"The Era of Artificial Intelligence in Turkish Tennis"

# A New Digital Transformation in Turkish Tennis:

# Digital Transformation Sponsorship Agreement Signed Between the Turkish Tennis Federation and Tennos

**As part of its digitalization vision, the Turkish Tennis Federation (TTF) has signed a digital transformation sponsorship agreement with Tennos. Under this agreement, Tennos has completely overhauled TTF's tournament management infrastructure and now provides athletes with access to a wide range of AI-powered digital services through the Tennos SuperApp.**

With the digital transformation sponsorship agreement between the Turkish Tennis Federation and the digital tennis platform Tennos, the digitization process of Turkish tennis has accelerated. Within the scope of this collaboration, the long-used i-KORT system has been fully modernized by Tennos.

Through the newly developed Tennos SuperApp, Tennos will offer Turkish tennis players a suite of professional services such as advanced performance analytics, tournament planning, opponent tracking, and in-match data analysis. Thanks to AI-powered game planning tools and a match statistics engine, athletes will now be able to prepare strategically using data-driven insights.

**Şafak Müderrisgil, President of the Turkish Tennis Federation, stated:**
*"Development in tennis is not only physical—it also relies heavily on organizational and technological progress. **Through our partnership with Tennos**, we have not only modernized our tournament infrastructure but also provided athletes with digital solutions that meet today's demands. Digitalization will ensure stronger international representation for Turkish tennis."*

**i-KORT System Fully Upgraded**

As a first step in the sponsorship, Tennos has completely renewed TTF's digital platform infrastructure, i-KORT. This new system, gradually rolled out since July 2024, allows processes like player registration, tournament tracking, and ranking calculations to be managed faster and more efficiently from a single platform. Thanks to this transformation, clubs, coaches, and athletes can now work together in a fully integrated digital environment.

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**Tennos SuperApp is Free for National Athletes**

Another key aspect of the agreement is the provision of Tennos SuperApp to national team players free of charge. All professional digital services offered within the Tennos SuperApp will be made available to Turkey's national athletes at no cost, supporting their performance development with the latest technology. Furthermore, all value-added professional services in the SuperApp—which includes basic functions free of charge—will be available to all tennis players free of charge until June 15, 2025.

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 **AI-Powered Performance and Strategy Management**

At the heart of TTF's digitalization vision is the expansion of artificial intelligence applications. The data provided through the Tennos SuperApp is analyzed using the TennosAI infrastructure, delivering athletes real-time strategy suggestions, game planning tools, and performance reports. This gives Turkish players the foundation to compete more strategically and confidently on the global stage.

**Meriç T. Ekmekçi, Founder of Tennos, stated:**
*"We see the Tennos SuperApp not just as a mobile application, but as a core part of the i-KORT ecosystem—**Turkey's digital tennis hub**. Through this sponsorship, we have modernized i-KORT, the backbone of Turkish tennis, and offered our advanced AI-supported planning and analytics tools free of charge to national athletes. We are also proud to announce that a portion of Tennos' profit in Turkey will be shared with the Turkish Tennis Federation to contribute to the sustainable growth of Turkish tennis."*

**About Tennos:**
Tennos is an AI-powered digital sports platform that unifies the digital tennis experience for individual players, coaches, clubs, and tennis federations under one roof. Through the Tennos App, users can access advanced services including user-friendly tournament registration and tracking, detailed match statistics, intelligent game planning based on opponent analysis, and real-time in-match data tracking. The app also supports digital transformation in tennis through features such as opponent tracking, personal calendar integration, smart SMS notifications, and in-app chat for tournament participants.