



# NET GENERATION UPDATE

USTA SOUTHERN COMMUNITY  
TENNIS WEBINAR – DECEMBER 2018

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1

## NET GENERATION



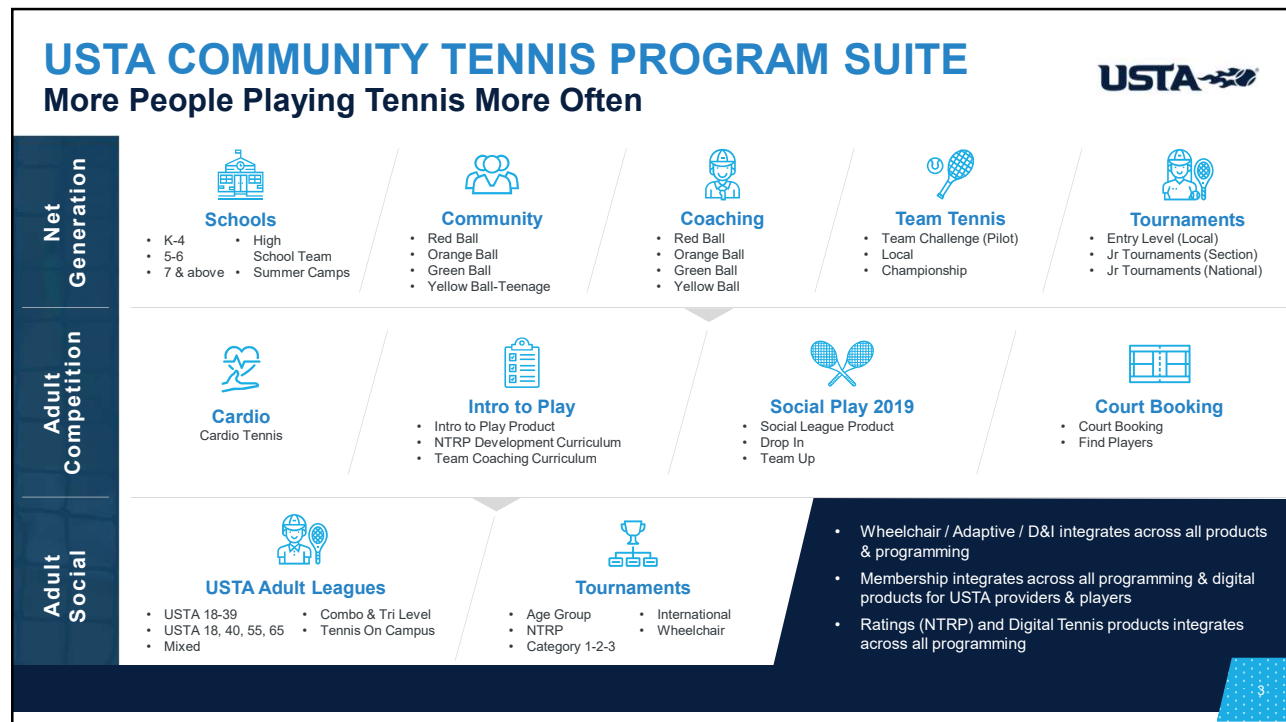

A single youth brand that captures the imagination of parents & children ages 7 through 18. One that taps into the adaptability & creativity children and parents seek.

Net Generation starts with ALL of us & we're here to usher in a new era of tennis in the US.

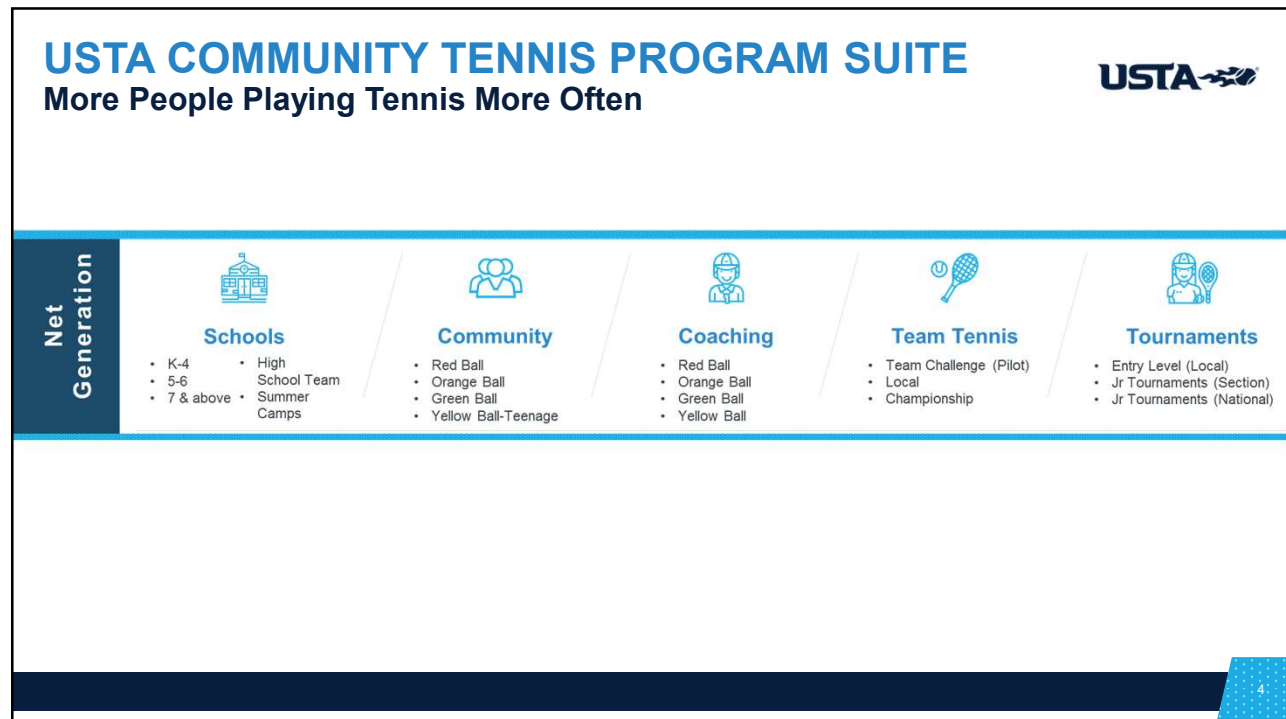
- Consumer-first initiative
- Investments supporting all youth tennis providers
- Inspiring youth play by connecting families to local tennis programs

2

2



3



4

## KEY NUMBERS



**33,550**  
Accounts



**17,944** Safe Play  
Approved, Conversation  
Rate **53.48%**



**12,000**  
Mobile App Users



**303,901**  
Player and Parent Accounts  
(219,748 players /  
84,153 parents)



**126** Trainings, over  
**3,000** individuals trained



**105,498**  
Website Searches

\* As of 11/29/18

5

5

## KEY INITIATIVES – NET GENERATION



Introduction  
of Net Generation



Website and Provider  
Registration Platform Built



Consumer Registration  
Built and Integrated



Mobile App  
in Market



Integration  
of Safe Play



Net Generation  
Equipment Packs



Curriculum and  
Education Developed

6

6

## KEY INITIATIVES – NET GENERATION



**Schools Curriculum**  
– Partnership  
with SHAPE (K-12)



**Community Curriculum**  
– Red, Orange, and Green



**Coach Curriculum**  
– Red, Orange, and Green



**Team Challenge Curriculum**



**Junior Competition Research (UCF)**



**Recommendation for Nationally Aligned Competitive Pathway 2020**

7

7

## PROGRAM SPECIFIC TOOLS



- Safe Play
- Community / Coach Curriculum
- School Partnership Opportunities
- Program Management Center

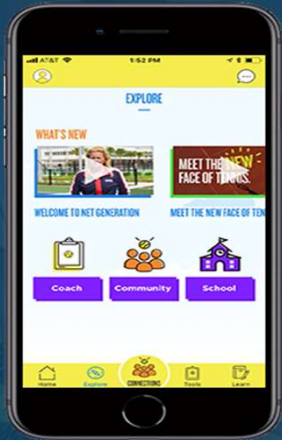
- Marketing Generator
- Equipment Packs
- Net Generation App – Badge
- Team Challenge

8

8



## MOBILE APP – ADDITIONAL FUNCTIONALITY (AUGUST 2018)



The Net Generation Mobile App empowers providers to extend a players engagement with tennis after they leave the court. Players can create a digital connection with their provider, offering a new level of engagement; **a first for the USTA.**

### Players Can:

- 'Check in' to practice & events
- View practice drills to do on their own
- Challenge themselves with unique skills challenges
- Journal their tennis journey

### Providers Can:

- Award badges to players to instantly reward on-court behavior
- Assess their players to level them up to the appropriate ball color (certified coaches)
- Assign homework & suggest 'extra credit' activities they can do at home
- Send their player post practice feedback

9

9

## EVENT INTEGRATION



### US Open – 2017

First time kids integrated into the event



Over **56,000 kids** integrated in 2018



### Over **1000 kids** at the US Open 2018

Coin Toss, Trophy Ceremony & On court demos



### Net Generation Integration

USOS, AAKD, Laver Cup, Davis Cup, Fed Cup, Pro Circuit events & College Match Day



### Net Generation Presence at all major US Pro Tournaments

Houston, Charleston, Miami, Indian Wells, NY Open

10

10

## MARKETING AND SOCIAL MEDIA



Marketing Campaign  
"Watch Me Go"



#Tminusnetgeneration  
– NASA



Over 100 Social  
media Ambassadors



KidCasters

11

11

## 2019 AND BEYOND



### Partnerships

Players, GoNoodle, Foundation,  
Youth Sport Organizations



Rewards Program



Integrating into  
USTA Membership



Education Strategy



Social Leagues

12

12



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