



WELCOME!

Tennis Industry United

2021 USTA Junior Pathway Update

October 29, 2020 // 3:00-4:00 PM EST

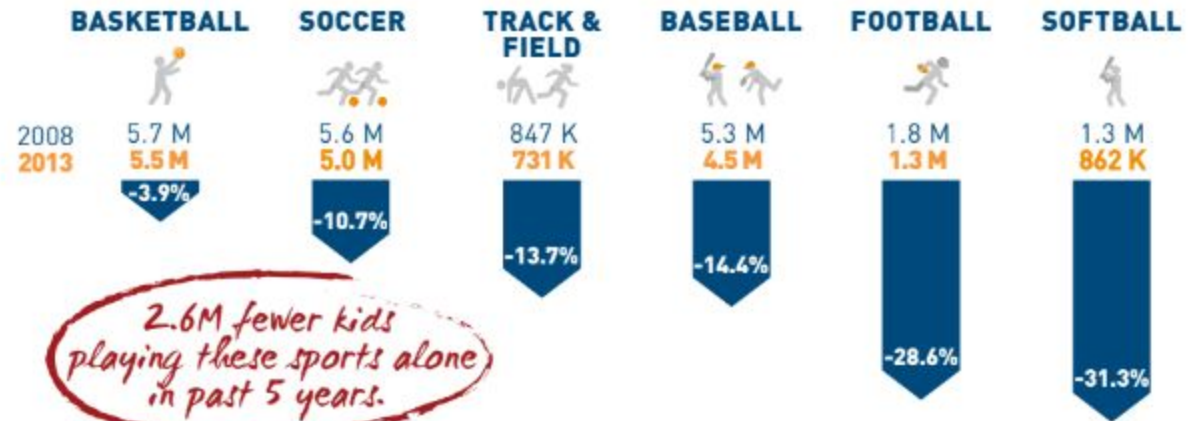
Objectives

- How did we get here?
- USTA Junior Products + PlayTracker
- USTA Junior Tournaments

YOUTH EPIDEMIC >>>

- LOWER PHYSICAL ACTIVITY RATES
- OBESITY HAS TRIPLED
- EARLY SPECIALIZATION
- LIFE EXPECTANCY < FIVE YEARS
- LESS PE IN SCHOOL

KIDS ARE LEAVING SPORTS SIGNIFICANT DECLINE IN PARTICIPATION AMONG 6-12 YEAR OLDS



With less participation, there's less movement. Fewer kids are active through sports. In 2013, less than one in three children ages 6 to 12 engaged in high-calorie-burning sport or fitness activities three times a week, according to SFIA.⁶

...AND ARE LESS PHYSICALLY ACTIVE THROUGH SPORTS



YOUTH EPIDEMIC

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OBESITY HAS TRIPLED

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COMPETITIVE ENVIRONMENT >>>



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COMPETITIVE ENVIRONMENT

USTA BY THE NUMBERS >>>



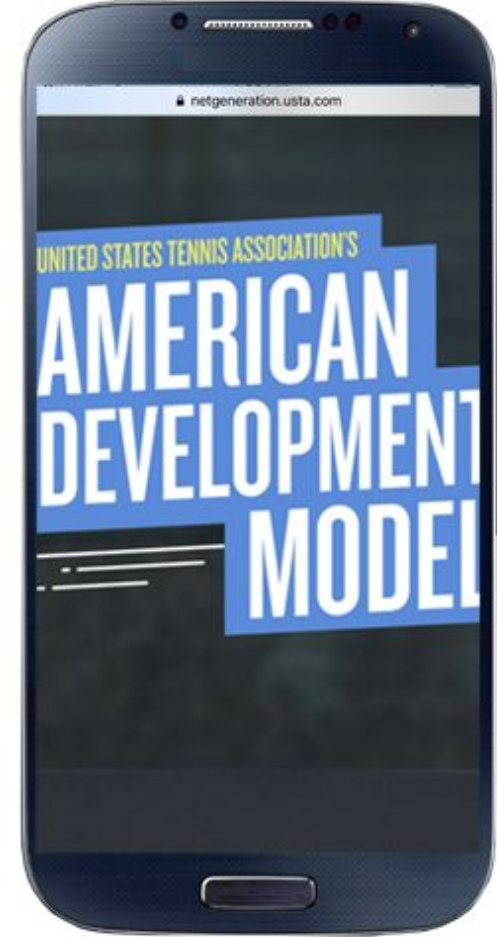
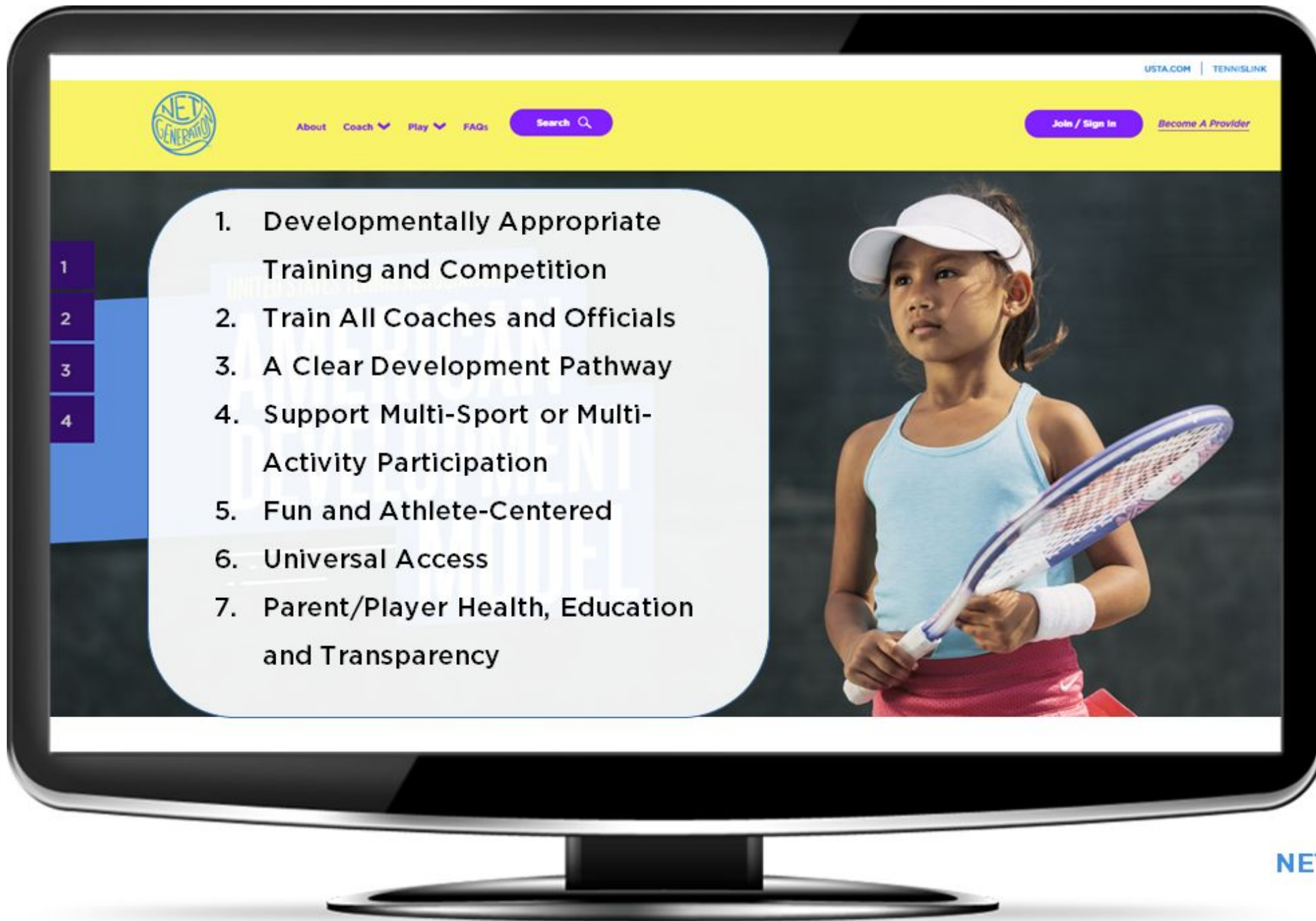
4.5 YOUTH PLAYING TENNIS ... 4% PLAY USTA



36% PLAY IN THREE+ TOURNAMENTS A YEAR



41% RETENTION RATE IN JUNIOR TEAM TENNIS





USTA TEAM CHALLENGE

Low pressure introduction to competition.

- * Focus on character
- * Level-based play
- * Deemphasize results
- * Short duration (1-2 hrs)



STRUCTURE OF FREE PLAY, ATHLETIC DEVELOPMENT, CHARACTER DEVELOPMENT, CO-OP PLAY, & TEAM COMP



USTA JUNIOR TEAM TENNIS

Season of local team-based match play.

- * Gain match experience
- * Develop your skills
- * Focus on team results
- * Flexible duration (4-8 wks)



SUBSTITUTION PILOT, & 3 TO 5 FORMATS FROM RESEARCH AND DEVELOPMENT OF LOCAL JUNIOR TEAM TENNIS



USTA JUNIOR CIRCUIT

Series of local non-elimination tournaments.

- * Competitive environment
- * Advance your skills
- * Focus on individual ratings
- * Up to half day (2-4 hrs)



SINGLES AND DOUBLES ROUND ROBIN FLIGHTS OF 3, 4, OR 5 (+ PLAYOFF) BY WTN AGE, GENDER, & PLAY FREQUENCY



USTA JUNIOR TOURNAMENTS

Competitive Nationwide tournament structure.

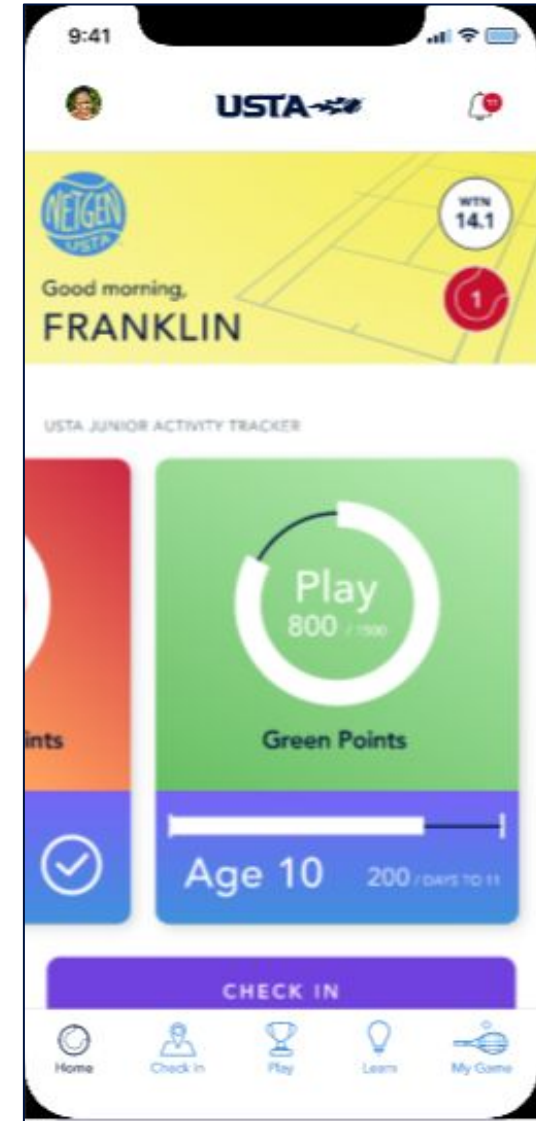
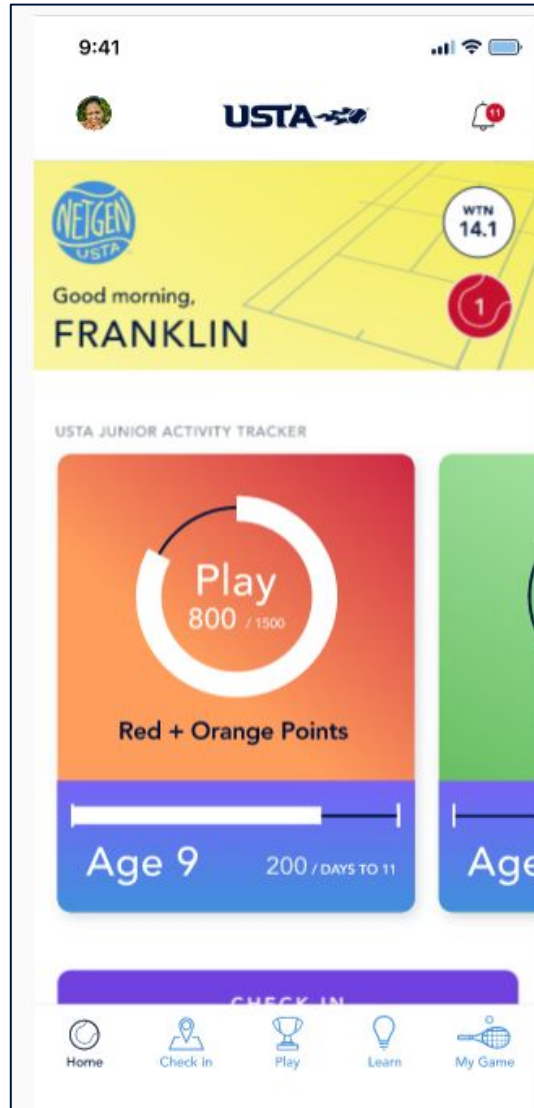
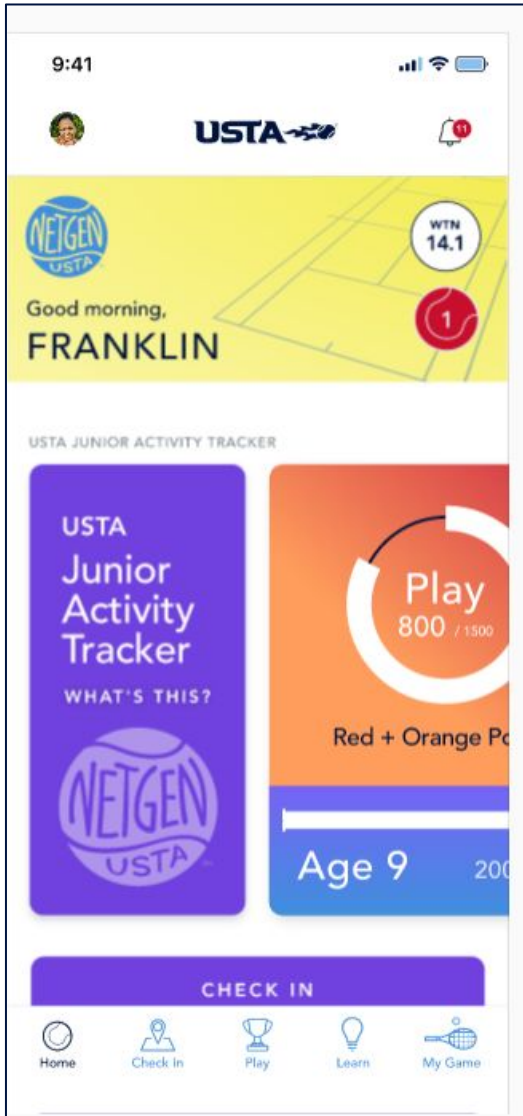
- * Standardized system
- * Showcase your skills
- * Focus on ranking points
- * L7 (1 day) to L1 (4+ days)



SINGLES, DOUBLES, AND TEAM FORMATS FOR EACH LEVEL, AWARDED POINTS-PER-ROUND TOWARDS ONE RANKING LIST

NET GENERATION PLAYTRACKER

*Name & Designs not final

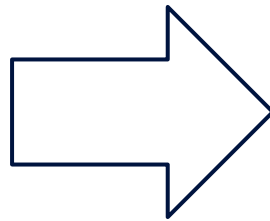




2021 USTA Junior Tournaments

Present vs. Future

- ✓ 100 Different Tournament Meanings
- ✓ 66 Categories in TennisLink
- ✓ 17+ Ranking Point Tables



- ✓ 7 Different Tournament Meanings
- ✓ 7 Categories in Serve Tennis
- ✓ 1 Ranking Point Table

USTA Junior Tournament Highlights



- ✓ Simple, clear pathway
- ✓ Everything counts
- ✓ Take points with you
- ✓ Team Events
- ✓ Mixed Doubles

- ✓ Set scoring formats
- ✓ Set draw formats
- ✓ Set duration
- ✓ Team events
- ✓ L7/NEF - 1 Day
- ✓ Open vs. Closed

1	National Championships	(4+ days)	100%
2	National	(3+ days)	60%
3	National/Sectional Closed	(3+ days)	30%
4	Section	(Up to 4 days)	18%
5	Section/District	(Up to 3 days)	10%
6	Section/District	(Up to 2* days)	4%
7	Section/District	(Up to 1 day)	1%

Points Per Round Percentages

Important Updates

- ✓ No paid Junior USTA membership in '21
- ✓ No paid USTA organizational membership in '21 (TDs)
- ✓ Shadow Rankings coming in Nov. & Dec.
- ✓ Consumer Search/Registration coming in November (Serve Tennis)
- ✓ January 6th first NSL publication in Serve Tennis (weekly thereafter)



CHANGES FOR 2021

Starting in January,

ONE Nationwide Structure.

ONE Ranking System.

ONE Standings List.



Hover your phone's camera over the QR code to see the latest news, information and resources for the new 2021 USTA Junior Tournaments structure.

usta.com/juniortour

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THANK YOU!