



WIMBLEDON 2023

THE OLDEST & THE MOST COVETED GRAND SLAM TOURNAMENT IS BACK THIS YEAR



2023

Round 1 - 4

3rd - 10th July

Quarterfinals

11th - 12th July

Semifinals

13th - 14th July

Finals

15th - 16th July

WIMBLEDON ALWAYS GETS TWITTER BUZZING



4 straight Wimbledon's in a row is no mean feat.

@DjokerNole's composure, focus and consistency has been the hallmark of his game over the years.

Lovely to see Novak appreciating @NickKyrgios & the staff at #Wimbledon after this win.



tremendous effort from Vamos-Rafa @RafaelNadal finding a way battling stomach injury to tough out Fritz Carlton, the greatness of best of 5 on full display once again @Wimbledon 🍊👍👊👊👊👊👊



Congratulations on winning your 7th Wimbledon Novak Djokovic, that was a controlled and masterful performance. Bad luck Nick, you have so much talent, I hope to see you in another Slam final soon. 🚀



Rafa Nadal has to be the most insane competitor in any sport ... ever. From a cracked rib to playing with a numb foot to his fight today, it's absolutely ridiculous. Can't think of anyone else doing what he does time and time again #Tennis #Wimbledon #VamosRafa #Nadal

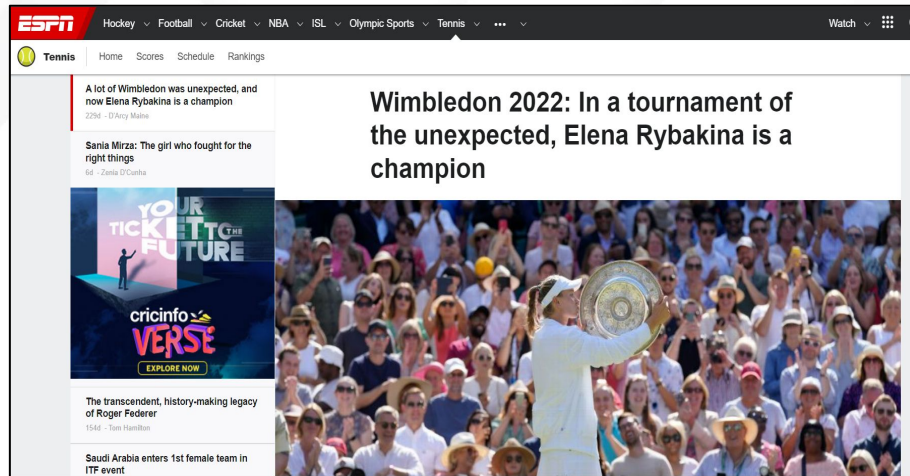
22 Grand Slams
2 Wimbledons

22 Grand Slams
7 Wimbledons

**RACE TO THE MOST NUMBER OF GRAND SLAM
WINS BETWEEN DJOKOVIC & NADAL...**

**...MAKING WIMBLEDON 2023 ONE OF THE
MOST ANTICIPATED EVENTS OF THE YEAR**

FANS WILL GATHER TO **EXPECT THE UNEXPECTED** ON WOMEN'S SINGLES ON WIMBLEDON 2023 (SIMILAR TO 2022)



The background of the image is an aerial view of a tennis stadium during Wimbledon 2023. A large, semi-transparent dark green banner is overlaid across the center of the image, containing white text. In the background, the Wimbledon Centre Court is visible, characterized by its ivy-covered exterior and modern glass roof. Several tennis courts are visible in the foreground and to the right, with players and spectators. The sky is blue with scattered white clouds.

~4 Mn INDIANS EXPECTED TO TUNE IN TO DISNEY+
HOTSTAR TO WATCH **WIMBLEDON 2023**

CASH IN ON THE ULTRA-PREMIUM AUDIENCES ON CONNECTED TV



~44%

of **Watch Time on Wimbledon** comes from **CTV**

HIGHEST share across all sporting properties on Disney+ Hotstar, including Cricket



BUILD BRAND RECALL WITHIN THE MOST AFFLUENT SEGMENT FOR MAXIMUM IMPACT



~55%

of **Viewership** on
Wimbledon is from
NCCS A Segment
(vs. 40% on Cricket)

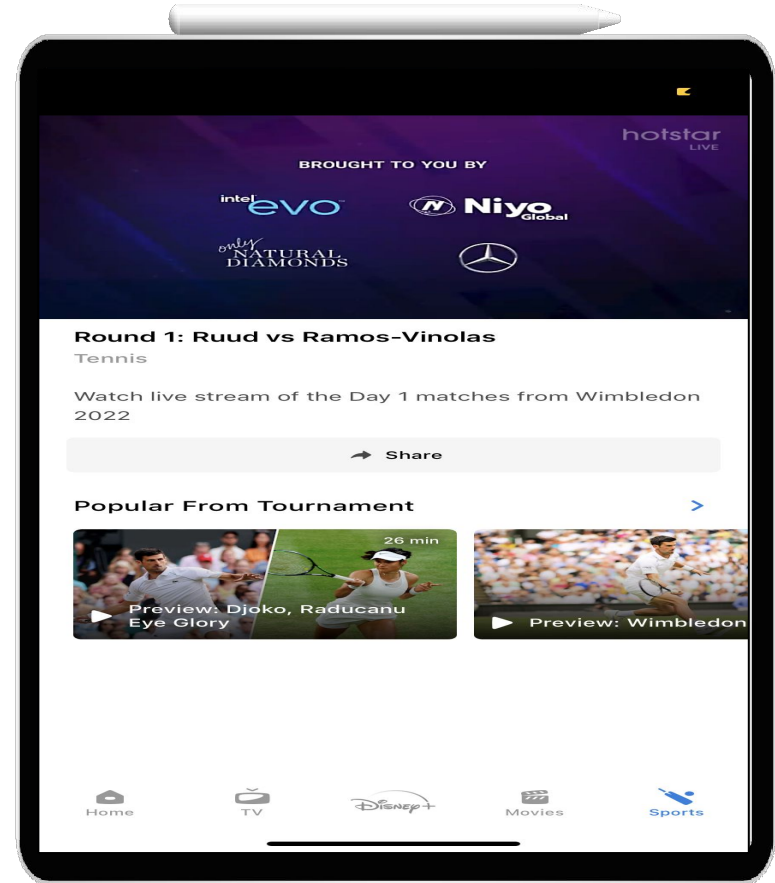
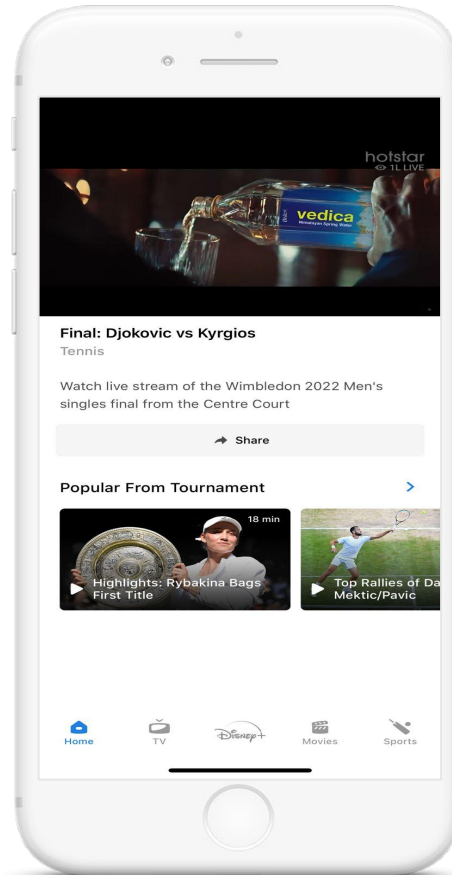


MEET YOUR BRAND OBJECTIVES BY REACHING OUT TO THE AUDIENCE WITH THE GREATEST SPENDING CAPACITY



~50%

of **Viewership** on
Wimbledon is from
**Greater than 15K
Devices**



REACH PASSIONATE & LOYAL TENNIS LOVERS ON WIMBLEDON ON DISNEY+ HOTSTAR



~50%



Top 6 Metros
(vs ~35% on cricket)

~71%



Age >25 years

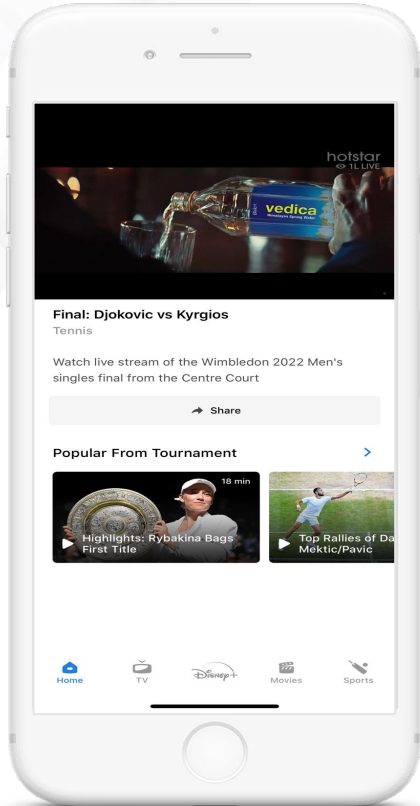
71% | 28%



Male | Female
(vs 15% Female in cricket)

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MIDROLL ADS



SQUEEZE UPS (IN LIVE STREAM)



CHOOSE THE MOST RELEVANT & SUITABLE AD FORMATS TO BUILD THE RIGHT BRAND ASSOCIATION -1/3

ACTION REPLAY BUG
(IN LIVE STREAM)

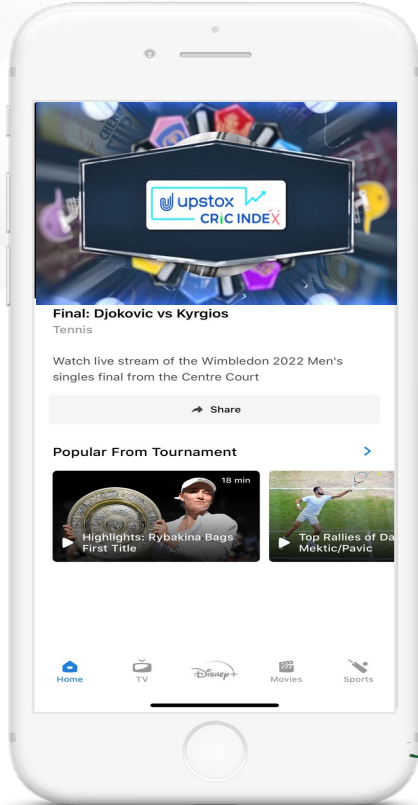


SPONSOR IDENT



CHOOSE THE MOST RELEVANT & SUITABLE AD FORMATS TO BUILD THE RIGHT BRAND ASSOCIATION -3/3

PPL SEGMENT



OTHER AD FORMATS

- VOD Highlights
- Co-branded Vignette



Wimbledon Has Been Leveraged By A Diverse Set Of Advertisers To Communicate Their Brand Stories

YOUR BRAND CAN BE NEXT!



The background of the entire image is a night-time view of a tennis stadium. The green grass of the tennis court is in the foreground, with white lines marking the boundaries. The stadium seating is filled with spectators, and the arena is lit up with bright lights, creating a vibrant atmosphere.

COME, PARTNER WITH US!

CATCH THE SPORT WHICH IS **NOT JUST A COMPETITION** BUT **AN EMOTION**

..Where Companions **Fight Their Best** On The Court
..And **Cry Their Hearts Out** When They See Their Rival Retire

The world cried with **#FEDAL** on Federer's retirement during Laver Cup 2022

Viewers are attached to Tennis more than ever and would not want to miss any action on Wimbledon



Virat Kohli
@imVkohli · Follow



Who thought rivals can feel like this towards each other. That's the beauty of sport. This is the most beautiful sporting picture ever for me 🙌❤️👉. When your companions cry for you, you know why you've been able to do with your god given talent. Nothing but respect for these 2.