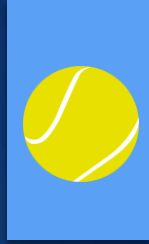


AO 2018: The Happy Slam



What we loved...



AO's **social media** content is always on point. Lots of comedy, fan engagement, behind the scenes footage.



The **promotion of women's tennis** on Rod Laver Arena, something other slams can learn from. But a few more women's matches in the prime time slot wouldn't go a miss!



The **showcasing of wheelchair tennis** – exposing more fans to this incredibly engaging sport.



AO is always **pushing the boundaries around stats, graphics** etc. Let's hope they continue to fine tune this. Why not get viewers to vote and display this alongside the win predictor?

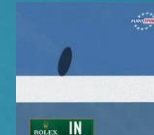


Lots of other stuff: Wozniacki's first slam, RF20, seeing the young guns make a charge, Halep never giving up, Kerber back with a bang, Rennae Stubbs & Jim Courier's on court interviews, the list goes on...

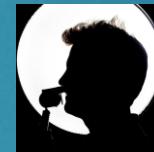
What we questioned...



Daphne's entrance: sure AO were in a tricky spot but a little more thought over who could stand in for Serena would have been welcomed.



Hawk eye – what happened where did you go?



Channel 7's **choice of commentators** - why is there always a man commentating on women's RLA matches but never a woman commentating on the men's?

How 2019 can be even happier...



The **App**, need we say more! Lots of unnecessary scrolling required – the thumb needs a rest!



More matches streamed live on the 7Tennis App. Couldn't find 4th round matches being played on Hisense – surely we should be able to red button this / find a live stream?