



News Release



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LI NA'S ROLAND GARROS WIN WATCHED BY 116 MILLION VIEWERS IN CHINA

LONDON, UK – China's Li Na made history this past weekend by capturing the Roland Garros singles title and becoming the first player from China, man or woman, to win a Grand Slam singles title.

According to CCTV, Li Na's victory over Italy's Francesca Schiavone was watched by a record-breaking 116 million viewers and has become this year's most watched sporting event on television in the world's largest market. This year, the Roland Garros final attracted almost twice as many viewers in China than the previous high – the Australian Open final which Li Na lost to Belgium's Kim Clijsters, which was watched by 60 million viewers. The average Roland Garros final TV audience nearly tripled from Li Na's semifinal match against Maria Sharapova, which had a viewership of 34.5 million across two different CCTV networks.

"The viewership numbers for Li Na's historic Roland Garros win are a fantastic sign for the continued growth potential of women's tennis in China," said Stacey Allaster, Chairman and CEO of the WTA.

167 million Chinese tuned in to watch the tennis competition during the 2008 Beijing Olympics. The 2011 Roland Garros final has officially become the single most watched tennis match in China's history.

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The WTA is the global leader in women's professional sport with more than 2,400 players representing 99 nations competing for more than \$87 million in prize money at the WTA's 53 events and four Grand Slams in 33 countries. More than 5 million people attended women's tennis events in 2010 with tens of millions more watching on television and digital channels around the world. The WTA competitive season concludes with the WTA Championships in Istanbul, Turkey from October 25-30, and the Commonwealth Bank Tournament of Champions in Bali, Indonesia, from November 3-6. Further information on the WTA can be found on www.wtatennis.com.

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