



Press Release

7th June 2024

For immediate release

LTA Announces major partnership with The Tennis Channel for coverage of grass court events until 2027.

- *New four-year deal with The Tennis Channel will give British viewers comprehensive coverage of the LTA's grass court tour events*
 - *BBC secures free to air coverage of events for 2024*
 - *Coverage available via LTA channels of other events*

The LTA and The Tennis Channel have announced a major four year deal to bring British fans comprehensive coverage of the LTA's grass court tour events at Nottingham, Birmingham, The Queen's Club, and Eastbourne.

The partnership, will give the Tennis Channel the rights to every court at the events, with complete coverage of both singles and doubles competitions of the tour level events.

Coverage will begin on Monday 10th June at the Rothesay Open in Nottingham and cover all the LTA's grass court tour events for the next four years.

The Tennis Channel are committed to innovation in their coverage and growing the audience for the sport in Great Britain. The channel are already the fastest growing pay-tv network in the US over the past 10 years and want to expand further in this country.

There will also be additional content covering British tennis and other activations to raise the visibility of the sport. The partnership between the LTA and The Tennis Channel was brokered by Spring Media.

The BBC will broadcast the 2024 summer grass court events at the Rothesay Open at Nottingham (including the men's Challenger event) and Rothesay Classic at Birmingham on iPlayer and digital services, coverage of the cinch Championships at The Queen's Club and the Rothesay International at Eastbourne will be carried on BBC network television and digital services.

The Lexus Ilkley Trophy and Lexus British Open Roehampton will be broadcast on the LTA's own channels, ensuring fans can watch all British events this summer and follow the success of homegrown players on the grass wherever they are.

Chris Pollard, Managing Director, Commercial & Operations said:

"The Tennis Channel have a proven track record in the USA, and we're excited to be partnering with them to bring their same high-quality coverage to fans in Britian. We're looking forward to working with them to deliver a great offering for fans who want the widest possible coverage of our events. We are also very pleased to once again be partnering with the BBC to ensure that all our tour events are available free-to-air and deliver visibility for tennis, during what will be a busy summer of sport."

Andy Reif, Senior VP, Programming and International at Tennis Channel said:

“The grass court season is such a special time of year for British tennis fans. Everyone at Tennis Channel is so excited to be able to showcase these amazing LTA tournaments and bring our expert, round-the-clock coverage to Nottingham, Birmingham, Queen’s and Eastbourne - from the first ball to the last.”

Fans can access The Tennis Channel via www.tennischannel.app to subscribe for £2.49 GBP per month OR £24.99 (prices include VAT and are for UK and NI subscribers). As a special introductory offer, fans can get 30% off their annual subscription by using the code GRASS24 at purchase.

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For LTA media enquiries please contact:

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ABOUT THE LTA:

The LTA is the National Governing Body of tennis for Great Britain. We are here to govern and grow tennis, from grassroots participation through to the professional game. Our vision is “Tennis Opened Up” and we’re on a mission to grow tennis by making it relevant, accessible, welcoming and enjoyable. We work with schools, with volunteers, with coaches and with venues across the whole country. We also represent the interests of over 1,000,000 Members, men and women, girls and boys, playing on more than 23,000 courts. The LTA runs and supports a network of 11,500 approved tournaments for players of all ages, the four corner-stones of which are the premier grass-court events leading up to The Championships, Wimbledon: the Rothesay Open Nottingham, the Rothesay Classic Birmingham, the cinch Championships (at The Queen’s Club, London) and the Rothesay International Eastbourne. For further information about the LTA and tennis in Britain, visit www.lta.org.uk or follow us on Twitter @the_LTA.