



## Press Release

For immediate release

# **BEYOND THE BASELINE: THE LTA RELEASE NEW DOCU-SERIES SHINING A SPOTLIGHT ON THE UP AND COMING PLAYERS IN BRITISH TENNIS**

The LTA has unveiled a new, digital docu-series, presented by Lexus, taking viewers behind the scenes of professional tennis in Britain, shining a spotlight on the players rising up the rankings, and delving into what it takes to compete at this level of the professional game.

The six-part series – with a new 12-15 minute episode released each week across the LTA’s YouTube platform and digital channel network, from 24 October 2023 – follows ten of the rising professional players in British tennis (including Sonay Kartal, Arthur Fery, Billy Harris, Ben Bartram and Eden Silva). The series provides these players the opportunity to tell their own stories of their personal journeys with the sport - the highs and the lows of striving for success - alongside a look at their off-court training and on-court action, across the tennis events calendar of this year.

[Watch Beyond the Baseline Episode 1 here](#)

Working with industry experts in digital series production, Whisper, the production team have also sat down with a number of other recognisable faces in British tennis, who have spoken about their own experiences and journeys with the events at this level: notably Andy Murray, multiple Grand Slam winner Alfie Hewett, and British number one, Katie Boulter.

Julie Porter, LTA Chief Operating Officer: “Beyond the Baseline has been a really inspiring project to date; not just for us as an organisation, but for this player group who have been part of the journey from the very beginning. The depth and breadth of characters in British tennis right now is incredibly exciting; being able to provide the platform for them to tell their stories and reach a broad, new audience for the sport is something we only want to continue going forward; opening up tennis to new audiences, creating new generations of fans. This first series is just the beginning...”

Joe Bennett, Content Director, Digital and Content, Whisper: “We’re thrilled to go live with this series after a significant amount of time spent following these players through their professional journeys, as LTA’s official production partner.

“Whisper is proud to play a part in a real first for the LTA in terms of showcasing the personalities behind the players. We aimed to show relatable characters in real-life settings, and crucially demonstrate the unvarnished journey of top tennis players.



“Following extensive background interviews with players including Andy Murray, Liam Broady, and Katie Boulter, one thing stood out: there is no shortcut to global success. Beyond The Baseline celebrates this process and shines a light on the real story behind British tennis players.”

*Beyond the Baseline, presented by Lexus, is available to watch on the LTA’s YouTube channel and via the website from 24 October 2023 [LINK HERE](#). The six-part series will see an episode released each week until late November – all episodes will then be available to watch on the LTA’s YouTube channel*

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**For LTA media enquiries please contact:**

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#### **About the LTA:**

The LTA is the National Governing Body of tennis for Great Britain. We are here to govern and grow tennis, from grassroots participation through to the professional game. Our vision is “Tennis Opened Up” and we’re on a mission to grow tennis by making it relevant, accessible, welcoming and enjoyable. We work with schools, with volunteers, with coaches and with venues across the whole country. We also represent the interests of over 1,000,000 Members, men and women, girls and boys, playing on more than 23,000 courts. The LTA runs and supports a network of 11,500 approved tournaments for players of all ages, the four corner-stones of which are the premier grass-court events leading up to The Championships, Wimbledon: the Rothesay Open Nottingham, the Rothesay Classic Birmingham, the cinch Championships (at The Queen’s Club, London) and the Rothesay International Eastbourne. For further information about the LTA and tennis in Britain, visit [www.lta.org.uk](http://www.lta.org.uk) or follow us on Twitter @the\_LTA.

#### **About Whisper:**

Whisper is a leading UK production company, specialising in sports and unscripted entertainment. Its ambitious, award-winning team creates ground-breaking work for television channels and brands around the world.

With over 230 team members working in offices across the UK and beyond, Whisper produces Formula One, The Paralympics, Women’s EURO, International Cricket, UEFA and International Rugby, as well as smash hit prime-time documentaries, such as *Ben Stokes; Phoenix from the Ashes* (2022) and *The Talk* (2020) for broadcasters including Amazon Prime, Channel 4 and the BBC.

Founded in 2010, Whisper is co-owned by Sony Pictures Television and is a six-times Broadcast Best Places to Work.

#### **About Lexus:**

Lexus launched in 1989 with a flagship saloon alongside unique customer service that helped define the premium automotive industry. In 1998, Lexus introduced the luxury crossover category with the launch of the Lexus RX. The luxury hybrid sales leader, Lexus delivered the world’s first luxury hybrid and has since sold over 2.12 million hybrid vehicles\*.

A global luxury automotive brand with an unwavering commitment to bold, uncompromising design, exceptional craftsmanship, and exhilarating performance, Lexus has developed its lineup to meet



the needs of the next generation of global luxury customers and is currently available in over 90 countries worldwide.

Lexus team members across the world are dedicated to crafting amazing experiences that are uniquely Lexus, and that excite and change the world.

[Lexus Brand | Toyota Europe \(toyota-europe.com\)](https://toyota-europe.com)

Notes to editor:

Featuring in the series:

- Sonay Kartal
- Eden Silva
- Freya Christie
- Ali Collins
- Ben Bartram
- Ali Gray
- Felix Gill
- Arthur Ferry
- Billy Harris
- Ryan Peniston

***Additional Contributions:*** Liam Broady, Katie Boulter, Harriet Dart, Andy Murray, Alfie Hewett