



Amazon wins exclusive rights to Women's Tennis Association in four-year deal, making Prime Video the home for tennis in the UK and Ireland

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Prime members in the UK and Ireland will have exclusive access to WTA tournaments from 2020 to 2024 as part of an exclusive four-year deal

Uninterrupted, live and on-demand coverage of top WTA tournaments will be available to Prime members in the UK and Ireland, at no extra cost to their Prime membership

WTA joins Prime Video's tennis coverage of 37 ATP Tour events from 2019 to 2023, and the US Open from 2018 to 2022, and represents the first time both professional tours have been available in one place in the UK



LONDON – 12 June, 2019 - From 2020, Amazon Prime Video will have exclusive rights to show the top Women's Tennis Association (WTA) tournaments in a four-year deal. Starting with a minimum of 49 tournaments in the first year, Prime members in the UK and Ireland will have access to the live events at no additional cost to their membership.

Prime members will be able to watch up to 2,000 live and on demand matches per year from the WTA, including the four WTA cornerstone Premier Mandatory events of the BNP Paribas Open in Indian Wells, California, the Miami Open presented by Itaú, the Mutua Madrid Open and the China Open in Beijing, along with the season-ending WTA Finals in Shenzhen, China. Whether customers are following British favourites such as Johanna Konta, Katie Boulter and Heather Watson, along with current World No.1 Naomi Osaka, 2018 WTA Finals winner Elina Svitolina or tennis legend Serena Williams, they can keep up to date with their favourite players across the season's top events.

"As soon as the opportunity to bid for the women's tennis rights became available, we couldn't wait to bring the tournament to Prime Video, giving customers the chance to watch the best in both women's and men's tennis all in one place for the first time," said Alex Green, European MD of Sport at Amazon Prime Video. "We are excited to be the home of tennis and will offer viewers the most comprehensive coverage, at no extra cost to their Prime membership."

Micky Lawler, WTA President said: *"We are thrilled that Amazon Prime Video will offer the best of women's tennis and showcase our premium events and world-class players to millions of fans across the UK and Ireland. We have been so impressed by their vision for our sport and are confident the Prime Video team will be a great partner of the WTA."*

WTA joins Prime Video's current line-up of tennis with over 220 days of tennis tournaments broadcast alone in 2019, including exclusive coverage of 37 ATP Tour events (2019-2023), the US Open (2018-2022) and the Laver Cup (2019). The agreements allow customers to watch the best in women's and men's tennis all in one place for the first time in the UK, underlining Prime Video as the home for tennis fans in the UK and Ireland.

In addition, customers in the UK who subscribe to Eurosport Player through Prime Video Channels can watch the French Open and Australian Open, as well as daily highlights and live coverage from the men's and women's finals of Wimbledon for an additional £6.99 per month (following a 7-day free trial).

Tennis coverage on Prime Video supports a growing slate of live sports, including NFL Thursday Night Football games available to customers in more than 200 countries and territories worldwide. Starting from the 2019/20 season, UK Prime members will also have exclusive access to 20 Premier League matches per season, at no extra cost to their membership. This is in addition to its selection of Amazon Original sports docuseries *All or Nothing*, including *All or Nothing: Manchester City*, *All or Nothing: New Zealand All Blacks*, and *All or Nothing* seasons with American Football teams; *Arizona Cardinals*, *Los Angeles Rams*, *Dallas Cowboys* and *Michigan Wolverines* currently available to stream on Prime Video worldwide.

WTA live and on demand tournaments will be available across multiple devices on the Prime Video app for TVs, game consoles, set-top boxes and connected devices, including Amazon Fire TV and Apple TV, mobile devices and online.

Notes to Editors

For more information, please see:

[Prime Video's key tennis tournament dates in 2019](#)

[Prime Video's tennis coverage in 2019 – press release](#)

[ATP Tour and Next Gen on Prime Video – announcement](#)

[US Open on Prime Video – announcement](#)

About Prime Video UK

Prime Video is a premium subscription streaming service that offers customers an unmatched collection of TV shows and movies—all with the ease of finding what they love to watch in one place.

- **Included with Prime:** Watch thousands of popular movies and TV shows, including award-winning Amazon Originals such as *The Grand Tour*, *Tom Clancy's Jack Ryan*, *The Marvelous Mrs. Maisel*, *Homecoming* and the highly-anticipated *Good Omens*; Academy Award-winning *Manchester by the Sea* and *The Salesman* and Academy Award-nominated *Cold War* and *Beautiful Boy*; plus exclusive TV shows like *American Gods*, *Vikings* and *Outlander*; live sport and self-published content. All part of Prime Video, which is now available in over 200 countries and territories worldwide.
- **Watch More with Prime Video Channels:** Prime members can add 70+ channels like Discovery, ITV Hub+, Eurosport Player, hayu, STARZPLAY and more — no extra apps to download; no long term contract required. Only pay for the ones you want, and cancel anytime. To view the full list of channels available, visit amazon.co.uk/channels.
- **Rent or Buy:** Enjoy hundreds of thousands of titles, including new-release movies and entire seasons of TV shows available for all Amazon customers to rent or buy.
- **Instant Access:** Watch where and when you want with the Prime Video app on TVs, mobile devices, Amazon Fire TV, Fire TV Stick, Fire tablets and Apple TV or online. For a list of all compatible devices visit amazon.co.uk/watchanywhere.
- **Enhanced Experiences:** Make the most of every viewing with 4K Ultra HD and High Dynamic Range (HDR) compatible content. Go behind the scenes of your favorite movies and TV shows with exclusive X-Ray access, powered by IMDb. Watch anywhere with mobile and tablet downloads for offline viewing.

In addition to access to movies and TV shows included with Prime, the Prime membership includes unlimited fast free delivery options across all categories available on Amazon, more than two million songs and thousands of playlists and stations with Prime Music, secure photo storage with Prime Photos, unlimited access to a rotating selection of thousands of books and magazines with Prime Reading, unlimited access to a digital audiobook catalogue with Audible Channels for Prime, a rotating selection of free digital games and in-game loot with Twitch Prime, early access to select Lightning Deals, and more. To sign-up for Prime or to find out more visit: amazon.co.uk/prime.

About Amazon

Amazon is guided by four principles: customer obsession rather than competitor focus, passion for invention, commitment to operational excellence, and long-term thinking. Customer reviews, 1-Click shopping, personalized recommendations, Prime, Fulfillment by Amazon, AWS, Kindle Direct Publishing, Kindle, Fire tablets, Fire TV, Amazon Echo, and Alexa are some of the products and services pioneered by Amazon. For more information, visit amazon.com/about and follow [@AmazonNews](https://twitter.com/AmazonNews).

About the WTA

Founded in 1973 by Billie Jean King on the principle of equal opportunity in sports for women, the WTA is the global leader of women's professional sport with more than 1,800 players representing 85 nations competing for a record \$164 million in prize money. In 2018, the WTA was watched by a record breaking global audience of 600 million. The 2019 WTA competitive season includes 55 events and four Grand Slams in 29 countries, culminating with the WTA Finals Shenzhen, offering an unprecedented \$14 million total prize purse and honoring the season's top singles and doubles players. Further information on the WTA can be found at www.wtatennis.com.