

OCTOBER 13 – 21, 2018  
OLYMPIC STADIUM

VTB KREMLIN CUP



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[vtbkc\\_2017](https://vk.com/vtbkc_2017)



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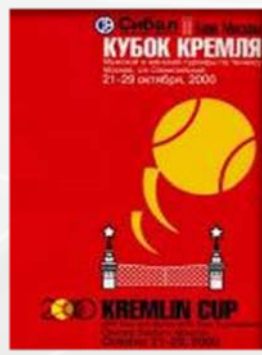
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1990



1996



2000



2006



2010



2016



2017



# EXCITING PLAYERS' LIST

3

120 players from 36 countries participated in the Tournament in 2017.

USD 1 678 908 – 2017 total Tournament prize money, including:



USD 855 308 – women's Tournament WTA Premier 700;



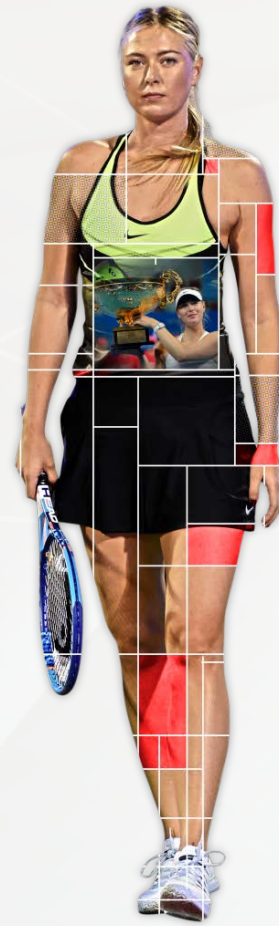
USD 823 600 – men's Tournament ATP 250.

## ATP World Tour (Rankings as of October 9)

Pablo Carreno Busta (Spain, #11)  
Albert Ramos-Vinolas (Spain, #25)  
Adrian Mannarino (France, #29)  
Philipp Kohlschreiber (Germany, #33)  
Andrey Rublev (Russia, #35)  
Damir Dzumhur (Bosnia and Herzegovina, #37)  
Paolo Lorenzi (Italy, #39)

## WTA (Rankings as of October 9)

Maria Sharapova (Russia, wild card)  
Kristina Mladenovic (France, #13)  
Coco Vandeweghe (USA, #15)  
Elena Vesnina (Russia, #19)  
Anastasia Sevastova (Latvia, #20)  
Anastasia Pavlyuchenkova (Russia, #21)  
Daria Gavrilova (Australia, #22)  
Julia Goerges (Germany, #27)  
Magdalena Rybarikova (Slovakia, #28)







# MARIA SHARAPOVA

4

Maria Sharapova played VTB Kremlin Cup for the first time in a decade







# HONoured GUESTS

5





# 2017 WINNERS AND RUNNERS-UP

6

J. Goerges (GER) /  
D. Kasatkina (RUS)

D. Dzumhur (BIH) /  
R. Berankis (LTU)

A. Hlavackova (CZE) & T. Babos (HUN) /  
N. Melichar (USA) & A. Smith (GBR)

Women's  
Doubles



Women's Singles



Men's Singles



M. Mirnyi (BLR) & P. Oswald (AUT) /  
D. Dzumhur (BIH) & A. Sancic (CRO)

Men's  
Doubles





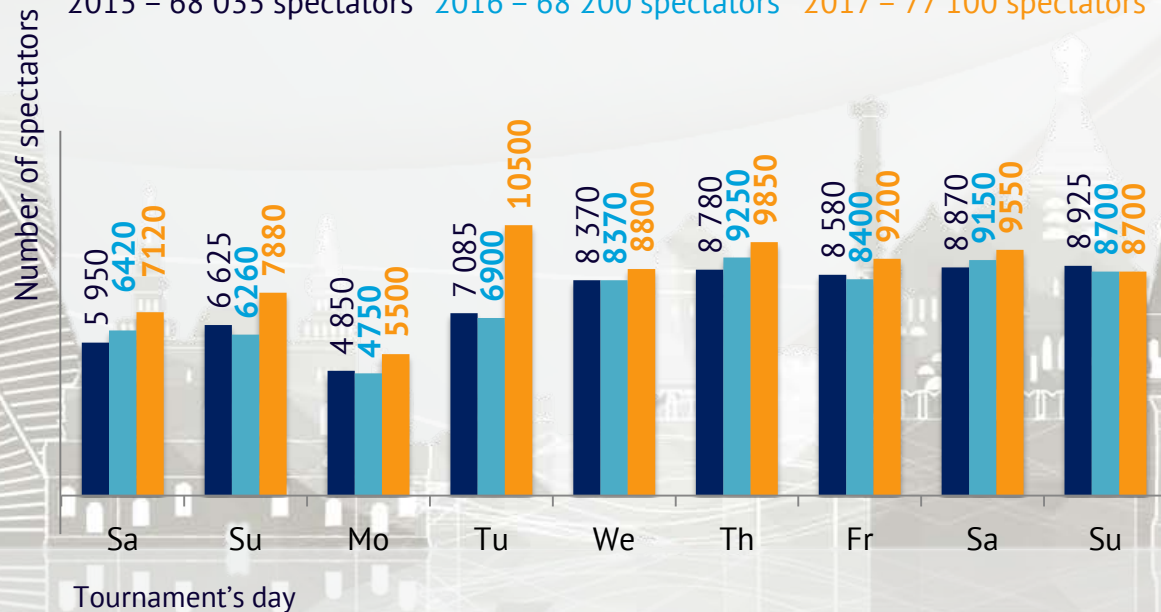


# ATTENDANCE GROWTH

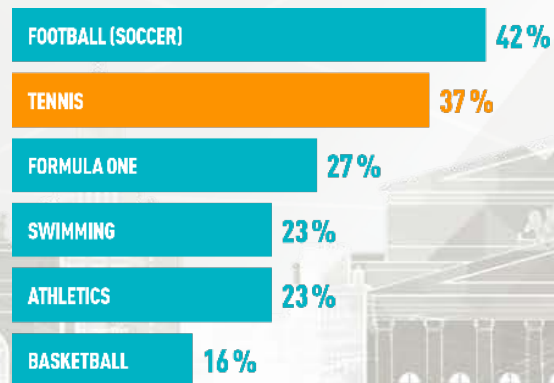
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Attendance, 2015-2017

2015 – 68 035 spectators   2016 – 68 200 spectators   2017 – 77 100 spectators



Tennis is particularly popular in Europe - #2 after football



Source: SMG

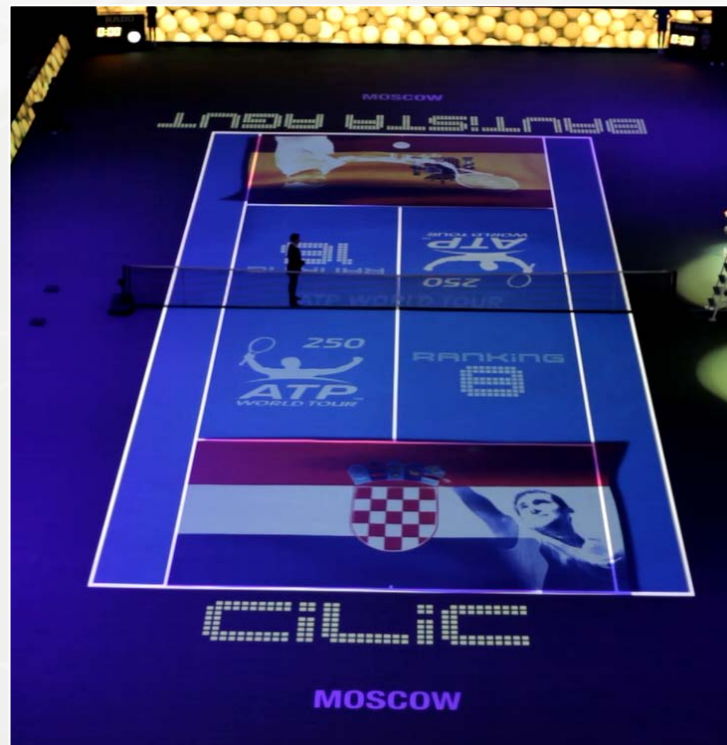
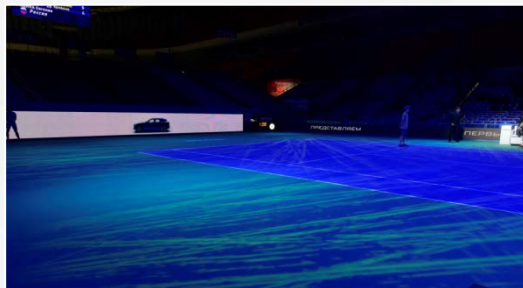




# SPECIAL FEATURES

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Special light system, partners' video adverts on the baseline and sideline boards, magnificent show accompanies the players as they make their way onto the Centre court, are an integral part of the tournament.





# CHRIS SLADE – AC/DC

9

The legendary British drummer Chris Slade who recorded the most best-selling albums with AC/DC *The Razor's Edge* (1990), *Live At Donington* (1991), *Live* (1992), *Big Gun* (1993) performed with his show in the final days of the tournament







# TV COVERAGE

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**2 966 h 21 min 43 sec** – total broadcast hours on Russian and International TV channels in 2017, including:

- 13 h 30 min 15 sec – **on Russian federal TV channel MATCH! TV**
- 102 h 01 min 23 sec – on Russian TV channel MATCH! GAME
- 2 850 h 50 min 05 sec – on International TV channels

**137 387 717 homes** – total potential reach





# Men's tournament on international TV channels

More than 353 h 12 min – total broadcast hours

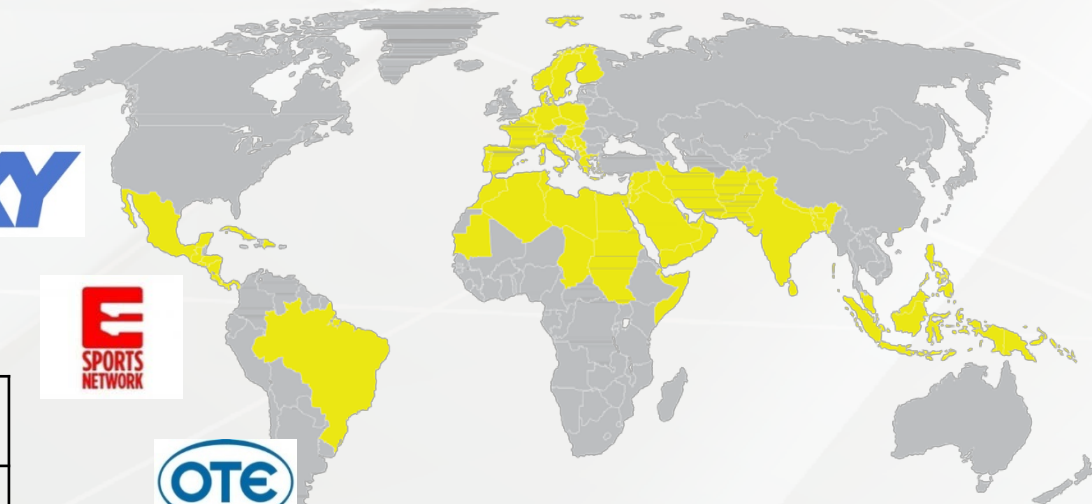
127 685 000 homes – total potential reach

84 – total number of territories



Audience by Region

Territory	Potential reach (homes)
Americas	65 233 000
Europe	51 714 000
Africa & Middle East	3 150 000
Asia-Pacific	7 588 000



# Women's tournament on international TV channels

2 497 h 38 min 05 sec – total broadcast hours – **increased by 59,3%**

9 702 717 homes – total audience – **increased by 84,7%**

158 – number of broadcast markets

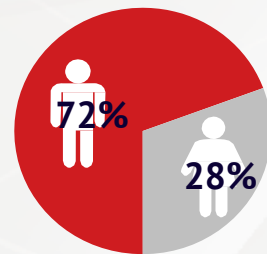
## TV audience and broadcast hours by region

Continent	Audience	Broadcast hours (hh:mm:ss)
Africa & Middle East	762 002	106:15:08
Asia Pacific	900 359	462:12:22
Central & South America	330 412	99:00:00
Europe	6 539 064	1 480:56:47
North America	64 400	55:25:00
Post Tournament	865 620	290:16:00
Digital	240 860	3:32:48

## Audience

TOP 5 markets by TV audience,

- Spain – 1,2m
- Russia – 0,9m
- Pan Middle East – 0,7m
- Romania – 0,5m
- Italy – 0,5m



## TV news exposure

5 h 36 min 47 sec – total duration of TV news broadcast

1.4 bn – total household reach

545 – total number of news broadcast



# OUTDOOR ADVERTISING

13

- 349 outdoor advertising banners

Media plan in 2017

Type of advertising	Quantity, pcs.
Afisha (size 1,75x1,76 m)	25
Billboard (size 6x3 m)	15
Big size (size 15x5 m, 12x4 m)	2
City-format (size 1,2x1,8 m)	72
City-board (size 3,7x2,7 m)	2
Stickers on the Moscow underground (size 0,6x0,72 m)	200
Digital billboard (size 6x3 m)	10
Digital billboard in underground passage	20
Banner (size 30x2,7 m) under the south entrance of the Olympic Stadium	1
Banner (size 15x8 m) under the entrances # 1, 4 of the Olympic Stadium	2
Audio advert close to the Olympic Stadium booking office	-







# ADVERTS IN MASS MEDIA

14

More than 7 h 36 min total broadcast hours of the Tournament video adverts on TV channels and in cinemas

150 audio adverts on the radio Silver Rain

34 full-colour page with Tournament advertisement in print mass media (Expert, Harper's Bazaar, Metro newspaper, OK!, Quattroruote, Russian Reporter, etc.)



7 800 Tournament mentions on the websites of the mass media from January 2017 till November 2017 (mentions increased by 31%)

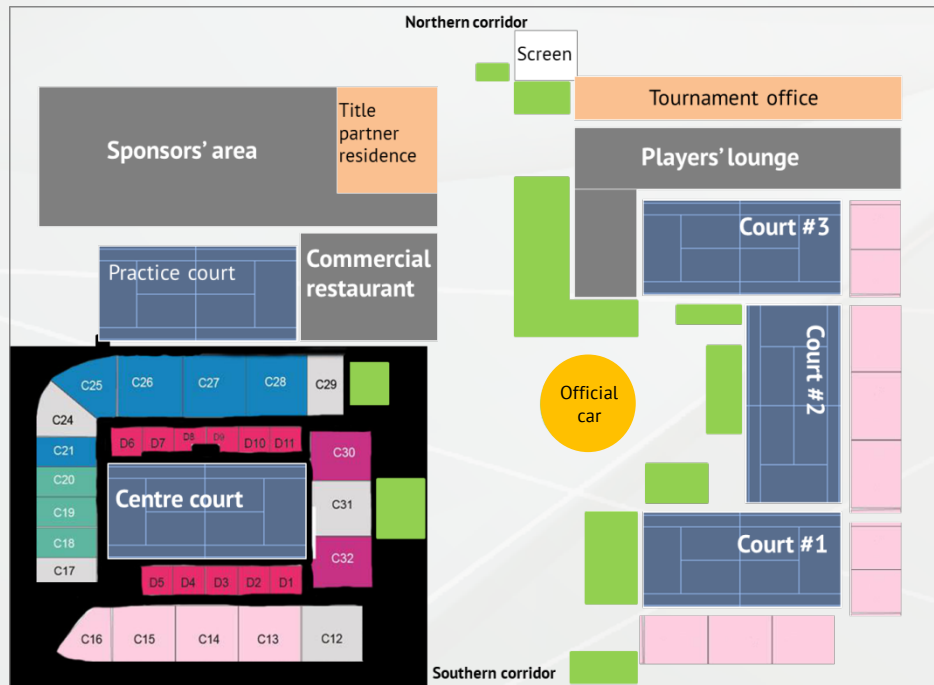




# STADIUM CAPABILITIES

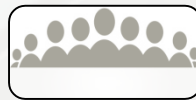
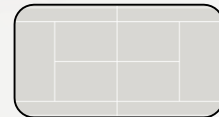
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## VIP Area layout



■ – Partners' booths

7 courts, including 3 practice courts



14 000 seating capacity on all tribunes

Approximately 400 spotlights  
Illuminate the VIP area



25 partner's booths





# ENTERTAINMENT AND FOOD COURT

A variety of activities for children and adults:

- mini court and smash corner;
- trampoline and virtual shooting range;
- drawing master class;
- interactive sandbox;
- table hockey, soccer and others



Cafes in the public area



# ON SITE ADVERTISING

18

- Car display on the Centre court



- Branded players' benches and towel racks



- Speed serve and match time displays



- Logos on the line umpires and ball kids clothing





- Logos on side-court and end-court banners



- Video adverts on the ribbon boards of the Centre court



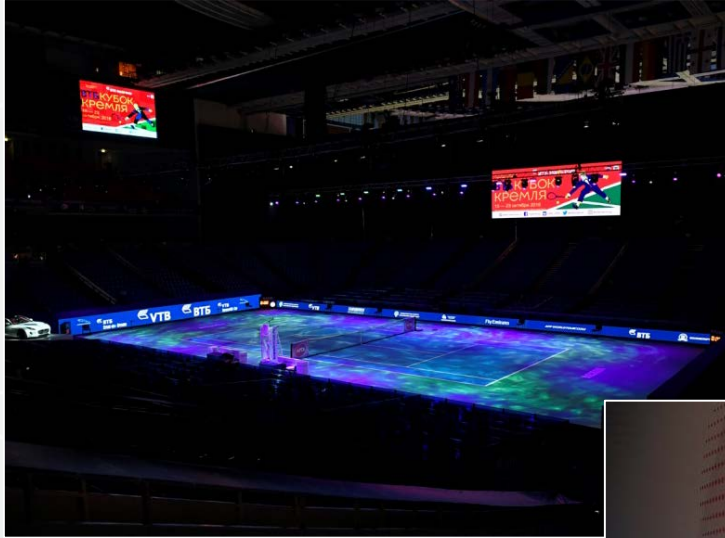


- Logos on the top tier at the Centre court





- Video adverts and partner's logos on the big screens at the Centre court, on the big screen in the VIP area and on the internal TV network at the Olympic Stadium

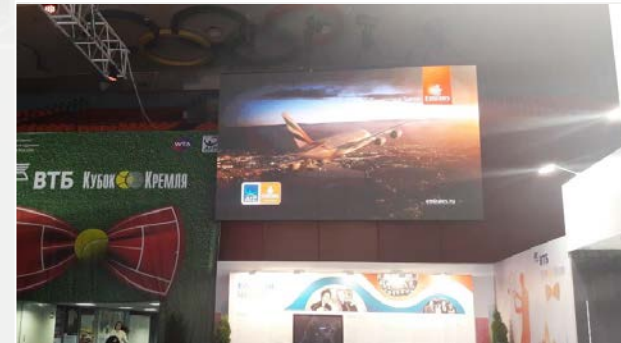


Screens at the Centre court:

- digital screen (along the baseline of the court)
- LED screen above tribunes C30-C32
- LED screen above tribunes C25-C28



internal TV network

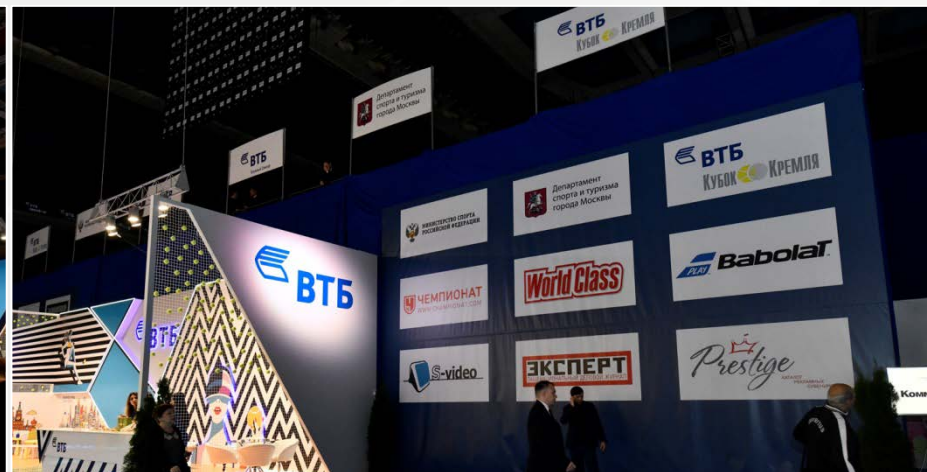
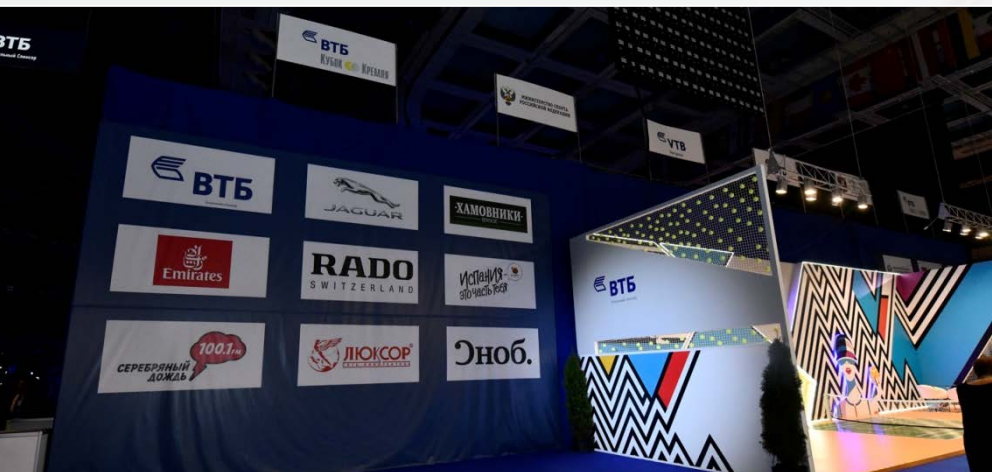


big screen in the VIP area

- Logos on the backdrops



- Logos in the VIP area at the backside of tribunes C30-C32





- Display booths and showcases in the VIP area





- Display booths in the public area



- Posters and roll-ups at the territory of the Olympic Stadium







# ACTIVITIES FOR PARTNERS

28

A coin toss on the Centre court before the match



PRO/AM tournaments for partners and their clients



Kids Clinics for partners and their clients



Prize draw for spectators







# SOCIAL PROGRAMMES

29

Under active social programme of the Tournament, tickets to the matches were given to:

- children from the charity fund of the Centre Federal district together with VTB bank “Support to children and families in difficult life situations”
- children from the charity fund “T-shirts gives a life”
- public and sports schools
- sports clubs
- public and sports organizations
- owners of Muscovite’s social card, students cards and bank issued by VTB, Pochta bank, Bank of Moscow

Attendance by social programme, people

									
Oct. 14	Oct. 14	Oct. 14	Oct. 14	Oct. 14	Oct. 14	Oct. 14	Oct. 14	Oct. 14	Total
2 755	2 755	2 155	3 155	2 750	2 955	585	520	520	18 150



# SPECIAL EVENTS

30

## Press conference

October 9, 2017, Zaryade park



## Players' party

October 15, 2017, Duran Bar



## Closing party

October 22, 2017,  
bar&restaurant Luch



## Draw ceremony

October 14, 2017, TASS





## Boris Yeltsin Foundation Award Ceremony

15 tennis players under 17 years old were awarded by Boris Yeltsin Foundation on the Centre court in 2017



## Kids' Clinic

Over 31 young players from 10 to 12 years old Participated in the master class at the Olympic Stadium on October 21, 2017



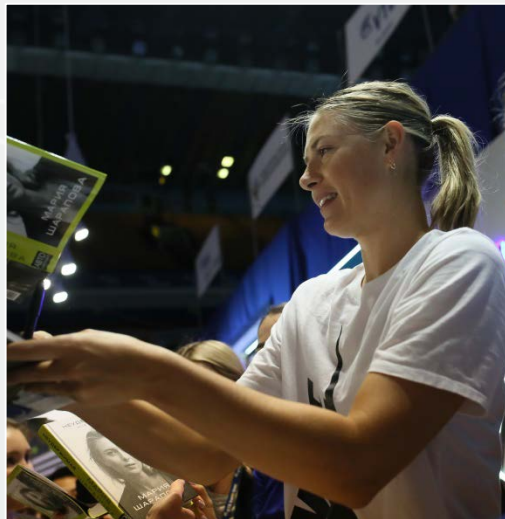


# ACTIVITIES INVOLVING PLAYERS

32

## Players' autograph sessions

M. Sharapova, E. Vesnina, P. Kohlschreiber, J. Goerges and other players has autographs sessions at the partner's booths



## Sightseeing tour

P. Carreno Busta, A. Sevastova and C. Suarez Navarro enjoyed a guided tour of the Kremlin Territory and Cathedral Square



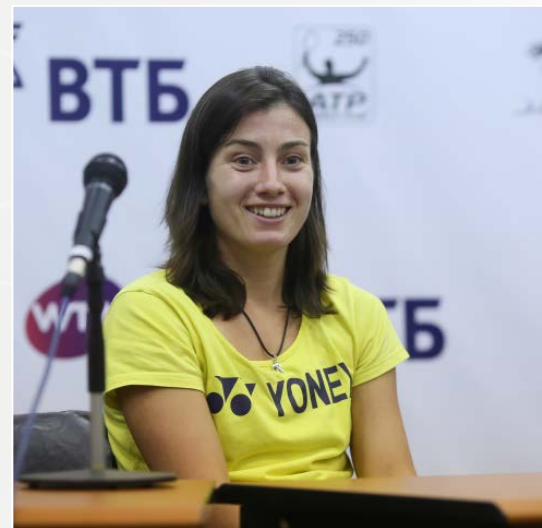
## Active Citizen Project

S. Kuznetsova and E. Donskoy met the Active Citizen Project participants



## All Access Hour

C. Vandeweghe, K. Mladenovic, E. Vesnina and A. Sevastova met the press at All Access Hour





# CONTACTS



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