

WTN Benefits and Challenges



WORLDWIDE
PARTICIPATION
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— LONDON 2019

Benefits:

- Centralization global tennis data
- Empowerment of all federations
- Improved program delivery through level-based systems
- Player retention
- Direct services to player
- Digital Engagement

Challenges:

- Proper Education
- Current Misunderstanding
- Consistent digital developments
- Meeting player expectations
- Other products in the market