

#ITFWPC



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TOPIC 7

National Association Case Studies: National Tennis Ratings

Ratings Update



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- **USTA's National Tennis Rating Program (NTRP)**
 - Nearly 40 years, used in one program
 - Common language for skill in US
 - Jr Ratings
 - Enhance product
 - Digital Engagement
 - Branding, Marketing and Education

Competition Update



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- **All Eyes on Ratings**
 - Various program applications
 - New Level-based (ratings) competition products
 - Training of Tennis Professionals
- **Why**
 - Locally advancing feed ins
 - Improved draw structure
 - Increased predictability and developmentally desired play opportunities
 - Player satisfaction and retention

Casual Play



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- **Ratings and Digital Engagement**
 - Find a Partner
 - Measure Improvement
 - Personalized digital tools (players want data!)
 - One language for tennis
 - Better on court experience
 - Retention
 - Data over time - better personalize products and offerings

Implementation of WTN



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- All inclusive system for tennis!
- Ratings as part of larger systems is the solution
- Bring us together - tennis is archaic and fragmented
- Data for ITF and Federations
 - Open. Centralized. Global.
 - Data enrichment
 - Tell a better story
 - Equip federations to make data-driven decisions for products and programs
 - Federations can make more personalized play opportunities

Implementation of WTN



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- **Data for CONSUMERS**

- **Players**

- Select better play opps and partners
- Have more clear expectations of upcoming play
- Closely track personal performance

- **Providers**

- Level-based events, draws, tools
- More structured development pathway

- **Coaches**

- Facilitates consistency between teaching providers
- Grow their business teaching directly to competencies and skill levels

WTN Benefits and Challenges



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Benefits:

- Centralization global tennis data
- Empowerment of all federations
- Improved program delivery through level-based systems
- Player retention
- Direct services to player
- Digital Engagement

Challenges:

- Proper Education
- Current Misunderstanding
- Consistent digital development
- Meeting player expectations
- Other products in the market

Education is Key



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- Current position of Ratings
- Provider Education - how to use and apply ratings
- Player and Parent Education - what ratings mean
- How to make a rating work for YOU (all players and providers)