

# World Padel Tour Executive Summary 2019



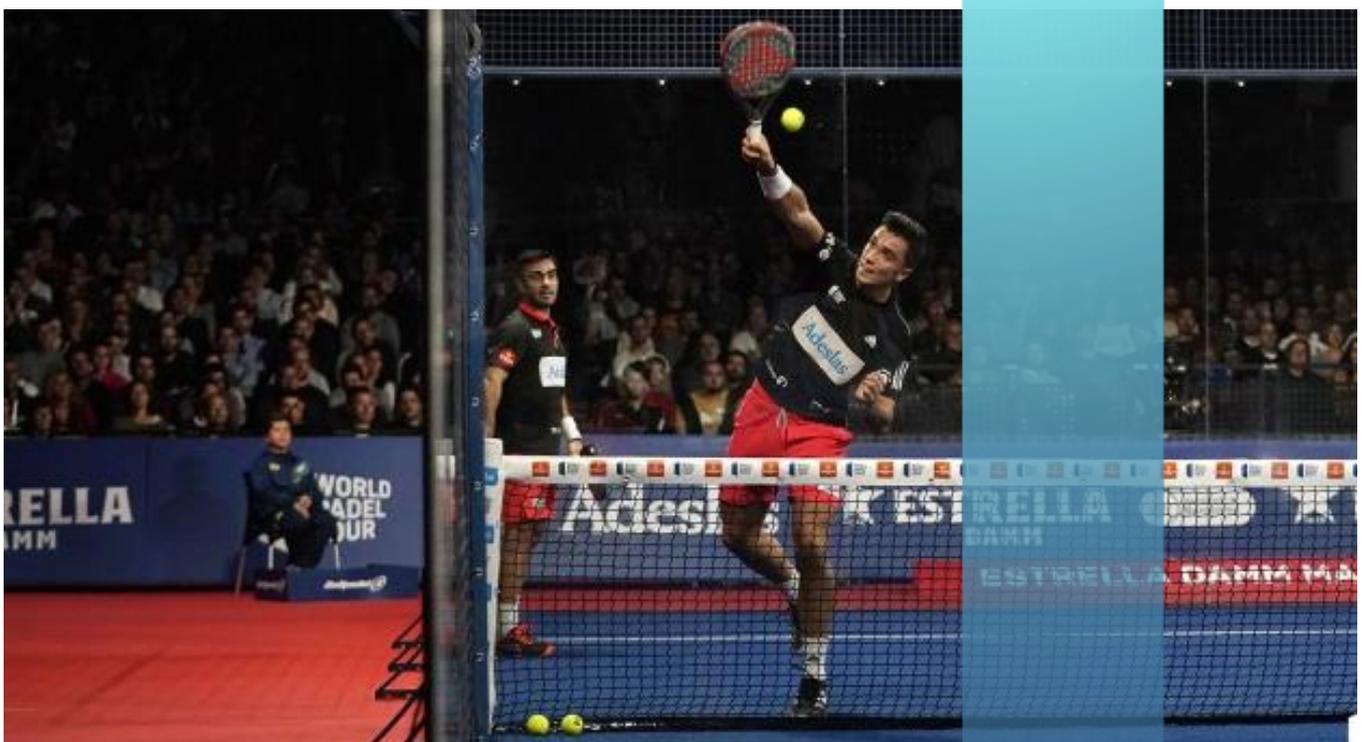
# 24 tournaments, 10 countries and almost 2,600 matches



World Padel Tour has completed a successful season through its 24 events in 10 countries and with almost 2,600 official matches held between Challenger, Open, WOpen, Master and Master Final tournaments.

The Estrella Damm Master Final 2019, the last event of the year, reaffirmed the success of the competition consolidating the Circuit as a highly professionalized project, capable of competing with any other sports discipline in terms of quality and organization.

**1 Master Final**  
**6 Master**  
**11 Open**  
**1 Wopen**  
**2 Exhibition**  
**3 Challenger**



# Attendance at the central court



Throughout the 2019 season, more than 278,000 attendees have witnessed the best padel in the world live on the central WPT court during the Exhibition, Challenger, Open, WOpen, Master and Master Final tournaments. This high attendance adds to the thousands of fans who, for free, have witnessed the quarry phases that are held at the official clubs in each of the cities that hosts a WPT event.

World Padel Tour has opted for a new ticketing management model, reinforcing the numbering, sectorization, promotion and anticipation of the process to provide every fan with greater comfort, service and planning capacity. As a result of all this, attendees have increased by 32% in the central court compared to last season, in some cases achieving “sold out” during the weekend, a situation that reaffirms the success and interest of the competition.

The Estrella Damm Master Final 2019, with more than 30,000 attendees, has achieved the highest number of spectators witnessing a padel tournament in history. The semifinal day was the one with the highest attendance, with 9,585 spectators at Palau Sant Jordi (2,306 more than in the 2018 edition in Madrid), which meant a record of attending a match in the history of this sport, receiving fans from 13 countries: Spain, Sweden, Norway, Belgium, England, France, Italy, Portugal, Germany, Mexico, Argentina, United States and Canada.

## 278 k

Central Court attendees

## +32 %

Increase vs. 2018

## 30,4 k

Attendance record

52% of attendees from outside the province of Barcelona

# World Padel Tour Online



▲ 39% **32,1 M**  
Accumulated audience live  
and On Demand

▲ 59% **173 M**  
Youtube Total  
Views

▲ 8% **25 MIN**  
Average Viewing Time

▲ 20% **42 %**  
International viewers

World Padel Tour live streaming service kept growing during the 2019 season. From the quarter-finals, all matches are broadcast through the official World Padel Tour Youtube channel. This retransmission plays a fundamental role as its as a perfect addition to GOL TV broadcasts, with the streaming not only of live games but also of highly viral videos, such as the best rallies, World Padel Show or match summaries, among others.

The success of World Padel Tour through Internet is unquestionable, with remarkable growth, especially in the visualization of live matches (+ 54%).

# World Padel Tour Online



## +190

Matches streamed in  
Youtube

### Total Views

23.158.147 in 2018  
32.119.647 in 2019

▲ 39%

## +475

Live Coverage Hours in  
Youtube

### Live Views

9.059.390 in 2018  
13.948.334 in 2019

▲ 54%

## Website

## 3,5 M

Millions of users 2019

▲ 19,0%  
Users

## 10,3 M

Web Sessions 2019

▲ 16,0%  
Sessions



# Official Social Media



The growth in RRSS during the last year has been outstanding. World Padel Tour has followed a marked strategy of content diversification and audiovisual support that has given excellent results.

Our social networks have increased the fan base 44% during the last year, reaching a social mass of almost 900,000 followers through all the official World Padel Tour accounts.

## Social Media

# 893K ▲44%

WPT is present in 6 social platforms

### YOUTUBE

# 266K ▲51%

vs. 2018

### INSTAGRAM

# 251K

### FACEBOOK

# 247K

### TWITTER

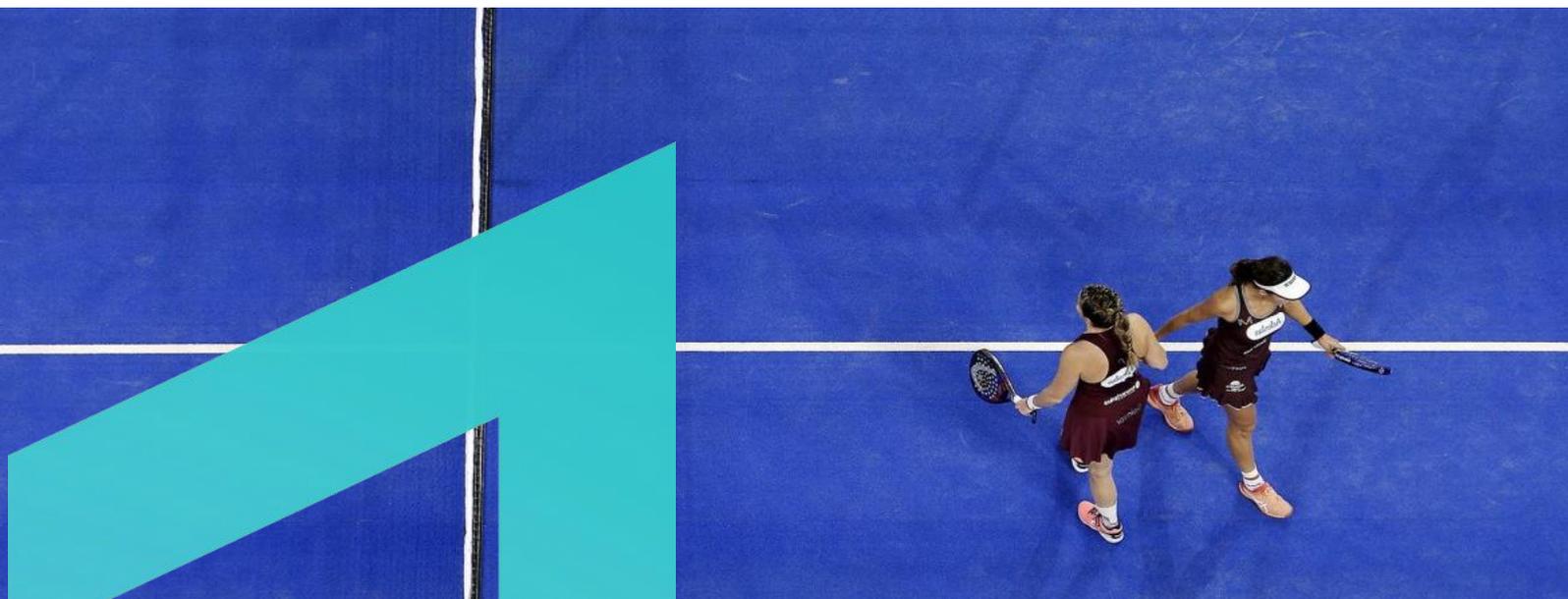
# 95K

### LINKEDIN

# 1K

### TIK TOK

# 35K



# Media Impact



Web ▲ 7%  
 Press ▲ 14%  
 TV ▲ 14%

2019 has certified the definitive takeoff of World Padel Tour in the world of communication. Throughout the season a total of 8,067 news about World Padel Tour have been published, only in Spain, since the official premiere of the season until the end of the Final Master.

However, the most notable advance comes in the qualitative aspect. In 2019, newspapers such as Marca, El Mundo, Mundo Deportivo, Sport, As or El Confidencial have shown daily information during the tournament week, covering the news of each World Padel Tour appointment through the whole week and offering the best videos on their social networks. The European sports information reference media, the Italian La Gazzeta dello Sport, has published the best points of each tournament on its social networks and on its website. On television, news bulletins in TVE, Cuatro, Telecinco, La Sexta, Antena 3 and Gol have included World Padel Tour in their sport informations. World Padel Tour has even made his way up to the front cover of sports information newspapers, a milestone reserved for very few sports.

**SPORT VARI**  
 Padel, che spettacolo a Valladolid: guarda i colpi più belli

**TOP 13 DEPORTES POR FEDERADOS EN ESPAÑA EN 2018**

1. Fútbol	1.063.090
2. Baloncesto	286.110
3. Fútbol sala	217.810
4. Golf	270.996
5. Montaña y escalada	233.161
6. Judo	195.299 2,2%
7. Balonmano	95.189 2,2%
8. Atletismo	85.401 2,2%
9. Voleibol	84.400 2,2%
10. Ciclismo	75.192 2%
11. Natación	75.680 2%
12. Karate	72.910 1,9%
13. Tenis	72.864 1,9%

**PAÍSES DONDE EXISTEN MÁS PISTAS PÚBLICAS**

Argentina	8.499
Brasil	550
Francia	500
Italia	500
Japón	500
Reino Unido	500
Estados Unidos	500

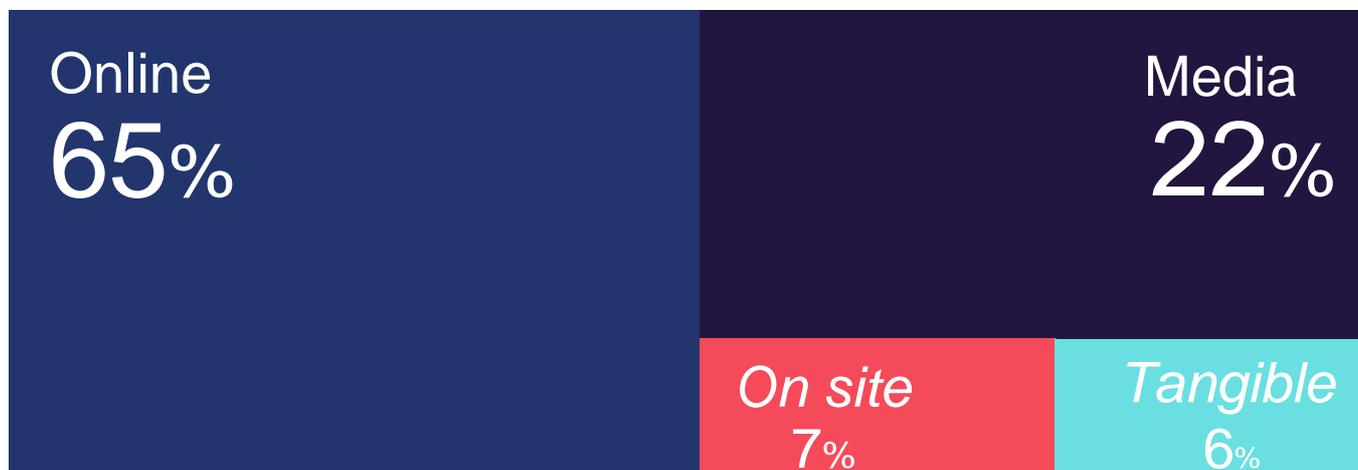
**EL BOOM DE LA PALA**

Raúl Andrés Baccaro  
 La vida está llena de momentos en los que se vive un momento de felicidad...  
 El World Padel Tour (WPT), el circuito mundial que reúne a los mejores jugadores de pádel en el mundo...

**El World Padel Tour refleja el crecimiento de este deporte que ya se juega en los cinco continentes**

**Aunque la mayor parte de pistas se concentran en España y Argentina, hasta en 57 países ya lo practican**

# Return of sponsorship



The quality of the content offer (HD), as well as the excellent evolution of World Padel Tour online streaming, has multiplied the performance of the circuit assets. World Padel Tour offers an unbeatable economic return of €6 for every euro invested to the brands that participate in its sponsorship program.

**€6,00**

Return for every euro

Average return in the Official Sponsors category

**65% of the total return generated comes through the online channel, while the media return represents 22% of the value. On-site and tangible performance are responsible for 7% and 6% of the value, respectively.**

World Padel Tour is able to offer a highly competitive and profitable sponsorship program for all its brands, with average returns of € 6.00 for € 1 invested. The potential of the circuit and its excellent evolution have been awarded in 2019 with the incorporation of new sponsors; leading brands in their sector, such as EL CORTE INGLÉS or GLS, and actors called to revolutionize their market, such as CUPRA (SEAT).

brands such as Estrella Damm, Adeslas, HEAD or Bullpadel, among many others that feel World Padel Tour sponsorship as a magnificent platform for communication and dissemination of their business values.

# World Padel Tour Brand Experience



World Padel Tour achieves the highest recognition from the nearly 5 million panel fans, with an average rating of 7.9 points among tournament assistants. They emphasize that it is a product that offers competitiveness (54%), fun (56%) and high doses of emotion (24%) and quality (20%).

## Appreciation

# 7,9

Average Rating Score

Above all indicators, stands out the high level of experience of the attendees: 74% of the attendees would totally recommend attending the World Padel Tour circuit. (9 and 10 ratings)

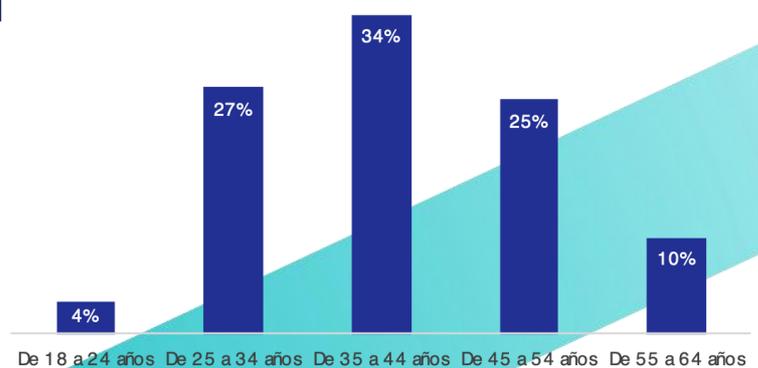
Padel Player:



## Recommendation

# 74%

9-10 Ratings



# World Padel Tour New Brand



Born from the ambition to continue growing, in 2019 World Padel Tour has presented a new brand with its own identity. It is a clear commitment to adapt the circuit to its natural diffusion environment, the digital universe.

The new World Padel Tour brand, simplified, modern, genderless and dynamic, has been welcomed by fans and collaborators. In just one season, it has become a benchmark in the world of sports.



**MASTER**



**OPEN**



**WOPEN**



**CHALLENGER**



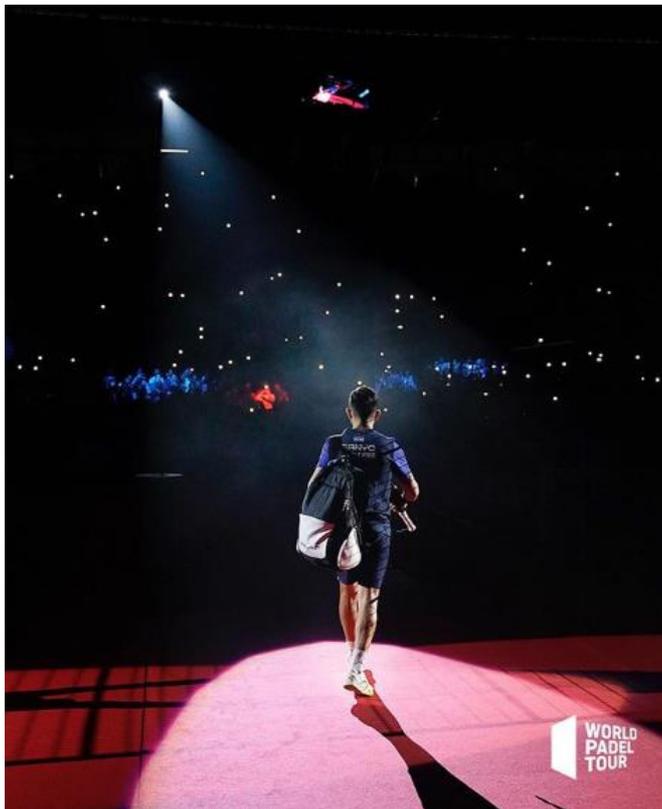
**EXHIBITION**

The adaptation of the new brand has been presented in all the products of the World Padel Tour circuit.

# Outstanding News



**Estrella Damm Master Final:** On Saturday, when the four semifinal matches were played, the Palau Sant Jordi brought together 9,600 people to the stadium, an absolute attendance record, beating the mark of the Madrid Final Master 2018 in 2,500 spectators. In the assistance addition of the four days of the tournament, a total of 30,500 fans went through the Palau. Among many other things, they highlighted the special presentation of the players in the court, the award ceremony and the customization of the changing rooms for the event.



**World Padel Slow:** The best padel in the world at 200 frames per second. The action, magic and excitement of World Padel Tour to enjoy it in slow motion. The glory and failure are resolved in unique moments that, now, with the new Slow Motion camera of World Padel Tour, become images that will

remain forever in our memories.

**TikTok:** In 2019, TikTok made the big leap between social networks. It stopped being a niche to become the new star. 14 million downloads in 2019, only in Spain, support this unstoppable phenomenon. World Padel Tour has made it its first social network with content exclusively in English and some of its videos already exceed 3.5 million views, having become viral in countries like United States, Japan or India.

Pocoyo, one of the characters most loved by children, has signed for the best panel in the planet. After many years of success, Zinkia Entertainment, thanks to the professional circuit, has made Pocoyo a World Padel Tour player. The long-awaited debut of the three-dimensional doll was in



