



Australian Open

Data is a Game Changer



challenges

Transition from a SMB to a large global enterprise for 2 weeks of the tournament

Huge spike in traffic and data generation

Rapidly adjust to the large number of fans, players and media accessing content and using our services

Address and meet the changing interests of fans, and audiences throughout the competition

the australian open

The world's biggest sporting event in January



684,457 attendance
over the two week
tournament



Broadcast of close to
15,000 hours to
300M+ viewers in
more than **200**
countries



15.5 million
unique visitors to the
australianopen.com
and digital properties



On site attendance
included **58% female**
and **42% male**

on-court action

47 countries were represented among 256 players

Djokovic wins for a 4th time (three in a row) and equals Andre Agassi of four titles in the modern era

Azarenka wins 2 in a row becoming only the 8th woman to do so

39 countries represented in the men's singles and 40 in the women's singles draw.

548 players competed across all main draw events, including juniors, wheel chair and legends events

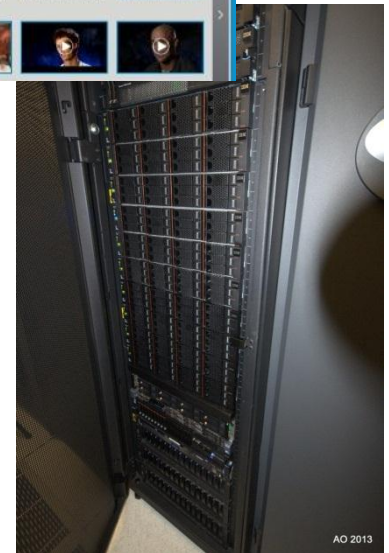


data/video convergence

562 hours of video streamed on Australian Open TV (AOTV)

AOTV views on the official Australian Open YouTube channel doubled to 8,8M

100TB of data and video assets stored in 2 weeks



cloud computing

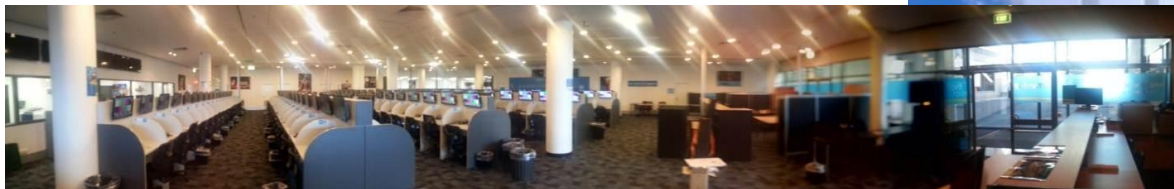
private cloud

Flexible, scalable and secure

Handle 100 times usual year-round volume

Dynamically scale capacity when needed
with IBM Dynamic Cloud Provisioning

Look at multiple sources of information
including social media volumes



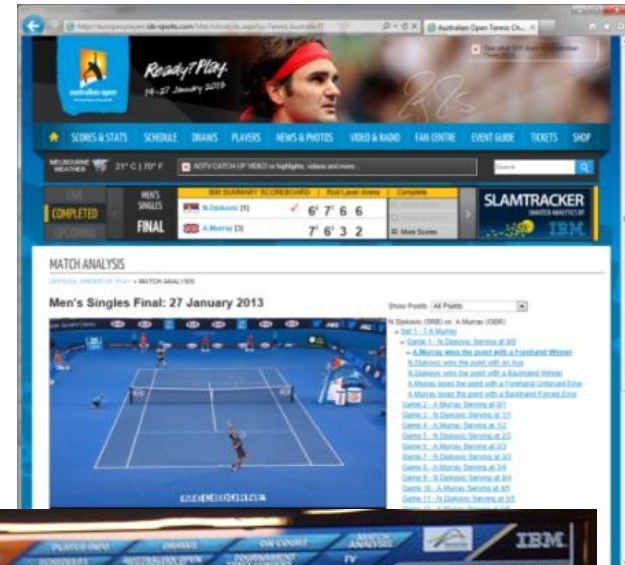
business analytics

data and video analysis

IBM Analytics enable tools for different audiences

Match Analysis used by players and coaches for high performance analysis

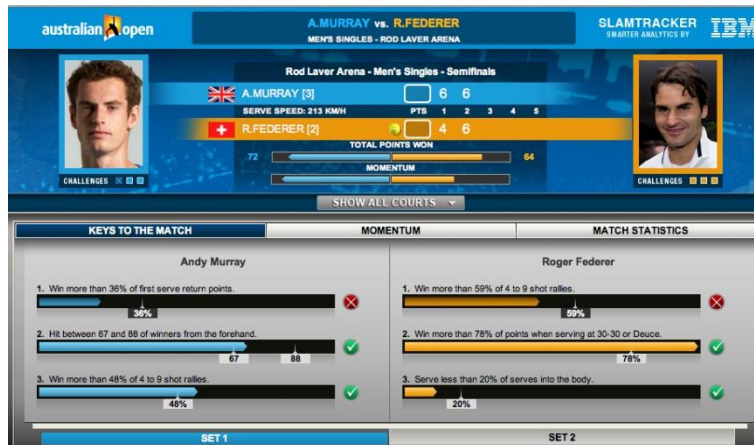
IPTV solution used by over 300 journalists



predictive analytics

Predictive Analytics help fans understand what players need to do to succeed in a particular match
(Keys to the Match)

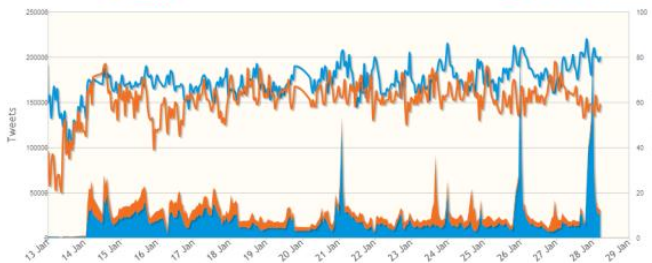
Over **41M** data points analysed from 8 years of Grand Slam tournament matches



social analytics

LEADERBOARD: OVERALL DAILY VIEW STATISTICS VIEW: ALL MEN WOMEN SORT BY: TOTAL SENTIMENT

TRENDING TWEETS GRAPH MEN WOMEN VIEW: 24 HRS 7 DAYS EVENT



Select a section of the chart to zoom in on a time and examine the data more closely

ON THE MOVE

The day's biggest movers.

Sentiment: Positive / Negative | Tweet Volume | Today / Yesterday

- Serena Williams #serena**
108% increase in positive sentiment today
- Nicolas Almagro #nicolasalmagro**
105% increase in positive sentiment today
- Victoria Azarenka #azarenka**
103% increase in positive sentiment today
- Novak Djokovic #novak**
100% increase in positive sentiment today

TOP 5

Today's top 5 trending players.

A MURRAY	1028341
N DJOKOVIC	974146
S WILLIAMS	608282
R FEDERER	549620
N ALMAGRO	536584

FAN CENTRE

Welcome to the Australian Open Social Leaderboard with IBM. The leaderboard tracks Twitter to determine the most popular players at Australian Open 2013. The more you tweet about your favourite player, the higher they climb on the social leaderboard. Tweets are also analysed to see how positive they are, providing a 'Sentiment' ranking.

Sort by TOTAL to see who is getting the most tweets
Sort by SENTIMENT to see who is getting the most positive tweets
Find out who is most popular on a DAILY basis or view the OVERALL total so far.
The VIEW STATISTICS section gives you an even deeper insight into major trends throughout each day.

LEADERBOARD: OVERALL DAILY VIEW STATISTICS

RANKING: 1
81% POSITIVE SENTIMENT

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1023662 tweets
#ausopen

LEADERBOARD: OVERALL DAILY VIEW STATISTICS VIEW: ALL MEN WOMEN SORT BY: TOTAL SENTIMENT

#novak NOVAK DJOKOVIC
RANKING: 1 ▲ 3RD
87% POSITIVE SENTIMENT
379484 TWEETS

LEADERBOARD: OVERALL DAILY VIEW STATISTICS VIEW: ALL MEN WOMEN

#murray ANDY MURRAY
RANKING: 1
81% POSITIVE SENTIMENT
1028341 TWEETS

#novak NOVAK DJOKOVIC
RANKING: 2 ▲ 3RD
87% POSITIVE SENTIMENT
379484 TWEETS

#serena SERENA WILLIAMS
RANKING: 3 ▼ 2ND
77% POSITIVE SENTIMENT
608282 TWEETS

RANKING: 2

RANKING: 4

RANKING: 5

RANKING: 6



90k
New likes

6M
Total Reach



42k
Followers

1M
#ausopen

524k
(people talking about this)





Worldwide Trends · Change

- #TRTbelieberdirectionerlardanözürdilesin
- #JeSouhaiteProfondément
- #СохранимСнегДляДжареда
- #Iecanzonicheamodipiù
- #Yedi24Takipleşelim
- Kike Sola
- Wawrinka
- Rahul Gandhi
- Jye
- Nole

Australian Open @AustralianOpen 31m
Game, set, and epic match Novak Djokovic 1-6 7-5 6-5 6-7 12-10 over Stanislas Wawrinka. #ausopen
Collapse Reply Delete Favorite More

1,101 RETWEETS 171 FAVORITES

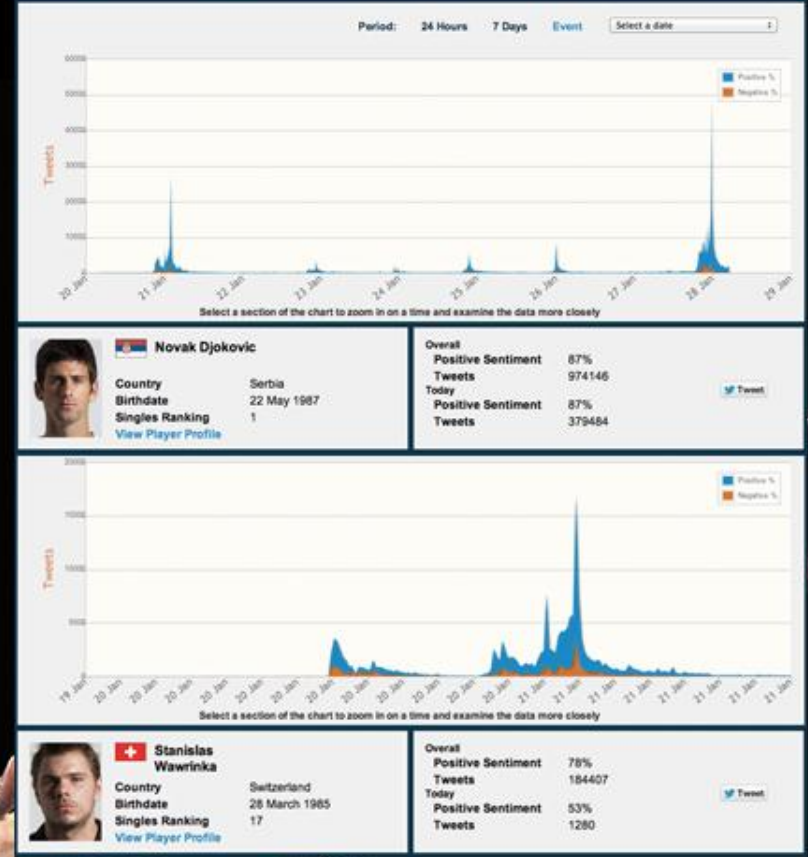
1:47 AM · 21 Jan 13 · Details

Reply to @AustralianOpen

Miljan Mladenovic @MilanNOLE 27m
@AustralianOpen YES NOLE!!!
Expand

Novak Fan London @NoleFanUK 24m
@AustralianOpen happy happy tears :) our champ Nole, the legeND!!!
Expand

Australian Open @AustralianOpen 3m
If you want to get #Wawrinka on the #ausopen social leaderboard tonight you'd better get tweeting: #Wawrinka #yesheStan
ow.ly/gY1cF
Expand Reply Delete Favorite More



Djokovic v Wawrinka

8k Likes
2.2M Reach

real-time analytics

deepen fan engagement



Why do we do all this?

Get more insight

Generate revenue

Add value to our partners

Re-invest in the sport

Promote our brand





thank you

