

## Tennis — A Top World Sport

*(from Totalsportek.com)*

# 25 World's Most Popular Sports (Ranked by 13 factors)

Sports journalists have been facing this conundrum of ranking sports for some time now. Every now and then we see contradictory rankings of most popular sports alleviating whatever confidence we had in those reports.

For ranking any sport's popularity it is imperative that we set the criteria for ranking first. If TV viewership of any sports is the criteria then Beijing Olympics 2008 was by far the most watched sporting event with over 1 Billion people tuning in at some point during the Olympics event.

For us TV viewership isn't the only criteria for a sports popularity rather it should be the number of other factors combined to get the best popularity ranking.

### **Criteria used**

- 1 Global base & audience
- 2 TV Viewership numbers
- 3 Number Professional leagues around the world
- 4 TV rights deals

- 5 Endorsement & Sponsorship deals
- 6 Average athlete salary in top league
- 7 Biggest competition & (number of countries represented)
- 8 Social media presence
- 9 Prominence in sports headlines on media outlets (websites, tv)
- 10 Relevancy through the year
- 11 Regional dominance
- 12 Gender equality
- 13 Accessible to general public worldwide

These are the factors we consider in ranking the top 25 sports in the world. So let's begin our countdown for the biggest, most popular sports in the World.

(#1 = Soccer / football; #2 = Basketball; #3 = Cricket)

## #4. Tennis

— **A global reach and over a 1 billion followers makes Tennis the most popular individual based sport. It comes up triumph in many of our criteria factors.**

A truly universal game and unlike the other team sports listed above Tennis is mainly an individual based game which is very popular across the world. Specially its four biggest events called "Grand Slams" where top matches are often the most watched sports matches every year. Unlike the other sports Tennis is equally popular for men and women across the world. In fact Tennis is one of the rare sports in the world which represent gender equality with same prize money for men and women competitions.

— **Highest prize money in individual sport:** All four grand slams, Australia Open, French Open, Wimbledon and US offer huge prize

money and the prize money given to winners mens and women singles event is the highest in any of the individual sport.

**The most global calendar year:** Tennis events divided in four categories (ATP 250, ATP 500, ATP Masters and Grand Slams) takes place around the world throughout every years. Only football has more global venues than Tennis which is coverage in almost every part of the world.

~ **Most prestigious sport event:** Wimbledon is not only the most prestigious tennis event but also in all sport. Over 1 billion people tune in at some point during Wimbledon 2015 and 2014. While 17.3 million viewers tuned in to BBC One only in UK in 2013 Wimbledon final.

Tennis is the most dominant sport during May to June every year (well unless there is a football world cup) because French Open and Wimbledon are held back to back and tennis headline the sports section of media outlets in UK, US and some other big countries. Tennis is also the most accessible sport and since both mens and women game are widely given the same respect the ration of fans is pretty much 50/50 in terms of gender compare to other top sport where male dominate the sport.

Highest paid tennis stars: Roger Federer and Rafael Nadal were the two highest paid tennis player and they also feature in the top 10 list of highest paid athletes in the world for best part of last 10 years.

~ **Gender equality in tennis:** While Maria Sharapova and Serena Williams are most successful women tennis players and they also featured in the top 20 highest paid athlete list at some point of their careers.

Djokovic and Federer are close to earn \$100 million in career prize money only Tiger woods (golf) has won more in prize money in individual sport.

**Champions from 30 different countries:** Around 45 countries are

represented in top 100 tennis ranking in both mens and women.  
While tennis players (both mens and women) from 30 different  
countries has won at least 1 grand slam making it a unique record  
in sport.

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