

FACT SHEET

IBM and Tennis Australia - 20 years of Technology Innovation at the Australian Open

Since IBM became Tennis Australia's technology partner in 1993, the partnership has delivered [innovative technology](#) solutions, enhancing the [Australian Open](#) experience for players, coaches and fans around the world. Key solutions IBM is serving at the 2013 tournament include:

australianopen.com

In partnership with Tennis Australia, [IBM](#) designs, develops and hosts the Australian Open website on the IBM private cloud solution. The highly interactive website connects fans around the world to the tournament – giving them a virtual seat courtside. Some of the features include: fans can listen to live tournament radio, review highlights of the day's play, read blogs and follow real-time scores from every court. During the 2012 tournament, the site attracted over 14.8 million unique users, up 47% on the previous year.

IBM predictive cloud provisioning technology

IBM's predictive cloud provisioning technology automatically assigns the computing power required to support the Australian Open website based on real-time data analytics of the tournament schedule of play, tennis player popularity, historical data logs and volume of social media conversations. The predictive cloud provisioning leverages IBM InfoSphere® Streams and IBM InfoSphere® BigInsights along with IBM Tivoli® Provisioning Manager.

Social media

New to the Australian Open for 2013, the IBM Social Sentiment Index will analyse hundreds of thousands of public social media posts generated throughout the tournament to determine the sentiment for the players.

- **Social Leaderboard** on [australianopen.com](#) will determine the most popular players at the Australian Open. Updated every few minutes, the [Social Leaderboard](#) will track the percentage of positive and negative sentiment for players. Fans can help their favourite players move up the ranks. With every fan's tweet about a player or 'like' something written about them on the site, their ranking improves.
- **IBM Social Sentiment Index** will apply advanced analytics software and natural language processing to analyse hundreds of thousands of social media posts across Twitter, Facebook, news sites, blogs and videos to understand fan sentiment for the first time at the Australian Open. Representing a new form of market research, social sentiment analyses offer organisations new insights that can help them better understand and respond to consumer trends. IBM's social sentiment capabilities are delivered on an industry-leading big data platform that can access, store and analyse any data regardless of how fast it is moving, what type it is or where it resides.

Smart phone solutions

The Official Australian Open iPhone and Android applications and mobile website are built and powered by IBM, providing real-time scores, radio, Twitter feeds about the Australian Open as well as completed matches, schedules and draws.

- 694,816 downloads and updates of the Australian Open iPhone application in 2012
- 124,724 downloads of the Australian Open android phone application in 2012
- 36% of all website visits in 2012 were from mobile devices

IBM SlamTracker™

[IBM SlamTracker](#) is a real-time stats and visualisation platform that leverages IBM's predictive data analytics technology. Before each match, IBM analyses historical matches between the players (for first-time matches, players with similar styles are analysed). This analysis identifies key performance indicators—what players need to do to succeed in a match—known as 'Keys to the Match'. During the match, each player's performance is measured against their keys and updated in real time on australianopen.com, providing fans with a deeper level of insight as the match unfolds.

Scoring system

Vital scoring information is displayed via IBM's integrated end-to-end scoring system, which makes live scores available around Melbourne Park and the world as they happen.

Speed serve and radar

One of the first technologies to be introduced as part of IBM's technology partnership, courtside radar captures exact serve speeds, which are immediately transmitted to the IBM scoring database and displayed courtside.

Chair Umpire Solution (CHUMP) and match statistics

Each chair umpire uses a mobile device to directly capture each point, game and set from the court. Courtside statisticians record vital information and the information is then sent in real time to the IBM Scoring System.

AO Vision

New in 2012, this service provides all press commentary suites, as well as some production areas access to five streams of video at one time, view live press conferences as well as player information, schedules and real-time scores for all matches in progress.

#