

MUTUA MADRID OPEN —



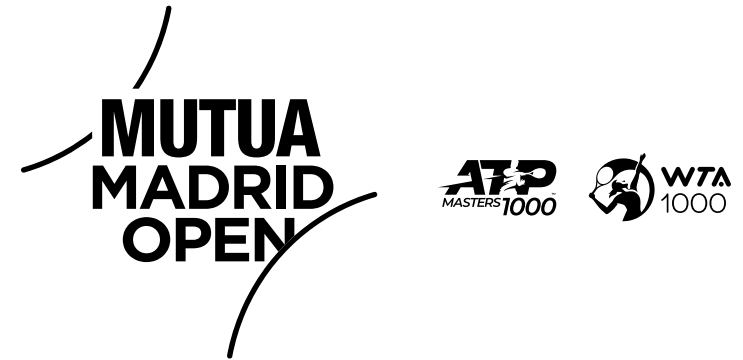
2024



“The Mutua Madrid Open is a younger, technological and innovative tournament.”



GÉRARD TSOBANIAN



THE MAJOR TOURNAMENTS

|

GRAND SLAMS

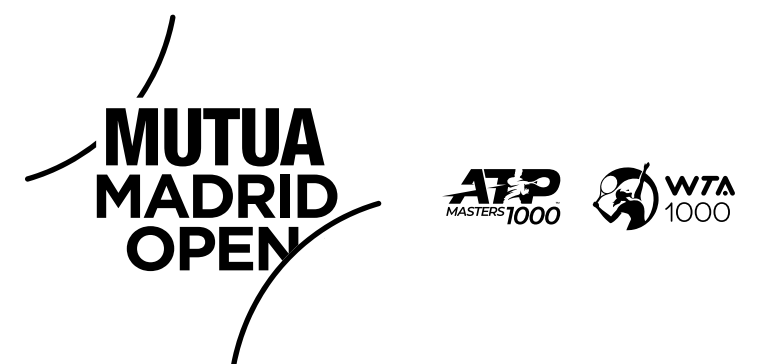


MASTERS 1000 / WTA 1000



MUTUA MADRID OPEN
PRIZE MONEY__ 16.448.710€

FROM THE 22 OF APRIL
UNTIL THE 5 OF MAY



THE BEST PLAYERS

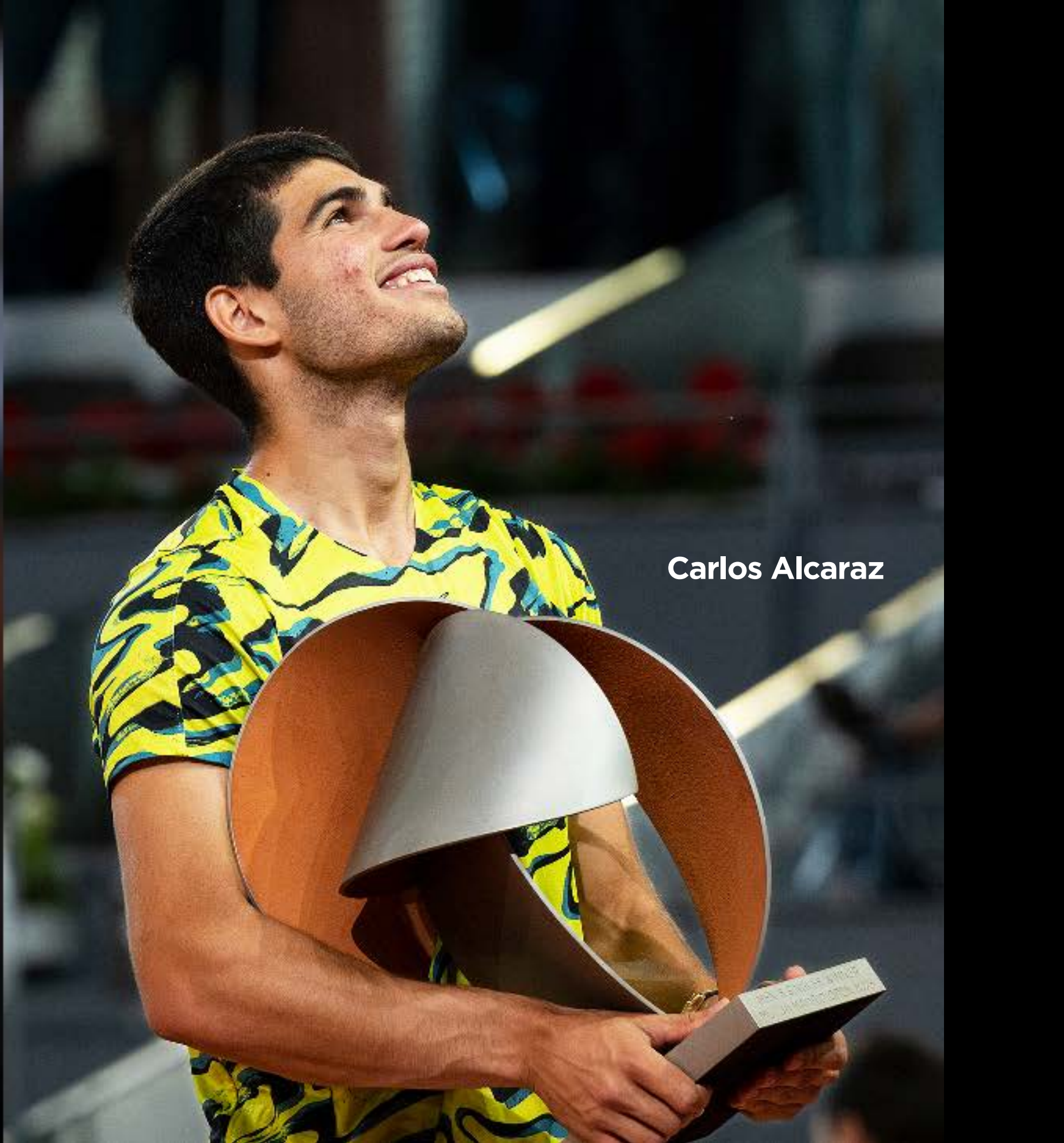


- 2002 André AGASSI
- 2003 Juan Carlos FERRERO
- 2004 Marat SAFIN
- 2005 Rafael NADAL
- 2006 Roger FEDERER
- 2007 David NALBANDIAN
- 2008 Andy MURRAY
- 2009 Roger FEDERER
- 2010 Rafael NADAL
- 2011 Novak DJOKOVIC
- 2012 Roger FEDERER
- 2013 Rafael NADAL
- 2014 Rafael NADAL
- 2015- Andy MURRAY
- 2016 Novak DJOKOVIC
- 2017 Rafael NADAL
- 2018 Alexander ZVEREV
- 2019 Novak DJOKOVIC
- 2021 Alexander ZVEREV
- 2022 Carlos ALCARAZ

- 2009 Dinara SAFINA
- 2010 Aravane REZAL
- 2011 Petra KVITOVA
- 2012 Serena WILLIAMS
- 2013 Serena WILLIAMSL
- 2014 Maria SHARAPOVA
- 2015 Petra KVITOVA
- 2016 Simona HALEP
- 2017 Simona HALEP
- 2018 Petra KVITOVA
- 2019 Kiki BERTENS
- 2021 Aryna SABALENKA
- 2022 Ons JABEUR



Aryna Sabalenka



Carlos Alcaraz

2023 WINNERS



THE “CAJA MÁGICA”



325.806_VISITORS

2023. PUBLIC ATTENDANCE RECORD

A technological venue with
3 retractable roofs situated
in the South of Madrid




MUTUA
MADRID
OPEN

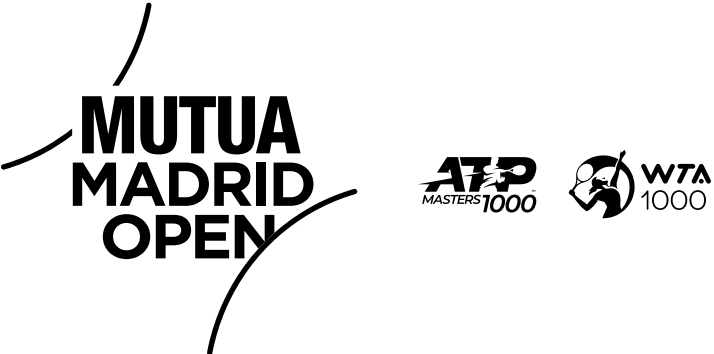
ATP
MASTERS
1000

WTA
1000

WEBSITE & RRSS —



-  **353.000 followers**
> 5 millions of reach
-  **100.000 followers**
> 14 millions of impressions
-  **208.000 followers**
> 37 millions of impressions
-  **5.000 subscribers**
> 2,9 millions of minutes viewed
-  **30.000 followers**
> 44 millions of views
-  **Website 6.488.543 visits**

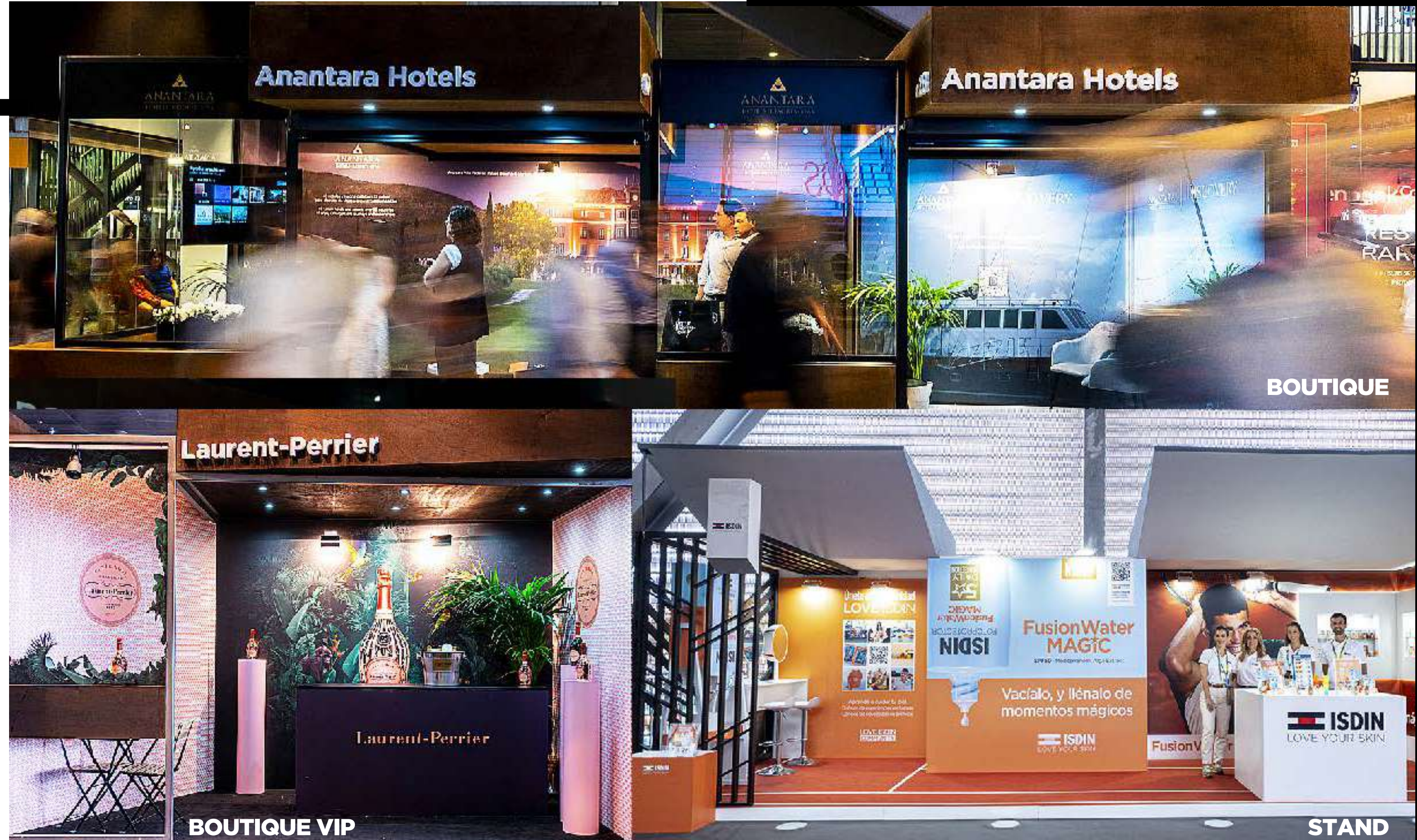


COMMERCIAL AREAS

BOUTIQUE
5.450m²
OF EXHIBITION SPACE

VIP BOUTIQUE
340m²
OF EXHIBITION SPACE

STANDS
1.050m²
OF EXHIBITION SPACE



MUTUA
MADRID
OPEN

ATP
MASTERS 1000

WTA
1000

TWITCH & COM



© 2023 Source: MMO

>70_HOURS
BROADCASTING

>695.003_
MINUTES VIEWING

3.000_
AVERAGE VIEWERS

>70%
NEW FOLLOWERS



TENNIS TAINMENT



FAN ZONE
EXPOSITIONS
CONCERTS

FOOD CORNER



**18 PLACES TO ENJOY
BETWEEN MATCHES**

**A GREAT LEISURE
CENTRE FOR ALL
TYPES OF PUBLIC**

**MUTUA
MADRID
OPEN**

**ATP
MASTERS 1000**

**WTA
1000**

THE TENNIS GARDEN

TENNIS,
THE PLAYERS
CLOSEST

A UNIQUE PLACE
WHERE YOU CAN
ENJOY THE BEST
TENNIS



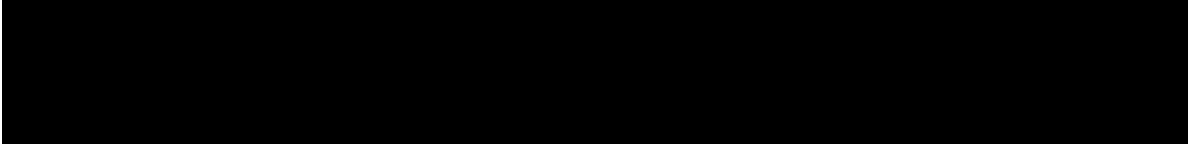
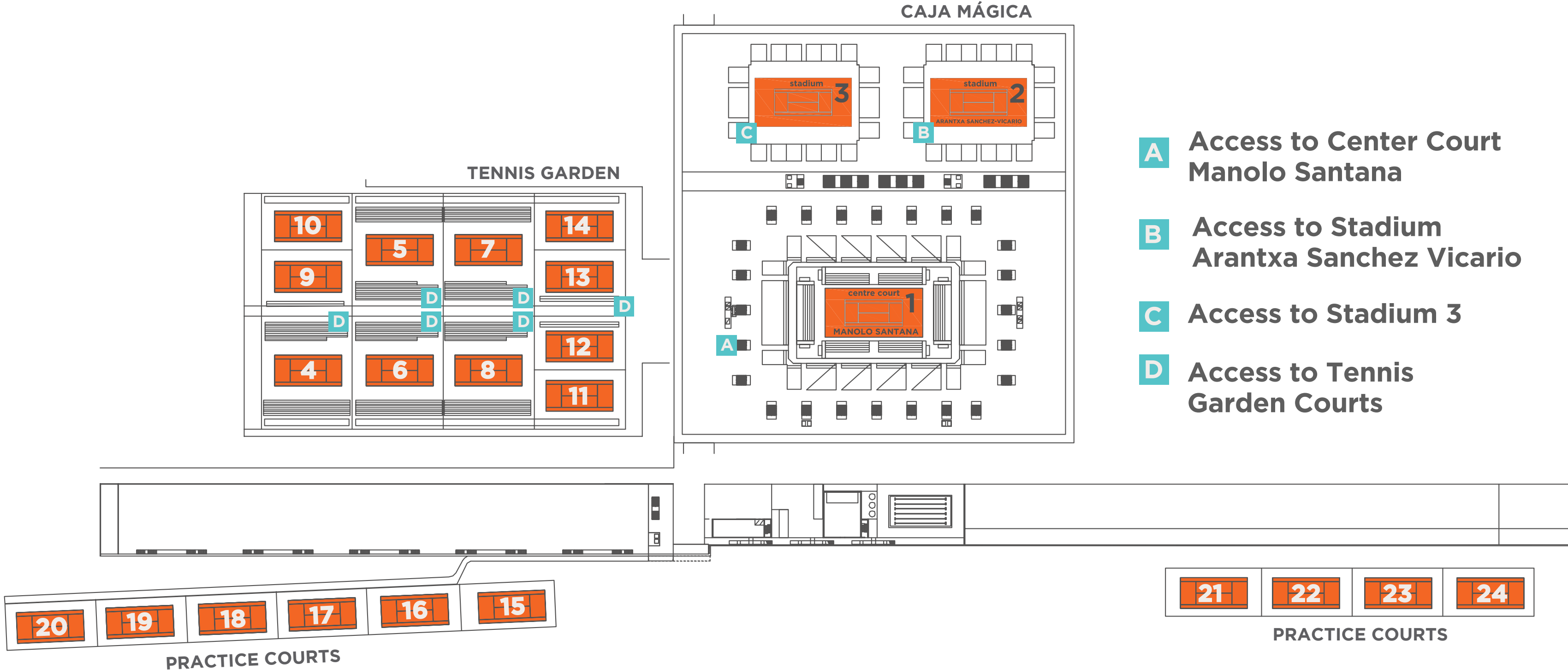
21_COURTS
TO ENJOY
OF YOUR IDOLS

MUTUA
MADRID
OPEN

ATP
MASTERS
1000

WTA
1000

THE TENNIS “OPEN”



TECHNO LOGICAL TOURNAMENT



170.333_

ACTIVE
PARTICIPANTS

600.905_

TOTAL AUDIENCE
MMO + C.C. LA VAGUADA

€16.000_

IN PRIZES

>214%_
INCREASED AUDIENCE
FROM 2020 TO 2023

FANCAM_
19.355 USERS
53.704 PHOTOS
73.549 PEOPLE REACH



UNDER-16 NATIONAL —



WHAT IS IT?

Circuit of national
UNDER-16 tournaments

WHERE?

16 qualifying events
around 14 cities in Spain

WHO PLAYS?

The best UNDER-16 players
(Girls & Boys) in Spain

FINAL PHASE DURING THE MUTUA MADRID OPEN 2024

MUTUA MADRID OPEN
SUB/16

PRICES 2024

VAT INCLUDED

CENTRE COURT ENTRANCE:

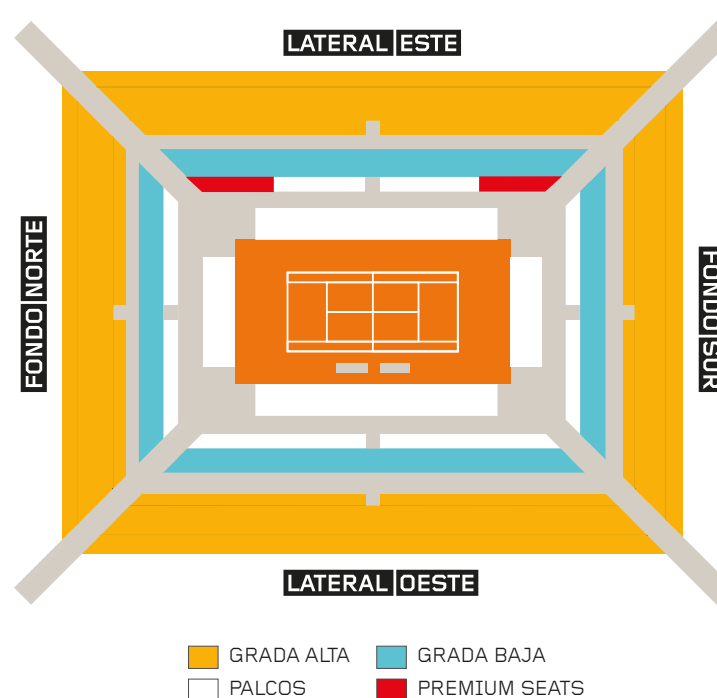
Allows access to Centre Court, Stadium 3 and Tennis Garden.

(Access to Stadium 3 and Tennis Garden is subject to venue capacity).

Prices valid for groups of minimum **20 people** per session

This promotion is valid until **29th March** 2024 or while space is available.

Pista Central - Estadio Manolo Santana



SESSION	CATEGORY 2
Monday 22 nd April	8,00 €
Tuesday 23 rd April	8,00 €
Wednesday 24 th April	25,60 €
Thursday 25 th April	25,60 €
Friday 26 th April / DAY	32,00 €
Friday 26 th April / NIGHT	23,80 €
Saturday 27 th April / DAY	41,60 €
Saturday 27 th April / NIGHT	28,00 €
Sunday 28 th April / DAY	48,00 €
Sunday 28 th April / NIGHT	39,20 €
Monday 29 th April / DAY	48,00 €
Monday 29 th April / NIGHT E	39,20 €
Tuesday 30 th April / DAY	56,00 €
Tuesday 30 th April / NIGHT	43,40 €

MUTUA
MADRID
OPEN

ATP
MASTERS 1000

WTA
1000

MUTUA MADRID OPEN SCHEDULE 2024 - DRAFT

This schedule may change during the tournament. It will be announced by the competition department as soon as possible

SESSIONS	ROUND	Doors opening	Matches start time	SCHEDULE BY COURT												TOTAL MATCHES / DAY ATP & WTA		
				MANOLO SANTANA	ARANTXA SANCHEZ	COURT 3	COURT 4	COURT 5	COURT 6	COURT 7	COURT 8							
Monday 22/04 1 Session	ATP: Qualy 1 st round WTA: Qualy 1 st round	9:30	10:00	10:00	6 matches	10:00	6 matches	10:00	6 matches	10:00	6 matches	10:00	6 matches	10:00	6 matches	10:00	6 matches	48
	APROXIMATELY FINISH TIME BY COURT				22:00	22:00	22:00	22:00	22:00	22:00	22:00	22:00	22:00	22:00	22:00			
Tuesday 23/04 1 Session	ATP: Qualy 2 nd round WTA: 1 st Round main draw & qualy 2 nd round	9:30	10:00	10:00	5 matches WTA 1 st Round	10:00	5 matches WTA 1 st Round	11:00	4 matches	11:00	4 matches	11:00	4 matches	11:00	4 matches	11:00	4 matches	34
	APROXIMATELY FINISH TIME BY COURT				21:00	21:00	21:00	19:00	19:00	19:00	19:00	19:00	19:00	19:00				
Wednesday 24/04 1 Session	ATP: 1 st Round main draw WTA: 1 st Round main draw	10:00	11:00	11:00	WTA 1 st Round ATP 1 st Round WTA 1 st Round ATP 1 st Round	11:00	ATP 1 st Round WTA 1 st Round ATP 1 st Round WTA 1 st Round	11:00	5 matches	11:00	5 matches	11:00	5 matches	11:00	4 matches	11:00	5 matches	38
	APROXIMATELY FINISH TIME BY COURT				21:00	21:00	21:00	21:00	21:00	19:00	21:00	19:00	19:00					
Thursday 25/04 1 Session	ATP: 1 st Round main draw WTA: 1 st & 2 nd Round main draw	10:00	11:00	11:00	ATP 1 st Round WTA 2 nd Round WTA 2 nd Round ATP 1 st Round WTA 2 nd Round	11:00	WTA 2 nd Round ATP 1 st Round WTA 2 nd Round ATP 1 st Round WTA 2 nd Round	11:00	5 matches	11:00	5 matches	11:00	5 matches	11:00	5 matches	11:00	5 matches	40
	APROXIMATELY FINISH TIME BY COURT				21:00	21:00	21:00	21:00	21:00	21:00	21:00	21:00	19:00	21:00	19:00			
Friday 26/04 Day session	ATP: 2 nd Round main draw WTA: 2 nd Round main draw	10:00	11:00	11:00	WTA 2 nd Round ATP 2 nd Round WTA 2 nd Round ATP 2 nd Round	11:00	ATP 2 nd Round WTA 2 nd Round ATP 2 nd Round WTA 2 nd Round	11:00	5 matches	11:00	5 matches	11:00	5 matches	11:00	5 matches	11:00	5 matches	40
	Friday 26/04 Night session		18:30	20:00	nb 20:00	ATP 2 nd Round WTA 2 nd Round		ATP 2 nd Round WTA 2 nd Round										
APROXIMATELY FINISH TIME BY COURT				DIA 17:30 / NOCHE 24:00		21:00		21:00		19:00		20:00		21:00		20:00		
Saturday 27/04 Day session	ATP: 2 nd Round main draw WTA: 2 nd Round main draw	10:00	11:00	11:00	ATP 2 nd Round WTA 2 nd Round ATP 2 nd Round WTA 2 nd Round	11:00	ATP 2 nd Round WTA 2 nd Round ATP 2 nd Round WTA 2 nd Round	11:00	5 matches	11:00	5 matches	11:00	5 matches	11:00	5 matches	11:00	5 matches	40
	Saturday 27/04 Night session		18:30	20:00	nb 20:00	ATP 2 nd Round WTA 2 nd Round		ATP 2 nd Round WTA 2 nd Round										
APROXIMATELY FINISH TIME BY COURT				DIA 17:30 / NOCHE 24:00		21:00		21:00		21:00		21:00		21:00		20:00		
Sunday 28/04 Day session	ATP: 3 rd Round main draw WTA: 3 rd Round main draw	10:00	11:00	11:00	WTA 3 rd Round ATP 3 rd Round WTA 3 rd Round ATP 3 rd Round	11:00	ATP 3 rd Round WTA 3 rd Round ATP 3 rd Round WTA 3 rd Round	11:00	5 matches	11:00	5 matches	11:00	4 matches	-	-	-	-	24
	Sunday 28/04 Night session		18:30	20:00	nb 20:00	WTA 3 rd Round ATP 3 rd Round		WTA 3 rd Round ATP 3 rd Round										
APROXIMATELY FINISH TIME BY COURT				DIA 17:30 / NOCHE 24:00		21:00		20:00		18:00								
Monday 29/04 Day session	ATP: 3 rd Round main draw WTA: 1/8 final	10:00	11:00	11:00	ATP 3 rd Round WTA 1/8 final ATP 3 rd Round WTA 1/8 final	11:00	ATP 3 rd Round WTA 1/8 final ATP 3 rd Round WTA 1/8 final	11:00	5 matches	11:00	5 matches	11:00	4 matches	-	-	-	-	24
	Monday 29/04 Night session		18:30	20:00	nb 20:00	ATP 3 rd Round WTA 1/8 final		ATP 3 rd Round WTA 1/8 final										
APROXIMATELY FINISH TIME BY COURT				DIA 17:30 / NOCHE 24:00		22:00		20:00		19:00								
Tuesday 30/04 Day session	ATP: 1/8 final WTA: 1/4 final	10:00	11:00	11:00	ATP 1/8 final WTA 1/4 final ATP 1/8 final WTA 1/4 final	11:00	ATP 1/8 final WTA 1/4 final ATP 1/8 final WTA 1/4 final	12:00	4 matches (2 dobles ATP 1/8 2 dobles WTA 1/4)	-	-	-	-	-	-	-	-	14
	Tuesday 30/04 Night session		18:30	20:00	nb 20:00	ATP 1/8 final WTA 1/4 final		ATP 1/8 final WTA 1/4 final										
APROXIMATELY FINISH TIME BY COURT				DIA 17:30 / NOCHE 24:00		22:00		22:00										
Wednesday 01/05 Day session	ATP: 1/4 final WTA: 1/4 final	12:00	13:00	13:00	WTA 1/4 final ATP 1/4 final	13:00	ATP doubles 1/8 final ATP doubles 1/8 final WTA doubles 1/4 final WTA doubles 1/4 final	-	-	12:00	SUB 16 4 matches	12:00	SUB 16 4 matches	-	-	-	-	8
	Wednesday 01/05 Night session		18:30	20:00	nb 20:00	WTA 1/4 final ATP 1/4 final		WTA 1/4 final ATP 1/4 final										
APROXIMATELY FINISH TIME BY COURT				DIA 17:30 / NOCHE 24:00		17:00		20:00		20:00		20:00		20:00		20:00		
Thursday 02/05 Day session	ATP: 1/4 final WTA: Semifinal	12:00	13:00	13:00	ATP 1/4 final WTA Semifinal 1	13:00	ATP doubles semifinals ATP doubles semifinals	-	-	12:00	SUB 16 4 matches	12:00	SUB 16 4 matches	12:00	SUB 16 4 matches	-	-	6
	Thursday 02/05 Night session		18:30	20:00	nb 20:00	ATP 1/4 final WTA Semifinal 2		ATP 1/4 final WTA Semifinal 2										
APROXIMATELY FINISH TIME BY COURT				DIA 17:30 / NOCHE 24:00		17:00		20:00		20:00		20:00		20:00		20:00		
Friday 03/05 Day session	ATP: Semifinal WTA: Day Off Doubles Semifinal	12:00	13:00	13:00	WTA Doubles SF ATP Semifinal 1	13:00	ATP Semifinal 2 WTA Doubles SF	12:00	SUB 16 2 matches	12:00	SUB 16 2 matches	12:00	SUB 16 2 matches	-	-	-	-	4
	Friday 03/05 Night session		18:30	20:00	nb 20:00	ATP Semifinal 2 WTA Doubles SF		ATP Semifinal 2 WTA Doubles SF										
APROXIMATELY FINISH TIME BY COURT				DIA 18:00 / NOCHE 24:00		16:00		16:00		16:00								
Saturday 04/05 1 session	ATP: Day Off Doubles final WTA: Singles final	12:30	15:30	nb 15:30 nb 18:30	ATP Doubles final WTA Singles final	13:30	SUB 16 Girls Final + 2 Boys semis	-	-	-	-	-	-	-	-	-	-	2
	APROXIMATELY FINISH TIME BY COURT				21:00		18:00											
Sunday 05/05 1 session	ATP: Singles final WTA: Doubles final	12:30	15:30	nb 15:30 nb 18:30	WTA Doubles final ATP Singles final	13:30	SUB 16 Boys Final	-	-	-	-	-	-	-	-	-	-	2
	APROXIMATELY FINISH TIME BY COURT				21:00		16:00											

■ Day Session
■ Night Session

The last match of any court may be moved if the matches go too long.

THANK YOU



Contact:

DEPARTAMENTO de VENTAS de ENTRADAS

e-mail:

entradas@madrid-open.com

Tournament website:

www.madrid-open.com