

Australian Open To Be A Smash

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The Australian Open 2011 currently underway until 30 January, looks poised for a great viewership year ahead, building on last year's high viewership of 40 million in Asia.

There has been an increased interest among young Asians last year, demonstrating the sporting event's high level of traction with Asian viewers.

In Malaysia alone, 32% of 15 to 24-year-old men with cable television tuned into the event.

This demographic grew 39% over 2009, highlighting diversifying sports interest among young sport fans in a football-obsessed country.

Leading up to this year's Grand Slam of the Asia Pacific, ESPN STAR Sports served up two aces, with Rolex SA and Kia Motors returning as presenting sponsors, along with Thai Airways and Tourism Authority of Thailand as Associate Sponsors, to showcase a winning sports property that resonates strongly with tennis fans across Asia.

"It is encouraging to see that the Australian Open has helped reinforce our clients' connection to our viewers in Asia, and this is especially encouraging with regards to sponsorships for other top-class tennis event on our channels," said Charles Less, ESPN STAR Sports senior vice president, advertising and digital media sales.

This year, Malaysian tennis fans can look forward to coverage of the Australian Open 2011 on ESPN Player.

Viewers can also choose from a broad selection of more than 260 LIVE games from seven courts over 14 days of competition.

The Australian Open's inaugural high-definition broadcast will be available on ESPN HD as well.

By: Staff Writer, Malaysia

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