66% year-over-year decline	The 22% year-on-year decline in Corner Clock exposure, the primary driver of brand visibility, was somewhat mitigated by the introduction of three new assets—Court End, Courtside, and Off Court Clock—which collectively added 13.5 hours of brand exposure, highlighting the importance of diversifying sponsorship assets to maintain brand presence

Answer the questions for the client

Question	The answer	Reason why or interesting insights
Which brand asset contributed the most value, what proportion did it contribute (%) (and suggest why)	Rolex G - 34% of the total viewership	Rolex G captured the highest audience value, contributing 34% of the total viewership, followed by Rolex N and Rolex S
The Grandstand Clock value increased year on year. Please suggest why and recommend a way of increasing it further.	The Grandstand Clock value increased year on year by 43.31%	Increased visibility is due to greater camera focus, enhanced sponsorship, and broadcast strategy shifts. To boost it further, introduce interactive elements and leverage social media for real-time global engagement.