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PROFESSIONAL TENNIS PLAYERS ASSOCIATION REPORT

ATP and WTA Player Rankings & Insights



TOP 25 WOMEN'S PLAYERS

RANKED BY SOCIAL VALUE

	<i>Player</i>	<i>Posts</i>	<i>Impressions</i>	<i>Engagements</i>	<i>Social Value</i>
1	 SANIA MIRZA	388	445,923,332	18,926,644	\$11,254,611
2	 IGA ŚWIĄTEK	587	269,472,577	14,421,896	\$9,486,448
3	 NAOMI OSAKA	247	283,495,531	10,257,861	\$8,720,416
4	 EMMA RADUCANU	198	186,207,910	17,177,712	\$7,214,600
5	 ONS JABEUR	430	96,855,200	7,714,622	\$5,565,812
6	 COCO GAUFF	386	79,785,582	1,886,646	\$2,637,664
7	 PETRA KVITOVÁ	348	71,730,973	2,740,542	\$2,436,178
8	 PAULA BADOSA	287	54,759,104	4,237,369	\$2,147,719
9	 ELINA SVITOLINA	259	56,140,478	2,929,199	\$2,019,333
10	 GARBIÑE MUGURUZA	230	48,182,611	2,935,706	\$1,758,566
11	 SLOANE STEPHENS	549	53,886,088	1,657,003	\$1,749,693
12	 CAROLINE GARCIA	361	47,465,794	2,243,256	\$1,664,158
13	 SIMONA HALEP	112	49,397,965	2,494,315	\$1,384,316
14	 VICTORIA AZARENKA	312	56,800,095	1,484,033	\$1,353,664
15	 MARIA SAKKARI	149	24,854,821	2,427,344	\$1,252,064
16	 ARYNA SABALENKA	169	39,835,148	2,471,574	\$1,204,365
17	 VENUS WILLIAMS	157	45,904,485	2,843,908	\$1,184,813
18	 ANGELIQUE KERBER	113	27,624,732	1,331,154	\$971,664
19	 MAGDA LINETTE	717	45,554,424	784,588	\$963,526
20	 BELINDA BENCIC	214	27,802,690	1,733,300	\$907,066
21	 ALIZÉ CORNET	258	28,530,368	847,257	\$881,302
22	 CAMILA OSORIO	119	36,401,796	1,006,233	\$812,734
23	 BIANCA ANDREESCU	168	21,574,928	1,065,742	\$653,883
24	 AJLA TOMLJANOVIĆ	118	19,578,299	893,687	\$461,837
25	 KATRINA SCOTT	105	13,614,321	1,250,828	\$434,914

TOP 5 POSTS

RANKED BY SOCIAL VALUE

1



NaomiOsaka大坂なおみ
@naomiosaka



lol so I told Suga that autumn leaves is a great song.



10:04 AM · Sep 30, 2022

30,302,884 Impressions **463,217 Engagements**
\$823,135 Social Value

2



Iga Świątek
@iga_swiatek



OMG 🤩
@usopen



7:15 PM · Sep 10, 2022

6,640,963 Impressions **94,593 Engagements**
\$170,974 Social Value



mirzasaniar
Australia



3

It's been real Melbourne ❤️ so long 🙏🏻

January 27, 2023

4,153,341 Impressions **458,546 Engagements**
\$151,807 Social Value

4



emmaraducanu
Singapore, Singapore



Singapore!! We worked, got stuck in (literally..), enjoyed the great culture, improved 🙏 and had so much fun here 🦀 Thank you to everyone's warm welcome, you made it even more special. I'll be back!!

谢谢你，新加坡！你给了我太多美好的记忆，我一定会再回来的❤️

February 3, 2022

3,332,272 Impressions **448,523 Engagements**
\$142,974 Social Value

5



Coco Gauff
@CocoGauff



Serena, THANK YOU. It is because of you I believe in this dream. The impact you've had on me goes beyond any words that can be put together and for that I say thank you, thank you, thank you, GOAT!



10:59 PM · Sep 2, 2022















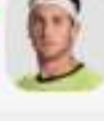










5,335,299 Impressions **77,240 Engagements**
\$139,104 Social Value

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Twitter, Instagram, and Facebook posts from January 1, 2022-January 31, 2023

TOP 25 MEN'S PLAYERS

RANKED BY SOCIAL VALUE

	Player	Posts	Impressions	Engagements	Social Value
1	 RAFAEL NADAL	232	941,257,537	5,371,352	\$29,220,765
2	 NOVAK DJOKOVIC	200	656,426,975	3,182,930	\$21,670,907
3	 CARLOS ALCARAZ	664	489,018,783	10,569,965	\$16,036,001
4	 NICK KYRGIOS	495	277,742,382	5,416,995	\$8,991,748
5	 ANDY MURRAY	124	246,842,504	2,439,937	\$6,888,436
6	 STEFANOS TSITSIPAS	300	152,989,101	3,502,419	\$4,720,819
7	 MATTEO BERRETTINI	72	87,817,794	2,682,376	\$3,517,201
8	 ALEXANDER ZVEREV	87	82,307,782	1,825,248	\$3,413,461
9	 DOMINIC THIEM	212	84,626,277	5,390,952	\$3,022,954
10	 JANNIK SINNER	203	75,084,832	3,103,310	\$2,426,781
11	 DIEGO SCHWARTZMAN	182	61,922,727	4,964,231	\$2,156,755
12	 DANIIL MEDVEDEV	322	71,017,831	2,266,974	\$2,113,604
13	 GAEL MONFILS	1,037	84,730,177	10,992,114	\$2,101,513
14	 FELIX AUGER-ALIASSIME	341	61,929,581	6,002,991	\$1,982,545
15	 CASPER RUUD	219	60,275,811	5,136,281	\$1,876,848
16	 DENIS SHAPOVALOV	300	53,219,520	4,512,964	\$1,844,531
17	 HUBERT HURKACZ	275	61,549,982	3,721,658	\$1,642,101
18	 STAN WAWRINKA	168	55,826,729	3,723,597	\$1,369,005
19	 HOLGER RUNE	283	35,496,964	1,197,997	\$1,242,920
20	 THANASI KOKKINAKIS	154	37,313,693	1,865,106	\$1,182,369
21	 TAYLOR FRITZ	246	44,167,895	4,433,646	\$1,018,017
22	 FRANCES TIAFOE	126	23,251,324	1,417,379	\$710,451
23	 BORNA CORIC	161	34,628,835	6,553,883	\$705,041
24	 BENOIT PAIRE	403	23,530,691	1,768,712	\$677,817
25	 FABIO FOGNINI	95	20,427,407	1,665,655	\$672,091

TOP 5 POSTS

RANKED BY SOCIAL VALUE

1



Rafa Nadal ✓

@RafaelNadal



Dear Roger, my friend and rival.
I wish this day would have never come. It's a sad day for me personally and for sports around the world.
It's been a pleasure but also an honor and privilege to share all these years with you, living so many amazing moments on and off the court 🙏

12:02 PM · Sep 15, 2022

58,000,355 Impressions

833,358 Engagements

\$1,503,020 Social Value

2



Novak Djokovic ✓

@DjokerNole



9:40 AM · Jan 29, 2023

29,159,187 Impressions

421,409 Engagements

\$759,667 Social Value

3



Andy Murray ✓

@andy_murray



Please record the awkward moment when you tell them you've spent most of your career campaigning to have people from Eastern Europe deported. 😬



Nigel Farage ✓

@Nigel_Farage • Jan 9, 2022

In the trophy room with Novak's brother Djordje.



6:10 PM · Jan 9, 2022

26,250,299 Impressions

288,123 Engagements

\$695,030 Social Value

4



Carlos Alcaraz ✓

@carlosalcaraz



Roger... ❤️

10:03 AM · Sep 15, 2022

16,121,832 Impressions

228,294 Engagements

\$413,036 Social Value

5



Nicholas Kyrgios ✓

@NickKyrgios



Bruh, I'm a slam finalist 🤔🤔🤔🤔 I'm excited either way 🤔

7:10 AM · Jul 9, 2022

8,528,729 Impressions






119,172 Engagements

\$216,488 Social Value

BREAKTHROUGH PLAYERS

RANKED BY SOCIAL VALUE % CHANGE AMONG TOP 25

WOMENS

	<i>Player</i>	<i>2021</i>	<i>2022</i>	<i>% Change</i>
1	 MAGDA LINETTE	\$93,396	\$409,069	↑338%
2	 CAROLINE GARCIA	\$385,419	\$1,476,932	↑283%
3	 COCO GAUFF	\$870,562	\$2,537,755	↑192%
4	 ONS JABEUR	\$2,981,316	\$6,147,867	↑106%
5	 IGA SWIATEK	\$4,575,716	\$9,291,988	↑103%

MENS

	<i>Player</i>	<i>2021</i>	<i>2022</i>	<i>% Change</i>
1	 CARLOS ALCARAZ	\$1,580,195	\$15,611,547	↑888%
2	 THANASI KOKKINAKIS	\$190,807	\$902,196	↑373%
3	 TAYLOR FRITZ	\$322,560	\$892,004	↑177%
4	 CASPER RUUD	\$676,366	\$1,788,157	↑164%
5	 NICK KYRGIOS	\$3,453,391	\$7,933,572	↑130%

Twitter, Instagram, and Facebook posts from January 1, 2021 - December 31, 2021 and January 1, 2022 - December 31, 2022

What is social value?

Social value is the full equivalent media value of the posts based on applicable impressions, video views, and engagements using industry standard CPM, CPE, and CPV. The data is sourced from the athletes' owned Twitter, Instagram, and Facebook accounts.

READY TO UNDERSTAND THE VALUE OF YOUR CONTENT?

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