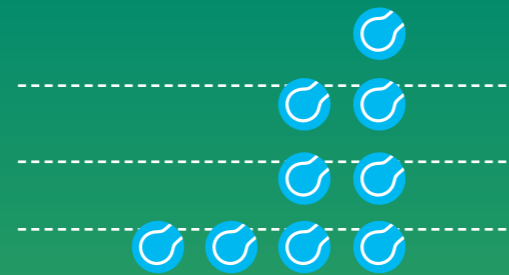


# How can major sports events deliver compelling entertainment to growing audiences?



## US Open Tennis Championships

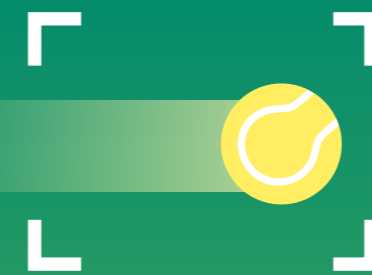
The **US Open** welcomes 700,000 fans courtside and also reaches a global web/TV audience of many millions



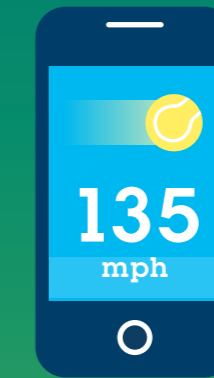
There's a growing appetite for real-time news, statistics and expert analysis on in-play matches



The US Open uses IBM® Cloud, Analytics, Mobile, Social and Security solutions on **IBM Power Systems™** servers with AIX®



These solutions help capture and analyze match data in **real time**, combining it with historical data



**Instant, interactive insight** is delivered via TV, web and a powerful mobile app



The solution provides compelling content that brings the **thrill of the tournament** to fans everywhere

