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Women’s professional tennis is revolutionized on September 23 when nine players sign $1 contracts with World Tennis publisher Gladys Heldman to compete at the $7,500 Virginia Slims Invitational in Houston. The Original 9, as they would come to be known, include Billie Jean King, Rosie Casals, Nancy Richey, Judy Dalton, Kerry Melville Reid, Julie Heldman, Peaches Bartkowicz, Kristy Pigeon and Valerie Ziegenfuss. The groundbreaking event shakes up the tennis establishment and is such a success it leads to the formation of the first full-scale independent circuit for women the following year.

1971 The Virginia Slims Series debuts with 19 tournaments, with a total purse of $309,100 on offer in the United States. Billie Jean King becomes the first female athlete to cross the six-figure mark in season earnings.

1973 Billie Jean King founds the Women’s Tennis Association, uniting all of women’s professional tennis in one tour. The WTA was born out of a meeting of more than 60 players held in a room at the Gloucester Hotel in London the week before Wimbledon. The US Open, for the first time, offered equal prize money to men and women. Weeks later, King stuns Bobby Riggs in The Battle of the Sexes at the Houston Astrodome.

1974 The WTA signs the first television broadcast contract in the history of the organization, with US network CBS.

1975 The computerized ranking era begins with Chris Evert installed as the WTA’s first official world No.1 on November 3, 1975.

1976 Colgate assumes sponsorship of tour events from April to November for four years, while Evert becomes the first female athlete to pass $1 million in career earnings.

1977 New York’s Madison Square Garden hosts the Virginia Slims Championships for the first time.

1979 Avon, replacing Virginia Slims as winter circuit sponsor, offers a record $100,000 to the winner of the Avon Circuit Championship.

1980 By now more than 250 women are playing professionally in a global tour consisting of 47 events, offering a total $7.2 million in prize money.

1982 Martina Navratilova becomes the first woman to earn over $1 million in a season.

1983 Virginia Slims returns, replacing Avon and Toyota, who replaced Colgate in 1981, to sponsor the first unified Circuit of more than $10 million. King brings an end to her illustrious singles career, but occasionally plays doubles until 1990.

1984 Navratilova receives a $1 million bonus from the ITF for winning Roland Garros and thus holding all four Grand Slam singles crowns at the same time; she also crosses the $2 million mark in season earnings, more than men’s No.1 John McEnroe. The Australian Open joined the US Open in offering the women’s event equal prize money (temporarily did not between 1996-2000).

1986 Navratilova passes $10 million in career earnings.

1988 Steffi Graf becomes the second woman in the Open Era, after Margaret Court, to complete a calendar year Grand Slam – and makes it a ‘Golden Grand Slam’ by winning the Olympic title in Seoul.

1990 The tour’s prize purse increases to $23 million with new sponsor Kraft General Foods, and concludes the season at Madison Square Garden, in New York, with the first-ever $1 million tournament in women’s sports. Navratilova wins a record ninth Wimbledon singles title.

1992 For the second year in a row, the dominating Monica Seles earns more than the top men’s prize money leader, Stefan Edberg.

1995 The WTA Players Association merges with the Women’s Tennis Council to form the WTA Tour, and following Monica Seles’ inspiring return to the sport in the summer, the season concludes with a new title sponsor – software company Corel.

1997 On March 30, Martina Hingis becomes the fastest player ever to win $1 million in a season and a day later became the youngest-ever world No.1, ending Graf’s record reign (for men and women) of 377 total weeks.

1999 After 17 years, Graf retires from the tour with 22 Grand Slam singles titles and a record $21,895,277 in career earnings.

2000 Sanex bodycare products comes on board as the Tour’s title sponsor for three years. After 22 consecutive years, Madison Square Garden hosts its last season-ending WTA Championships.

Ashleigh Barty lifted the Billie Jean King Trophy at the 2019 Shiseido WTA Finals Shenzhen and collected $4.42 million in prize money, the largest single-tournament payday in professional tennis history.
2001 The Australian Open restores equal prize money, while overall Tour prize money increases to $50 million in 63 events, including the first-ever Middle Eastern Tour events in Doha, Qatar and Dubai, UAE. Munich hosts the season-ending Championships.

2002 The Williams sisters, Venus and Serena, fulfill their father’s prophecy by becoming the No.1 players in the world – first Venus in February, then Serena in July. Serena wins three majors, defeating her older sister in each final. Los Angeles hosts the season-ending Championships for the first time since 1976.

2003 Serena Williams wins the Australian Open to complete the Serena Slam while Kim Clijsters becomes the first female athlete to earn $4 million in season earnings.

2004 Dubai Duty Free becomes Presenting Sponsor of the Middle East/Asia-Pacific region, while Anastasia Myskina, Maria Sharapova and Svetlana Kuznetsova lift Russia’s first Grand Slam singles titles.

2005 Sony Ericsson becomes the Tour’s worldwide title sponsor in a landmark $88 million, six-year deal, the largest and most comprehensive sponsorship in the history of tennis and of women’s professional sport. As winner of the US Open Series, Kim Clijsters earns double prize money for winning the US Open; her $2.2 million prize cheque was the single biggest payday in women’s sports and in any official tennis event, men’s or women’s.

2006 Game-changing innovations designed to make the sport more fan-friendly and interactive include electronic line-calling and on-court coaching. Navratilova ends her 32-year career in which she amassed more titles than any other female or male player.

2007 The historic achievement of equal prize money at Roland Garros and Wimbledon means that following a 30-year campaign, all four majors offer parity for the first time. After two successful years in Madrid, the tour announces the season-ending Sony Ericsson Championships will move to Doha, Qatar for 2008-2010.

2008 Celebrating its 35th anniversary, the WTA opens its first Asia-Pacific headquarters in Beijing, China, complementing existing offices in St. Petersburg, Florida and London, England. Justine Henin becomes the first player to retire while ranked No.1 in the world, while a record five different women hold the No.1 ranking during the season (Henin, Sharapova, Ivanovic, Jankovic, S.Williams). Doha, Qatar makes a successful debut as host of the season-ending Sony Ericsson Championships.

2009 The sweeping Roadmap circuit reforms come into effect, heralding a shorter season, more fan-friendly structure and a 40 per cent increase in prize money. Clijsters storms out of retirement to win the US Open in only her third tournament back, while Serena Williams becomes the first woman to earn more than $6 million in a single season.

2010 40 years on from the revolutionary Virginia Slims event at Houston in September 1970, prize money has increased to $85 million.

2011 China’s Li Na becomes the first player from Asia to win a Grand Slam singles title, at Roland Garros. For the first time in WTA history, 10 different nations are represented in the world’s Top 10 rankings. The TEB BNP Paribas WTA Championships make a successful debut in Istanbul, Turkey.

2012 Sharapova captures her first Roland Garros title to become the sixth woman in the Open Era to complete a career Grand Slam. Serena Williams defeats Sharapova to seal her career Golden Slam with gold at the London Olympics. For the first time since the 1980s, all nine members of the trailblazing Original 9 are reunited during the Family Circle Cup in Charleston.

2013 he WTA celebrates four decades of growth and achievement since the organization’s founding with a season-long campaign named 40 LOVE, showcasing the pioneers and the current stars of the game. With players competing for a record-setting $118 million in prize money, 25 players finish the year with at least $1 million in prize money.

2014 Singapore becomes the first city in Asia-Pacific (ninth city overall) to host the season finale – the BNP Paribas WTA Finals Singapore presented by SC Global. For the first time, the competition’s format includes representatives from the past (Legends Classic), the present and the future (Rising Stars Invitational and Future Stars). Serena Williams lifts the Billie Jean King Trophy for the third consecutive year, while Cara Black and Sania Mirza hoist the new Martina Navratilova Doubles Trophy.

2015 Serena Williams pockets her 21st major title (and second ‘Serena Slam’) at Wimbledon, but Roberta Vinci thwarts a calendar year Grand Slam at the US Open before falling to Flavia Pennetta in the first all-Italian Slam final. Meantime, Venus Williams returns to the Top 10 for the first time in almost five years by winning the new WTA Elite Trophy in Zhuhai, China and Hingis burnsishes her doubles comeback with titles at Wimbledon, the US Open and WTA Finals partnering Mirza – the first Indian woman to hold a WTA No.1 ranking.

2016 The WTA heralds a new World No.1 after Angelique Kerber captures her first Grand Slam titles at the Australian Open and US Open. The German’s ascent ends Serena’s three year reign in the top spot, but the American continues to rewrite the history books: by winning her 22nd Grand Slam title at Wimbledon she joins Graf for most majors won in the Open Era. Elsewhere, surprise champions rule with Puerto Rico’s Monica Puig winning her country’s first gold medal at the Rio Olympics, and Slovakia’s Dominika Cibulkova storming to victory at the WTA Finals in Singapore.

2017 Serena Williams won her record-setting 23rd career Grand Slam title at the Australian Open, setting the Open Era record for most Grand Slam singles titles. By the season’s end, a total of 43 different players won titles in 2017 across the nine biggest events of 2017 – the Grand Slams, Premier Mandatory events and WTA Finals. As a result, five different players held the WTA World No.1 Ranking during the season including first time No.1s Karolina Pliskova, Garbine Muguruza and eventual year-end No.1 Simona Halep.

2018 Four different players captured the Grand Slam singles titles, including three first-time winners – Caroline Wozniacki (Australian Open), Simona Halep (Roland Garros) and Naomi Osaka (US Open). A record six players took home more than $5 million in prize earnings as the overall prize money reached $139 million. The 2018 season marked the final chapter for Singapore as the host of the year-end WTAFinals, with Elina Svitolina taking home the Billie Jean King Trophy.

2019 The WTA Finals began its 10-year residency in new host city Shenzhen, China with Japanese cosmetics giant Shiseido on board as title sponsor. The event offered record-setting prize money of $14 million overall – singles champion Ashleigh Barty taking home $4.42 million, the largest prize money earnings in professional tennis history. Also triumphant at Roland Garros, Barty is one of the season’s two maiden Grand Slam champions, along with Canadian teenager Bianca Andreescu, who captured the US Open title.
WTA Organizational Structure

**BOARD OF DIRECTORS**

Steve Simon
Chairman & Chief Executive Officer

**DIRECTORS**

Adam Barrett
Tournament Class Director
Americas

Peter-Michael Reichel
Tournament Class Director
Europe

Alastair Garland
Tournament Class Director
Asia

Iva Majoli
Player Class Director

Michael Segal
Player Class Director

Vanessa Webb
Player Class Director

David Haggerty
Federation Class Director

**ALTERNATE DIRECTORS**

Gavin Ziv
Tournament Class Director

Dianne Hayes
Player Class Director

Kris Dent
Federation Class Director

**PLAYERS’ COUNCIL**

**1-20 RANKING CATEGORY**
Madison Keys
Johanna Konta
Anastasia Pavlyuchenkova
Sloane Stephens

**21-50 RANKING CATEGORY**
Donna Vekic

**51-100 RANKING CATEGORY**
Alexandra Krunic

**21+ RANKING CATEGORY**
Gabriela Dabrowski

**101+ RANKING CATEGORY**
Kristie Ahn

**TOURNAMENT COUNCIL**

**ASIA-PACIFIC**
Charles Hsiung
Cameron Pearson
Victor Ruiz

**EUROPE**
Stephen Farrow
Markus Guenthardt
Gerard Tsobanian

**AMERICAS**
Eugene Lapierre
Bob Moran
Gavin Ziv
Steve Simon – Chairman & CEO, Women’s Tennis Association

From day one since his appointment as WTA CEO, Steve Simon marked his tenure as an instigator of change, spearheading ambitious plans to deliver long-term community and commercial growth for women’s tennis.

Simon is a leader in the industry advocating for progressive dialogue between players, tournaments, governing bodies and Boards that will further unite the sport on issues such as rules, innovations, female leadership and technology. Simon continues to oversee significant investment in content production, including a strong digital eco-system and initiatives to reach fans in new and different ways. He has also created WTA Charities, the WTA’s global philanthropic organization dedicated to making a positive impact across the globe. In 2019, the WTA was able to achieve record-breaking prize money for the sport, expanded globalization into the Asia-Pacific region and fostered new corporate investment for the WTA’s season-ending Finals.

Simon was a collegiate tennis player at Long Beach State University and after graduating, began his career in the sports industry teaching and coaching tennis. He then joined adidas as national tennis specialist contributing in the development and management of all national junior, collegiate and teaching professional programs, in addition to management of the regional sales office and sponsorship and promotional programs.

Simon joined the BNP Paribas Open team in 1989 and was named Tournament Director of the BNP Paribas Open at the Indian Wells Tennis Garden in 2004. During his tenure there, he also served as Chief Operating Officer of Desert Champions LLC and Garden of Champions. Outside of the Grand Slams, under Simon’s leadership, the Indian Wells tournament became the largest two-week combined tournament and is the most attended WTA and ATP Tour tennis tournament in the world. Simon served as the BNP Paribas Open representative on the ATP Media Board, and as a member of the WTA Board from 2004-15, equally serving as Chair of the WTA Tournament Council.

On October 4, 2015, by unanimous decision of the Board, Steve Simon was appointed CEO and Chairman of the WTA.

QUICK HITS

- The WTA Board of Directors unanimously approved the appointment of Steve Simon as the 10th CEO of the Women’s Tennis Association on October 4, 2015.
- Served as Tournament Director at BNP Paribas Open in Indian Wells for 12 years from 2004-15.
- Played collegiate tennis at Long Beach State.
- Competed in mixed doubles at Wimbledon in 1981 playing alongside Lea Antonopolis.
- Born in Arcadia, California, USA, Simon began playing tennis at 10 years old after being introduced to the sport by his father.

WTA CEO / EXECUTIVES:

<table>
<thead>
<tr>
<th>Year</th>
<th>CEO</th>
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<tbody>
<tr>
<td>1973</td>
<td>Martin Carmichael</td>
</tr>
<tr>
<td>1974-85</td>
<td>Jerry Diamond</td>
</tr>
<tr>
<td>1986-89</td>
<td>Merrett Stierheim</td>
</tr>
<tr>
<td>1990-93</td>
<td>Gerard Smith</td>
</tr>
<tr>
<td>1994-97</td>
<td>Anne Worcester</td>
</tr>
<tr>
<td>1998-01</td>
<td>Bart McGuire</td>
</tr>
<tr>
<td>2002-03</td>
<td>Kevin Wulff</td>
</tr>
<tr>
<td>2004-08</td>
<td>Larry Scott</td>
</tr>
<tr>
<td>2009-15</td>
<td>Stacey Allaster</td>
</tr>
<tr>
<td>2015-present</td>
<td>Steve Simon</td>
</tr>
</tbody>
</table>
Executive Team

Steve Simon
CEO & Chairman

Micky Lawler
President

Matthew Cenedella
Chief Operating Officer

WTA Tour

Amy Binder
Vice President,
Global Communications

Laura Ceccarelli
Vice President,
Tournament Standards & Supervisor

Kathryn happetto Reagan
Vice President,
Partnerships

Carole Doherty
Vice President,
Sport Sciences & Medicine

Ashley Keber
Vice President,
Member Relations

Peachy Kellmeyer
Executive Consultant

Courtney McBride
Sr. Vice President,
Governance & Special Affairs Counsel

Jean Nachand
Sr. Vice President,
Competition & On-site Operations

Giulia Orlandi
Vice President,
Officiating & Supervisor

David Palanzo
Sr. Vice President,
Legal & Business Affairs

Joan Pennello
Sr. Vice President,
Operations

Melissa Pine
Global Program Development

Kathleen Stroia
Sr. Vice President,
Sport Sciences & Medicine

Tammy Zeph
Vice President,
Finance

WTA Asia-Pacific

Fabrice Chouquet
Managing Director

Wendy Jiang
Commercial Vice President
Media Information

The WTA’s brand identity communicates and raises awareness of the WTA as the global leader in women’s professional sport. This identity strengthens its presence in key media and commercial properties (digital, broadcast, licensing) and imbues a sense of pride in the WTA brand and what it stands for. The WTA logo is a modern reminder of the captivating athleticism and excitement that has driven the international popularity and growth of women’s professional tennis. To request logo files, please contact the WTA.

WTA RANKINGS: The WTA Ranking system is based on a 52-week, cumulative system. A player’s ranking is determined by her results at a maximum of 16 tournaments for singles and 11 for doubles. The rankings are updated every Monday, with the exception of two-week events. The updated rankings are posted immediately to wtatennis.com.

PRESS CENTER: The Press Center on wtatennis.com is the home of media information, including match notes, tournament statistics and WTA historical information.

CREDENTIALS: Media accreditation for WTA events and Grand Slams is handled by each respective tournament. Please contact the respective tournament’s media director (as outlined in the Tournament Directory) with the proper application. Credential information for the WTA Finals in Shenzhen and WTA Elite Trophy in Zhuhai will be made available in Fall.

ALL ACCESS HOUR: At Premier events, top seeded players will participate in an All Access Hour media availability. Specific timing of the media availability will be provided by the respective media director.

INTERVIEW REQUESTS: A representative of the WTA Communications team will liaise with media for all interview requests. Interviews can be conducted as a post-match press conference or feature interview. For any 1-on-1 interview requests, please contact the WTA Communications department before the tournament begins.
On-Site Operations

Mariana Alves  
Supervisor

Tony Cho  
Supervisor

Laura Ceccarelli  
Vice President, Tournament Standards & Supervisor

Kerrilyn Cramer  
Supervisor

Donna Kelso  
Supervisor

Martina Lutkova  
Supervisor

Giulia Orlandi  
Vice President, Officiating & Supervisor

Cristina Romero  
Supervisor

Chen Shu  
Supervisor & Vice President Event Relations, Asia-Pacific

Melanie Tabb  
Supervisor & Vice President Event Relations, Asia-Pacific

Pam Whytcross  
Supervisor

Yannick Yoshizawa  
Supervisor

Chair Umpires

Pierre Bacchi  
France

Marjia Cicak  
Croatia

Julie Kjendlie  
Norway

Kader Nouni  
France

Paula Vieira  
Brazil

Juan Zhang  
China

Core Massage Therapists

Claire Cresswell

Natalie Dent

Sue Gillespie

Petra Rauszen

Lee Stang

Athlete Assistance

Kathy Martin  
Senior Director, Athlete Assistance

Chantal Duarte  
Coordinator, Athlete Assistance

Jessica Lidner  
Senior Manager, Athlete Assistance
WTA COACH PROGRAM

The newly created WTA Coach Program is designed to professionalize, standardize, and recognize the important role of coaching on the WTA, signifying that coaches are a key element of the WTA business. WTA coaches who meet the minimum criteria and enroll are recognized as a WTA Registered Coach under the WTA Coach Program.

This program officially launched during the 2017 season and has since grown to include more than 110 coaches who all enjoy certain benefits at WTA events and online. WTA Registered Coaches have become an active partner in promoting the WTA, players, tournaments and women's professional tennis around the world. The program gives fans the ability to get closer to the game and the on-court action through coaches.

ON-COURT COACHING

On-court coaching was officially added to the WTA Rulebook in 2009 after extensive testing of the concept and strong support from various constituents including broadcasters and tournaments. On-court coaching allows a player (or team) to request her coach to come on court once per set either on a change of ends or at the end of a set. A player or team may also request their coach to come on court if their opponent takes either a toilet break or a medical timeout.

A player must designate her on-court coach prior to the start of her match. For doubles, both players may designate an on-court coach, however only one coach is permitted on court at a time. All coaches called on court during televised matches will be required to wear a microphone to capture the coaching conversation for viewers to hear.

SAP TENNIS ANALYTICS FOR COACHES

In August 2015, the WTA launched the SAP Tennis Analytics for coaches powered by SAP HANA. The application allows for real-time statistics and data during matches. For the first time ever in professional tennis, players and coaches can access real-time performance data during live match play. SAP Tennis Analytics for coaches is available exclusively for the WTA and available on WTA-authorized tablets. It provides insight to help players and coaches analyze performance and optimize strategy. Examples of statistics include: 1) side-by-side comparisons of the full list of match stats for both players updated every 15 seconds; 2) scoring data that analyzes player’s service performance, success rate in closing out a game while serving and number of break points saved and 3) tracking data which shows player’s serve direction and placement on the court, contact point for returning a serve and placement of rally shots, along with much more.

SAP TENNIS ANALYTICS FOR MEDIA

Following the successful launch and application of the SAP Tennis Analytics for coaches, the new online portal for media named SAP Tennis Analytics for media unveiled for the 2018 season. This is the latest technology stemming from an ongoing partnership between SAP and the WTA. The software uses innovative technologies and analytics to enhance the sport for tennis for players, coaches, tournament organizers, media and fans. In 2019 SAP and the WTA launched a new feature called “Patterns of Play” which addresses a key need for coaches that are looking for data-based insights into how a rally unfolds. The new feature includes rally analysis, ball-toss analysis, and bounce-to-hit point analysis.

SAP Tennis Analytics for media has been specifically developed as a resource for media covering WTA tournaments. The software helps enhance stories before, during and after matches and serves as a comprehensive database housing key and informative WTA stats gathered over the course of 20 years. Additionally, the solution provides real-time statistics with context for the first time, placing data and insights in the one place. Examples include alerts to outliers of benchmarked data, a tournament performance center and post-match insights. SAP Tennis Analytics for media delivers a tailored experience that can be customized based on individual needs. The technology is available across devices, including mobile phones and tablets, so the media can access the portal no matter where they are located as well as when they are on the go. To inquire about log-in details, please email sapanalyticsmedia@wtatennis.com.
At this moment, someone is deciding if they want to love you or leave you.

Today, customers expect better and more personal experiences. SAP® Experience Management solutions help you connect experience data (X) with operational data (O) so you can listen to what customers are saying and act on it. Because when customers love their experience, they’ll love your company. Experience Management is here. Experience more at sap.com/XM
WTA Player Development

WTA PLAYER DEVELOPMENT
Player Development is the WTA’s education and resource center, outreaching to WTA players and their support teams. Player Development programs promote and enhance players’ career fulfillment, safety and well-being. “How”, you might ask? Players access WTA services and gain concrete skills to maximize their performance and mitigate the known environmental stressors.

Player Development programs are scientifically proven to keep female tennis players in and at the top of their Game.

MENTOR PROGRAM– PARTNERS FOR SUCCESS
The first mentor program in professional sports, Partners For Success brings together young players with veteran and retired players who share their dynamic experience to help these protégés make a smooth transition into their careers. Billie Jean King, the program’s historian, exemplifies the role of a mentor.

PLAYER ORIENTATION– ROOKIE HOURS
Players learn the on-site realities and responsibilities of being a participant on the WTA. The orientation helps the players understand the building blocks of the business and her responsibilities and opportunities.

MEDIA TRAINING
Players learn how to be prepared, professional and self-expressive in public speaking opportunities.

PLANNINGZONE & SCHEDULEZONE
ScheduleZone is an interactive, online tool that players and their support teams use to optimize performance and career longevity, and minimize the risks of injury. Players plan their upcoming tournament season taking critical factors into account as they receive feedback specific to their age, ranking, and individualized scheduling decisions. ScheduleZone is supported with other tennis-specific lessons on preparation, performance and recovery.

PLAYER SUPPORT TEAM
Parents, coaches, agents, and fitness trainers are an integral part of each player’s career. The WTA is committed to providing information to these support team members, ranging from what players will encounter in the professional arena to the rules and expectations that govern all parties in the environment, including adherence to the Code of Conduct and, for credentialed coaches, possession of a qualified coaching certification.

AGE ELIGIBILITY RULE (AER)
The Age Eligibility Rule progressively allows players to play more and at a higher level by phasing them into professional tennis in accordance with their age, their ranking and the skills gained from participation in Player Development. This serves as a brief view of the Age Eligibility Rule. The complete version of the Age Eligibility Rule is outlined in the WTA Rulebook.

A 14-year-old may play up to 8 professional events (WTA & ITF Women’s Circuit), no more than 3 of which can have prize money at $60K or greater; plus Fed Cup.

A 15-year-old may play up to 10 professional events (WTA & ITF Women’s Circuit), WTA Finals (if she qualifies), plus Fed Cup and Olympics.

A 16-year-old may play up to 12 professional events (WTA & ITF Women’s Circuit), WTA Finals (if she qualifies), plus Fed Cup and Olympics.

A 17-year-old may play up to 16 professional events (WTA & ITF Women’s Circuit), WTA Finals (if she qualifies), plus Fed Cup and Olympics.

Merited Increases: A player aged 15-17 is allowed up to four merited increases per birth year (i.e. birthday to birthday).

TRANSITIONS
Transitions is the culmination of the player journey and provides sophisticated education, training and career guidance to maximize opportunities, in business and in life, during the tennis career and after. Current and alumnae players have access to a range of programs, including: financial planning and investing; gaining coaching certifications; networking and alumnae reunions; online graduate and undergraduate university degree programs; and broadcasting and /business presentations.