



# Gender Pay Disparities in Professional Tennis: Structural Biases and Measures for Economic Equity

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## Abstract

Tennis is often perceived as a pioneer of gender pay equality. However, notable gender disparities in prize money still persist across many tennis events. This paper a) examines how the prize money between male and female professional tennis players has differed over the last 10 years; b) identifies potential reasons for why the pay gap exists; and c) proposes measures that could be taken to reduce the pay gap. The methodology consists of reading and analyzing articles and statistics on prize money received by male and female professional tennis players in various levels of tournaments. Results from research show that the ratio of WTA (women's tennis association) to ATP (Association of Tennis Professionals) prize money increases as tournament level increases, and that systematically skewed consumer preferences play a key role. Some structural biases discussed include fewer points allocated to lower-level WTA tournaments, biased media coverage, scheduling discrimination, and a lack of female representation in related associations. Measures that could be taken to reduce the established prize money disparity include merging the WTA and ATP organizations, standardizing ranking points across equivalent events, and implementing gender quotas in organizations associated with professional tennis. These findings shed light on broader patterns of economic and social inequality in professional athletics.

## Introduction

### 1.1 Professional Tennis: Structure and Relevance to Gender Pay

We must first discuss the basics of the structure of tennis. The professional tour in tennis is governed by the International Tennis Federation (ITF) which is in charge of the ATP and WTA. The ATP tour and the WTA tour are in charge of all the professional level tournaments for male and female athletes, respectively. In 2024, the levels of tournaments ranked from most to least significant are as follows: Grand Slams (Wimbledon, French Open, US Open, Australian Open), 1000-level tournaments, 500-level tournaments, and 250-level tournaments. The respective numerical labels for the levels of the tournaments are equal to the number of ranking points awarded for winning that tournament. For example, players that win ATP Masters 1000 will be awarded 1000 ranking points. Ranking points determine entry into prestigious tournaments, qualification into Year-End Championships, and prize money and sponsorship deals, with higher ranked players more likely to get better deals with sponsors (Gray).

### 1.2 Historical Progress on Reducing Gender Pay Disparities

Currently, all four of the Grand Slams (Wimbledon, French Open, Australian Open, US Open) offer the same prize money for WTA and ATP players. In addition, some of the 1000-level

tournaments have also equalized the pay gap, such as Indian Wells and Miami Open, which both equalized the prize money in 2016. The movement toward equal pay in tennis can be traced back to 1972, when Billie Jean King, leading activist of gender inequality in professional tennis, won the US Open, she received \$10,000 prize money compared to the \$25,000 prize money Nastase, the ATP winner received (Barajas). Thus, King demanded equal prize money, which took effect in the US Open in 1973, with all the other Grand Slams having followed suit by 2007 (King). However, the gender pay gap in tournaments such as the Italian Open in Rome and the National Bank Open in Toronto demonstrates that there is still work to be done to achieve full equality.

## Methododoly

Prize money data for various tennis tournaments was collected primarily from the *Perfect Tennis* website. The data was compiled into Google Sheets, where graphs were generated to visualize trends and test the study's hypotheses. To ensure consistency, all amounts were converted from euros to U.S. dollars using the exchange rate at the time of analysis (1 euro = 1.09 U.S. dollars). In addition to quantitative data collection, relevant articles on similar topics were reviewed, analyzed and synthesized in this paper. Building on previous research, original analyses were also conducted to identify patterns and propose measures not previously highlighted.

## Section 1: Extent of Pay Gaps, Based on Characteristics of Tournaments

This section will explore whether gender pay gaps exist in professional tennis tournaments, what types of tournaments these gaps exist in, and the extent of those pay gaps. Three characteristics are explored regarding their impact on the extent of gender pay disparity or if any disparity exists.

1. Figure 1 explores how the location of tournaments is related to prize money disparity; the location and geography of the tournaments could potentially impact the level of prize money disparity between genders as societal views of women's role in society varies across different regions. We hypothesized that tournaments in North America would have less prize money disparity because of the emphasis on advocacy of women's rights.
2. Figure 2 explores how the total prize pool of the tournaments is related to the numerical value of prize money disparity; Figure 3 is the same as Figure 2 with a linear regression model. We explored how total prize pool relates to prize money disparity with the hypothesis that tournaments will allocate more prize money to female players as the total prize pool of the tournament increases.
3. Figure 3 how tournament level relates to prize money disparity (in terms of ratio of WTA to ATP prize money). We hypothesized that higher level tournaments would have less pay disparity due to significantly higher levels of female players ( incentivized by the drastic increase in ranking and prize money compared to the lower-level tournaments).

All of the above hypotheses will be further explained in this section.

## Total ATP/WTa Prize Money vs Tournament Country

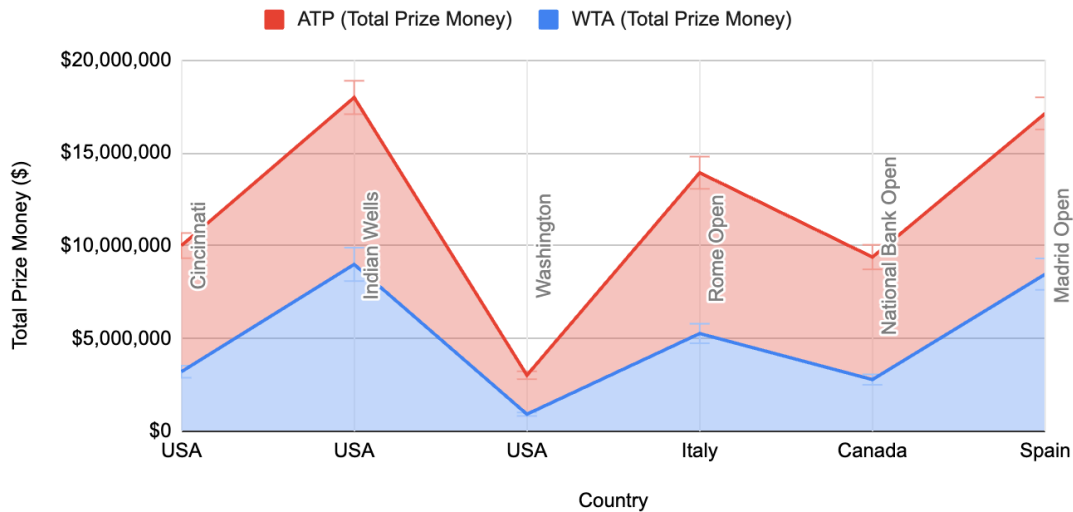


Fig 1: Prize money disparity by tournament location. The space between the blue and red lines show the pay gap between ATP and WTA players.

As mentioned previously, we hypothesized that tournaments that are located in regions such as North America (USA and Canada) will have less pay disparity between genders due to higher emphasis on protection of women's rights in these regions. Figure 1 provides more details: for every tournament, the total tournament prize money for WTA is less than that of ATP. In addition, the biggest gaps are shown in the Cincinnati (USA), Rome Open (Italy), and National Bank Open (Canada), respectively. Smallest gaps occur in Indian Wells (USA) and Madrid Open (Spain). The USA has a largest gap, and smallest gap, and Canada's National Bank Open has one of the greatest disparities.

Figure 1 demonstrates that there is little relationship between location and prize money disparity between genders, thus the hypothesis is rejected. For example, Cincinnati (USA) and National Bank Open (Canada) are two of the tournaments with the biggest pay disparities despite being located in North America.

To summarize, we established that gender pay gaps in prize money do exist currently, and identified the tournaments in which they are more severe (Cincinnati, National Bank Open and Italian Open). However, a deeper dive into the underlying characteristics of tournaments in which prize money disparities exist still needs to be examined. Then, we can identify the reasons for the gender pay disparity in prize money.

The second hypothesis is as follows: as the total prize pool (ATP prize money plus WTA prize money) of a tournament increases, the disparity in prize money (ATP prize money minus WTA prize money) decreases. Total prize money is derived from earnings of the tournament organization from broadcasting, sponsors, and ticket price. Tournaments with higher prize pools might have generated enough income to sustain equal prize money for ATP and WTA; however,

the tournaments that have smaller prize pools could only generate enough income to pay the ATP players generously.

### Prize Money Disparity vs Total Prize Pool of Tournament

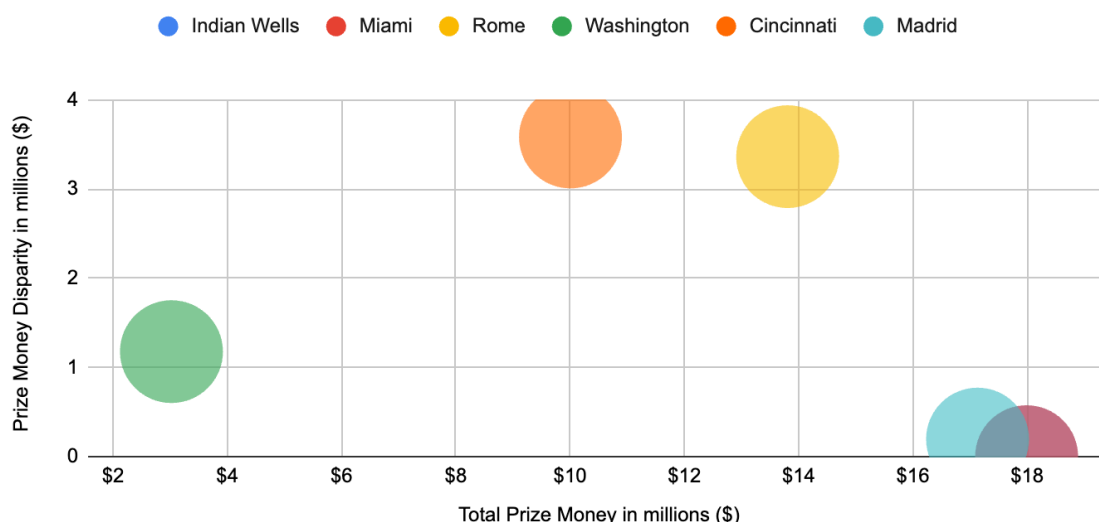


Fig 2: Prize Money Disparity (ATP - WTA) vs Total Prize Pool of Tournaments (WTA+ATP). Data compiled from Perfect Tennis.

The tournament with the highest disparity was Cincinnati, the total prize money was \$10,007,260 disparity was \$3,583,840. In addition, the tournament with the second highest disparity between men and women is the Rome Open. The total prize money for the tournament was \$13,808,257 in total prize money was \$3,363,647.

The graph led to an inconclusive result as Cincinnati and Rome Open had total prize money of around 10 million and 14 million, respectively. Despite having the greatest prize money disparity, both Cincinnati and Rome Open's total prize money ranks roughly in the middle of the data set above. The hypothesis is rejected, as the graph would have shown a roughly positive linear relationship had the hypothesis been correct.

For Figure 2, we could only use joint ATP and WTA tournaments for maximum comparability between ATP and WTA prize money. However, due to the small number of joint ATP and WTA tournaments, there are only a few tournaments that could be examined. This could be a reason for errors in analysis.

After examining Figure 2, we realized that focusing on the actual dollar difference in prize money between the ATP and WTA wasn't as meaningful as analyzing the ratio of WTA prize money to ATP prize money. The ratio provides a clearer picture of relative equity—showing how much women earn compared to men in proportional terms, regardless of the overall size of the tournament prize pool.

To standardize comparisons, we set ATP prize money at 100% and express WTA prize money as a percentage of that baseline. This allows us to compare the relative disparity across tournaments regardless of their total prize pool size. Figure 3 shows WTA prize money as a percentage of ATP prize money vs tournament level.

The third hypothesis is as follows: As the tournament level increases, the prize money disparity decreases. In other words, with ATP prize money set at 100%, the WTA prize money increases proportionally as the tournament level rises. A potential explanation for this could be that because there is more revenue generated by the tournaments themselves, and they can afford to pay both the ATP and WTA tour equally.

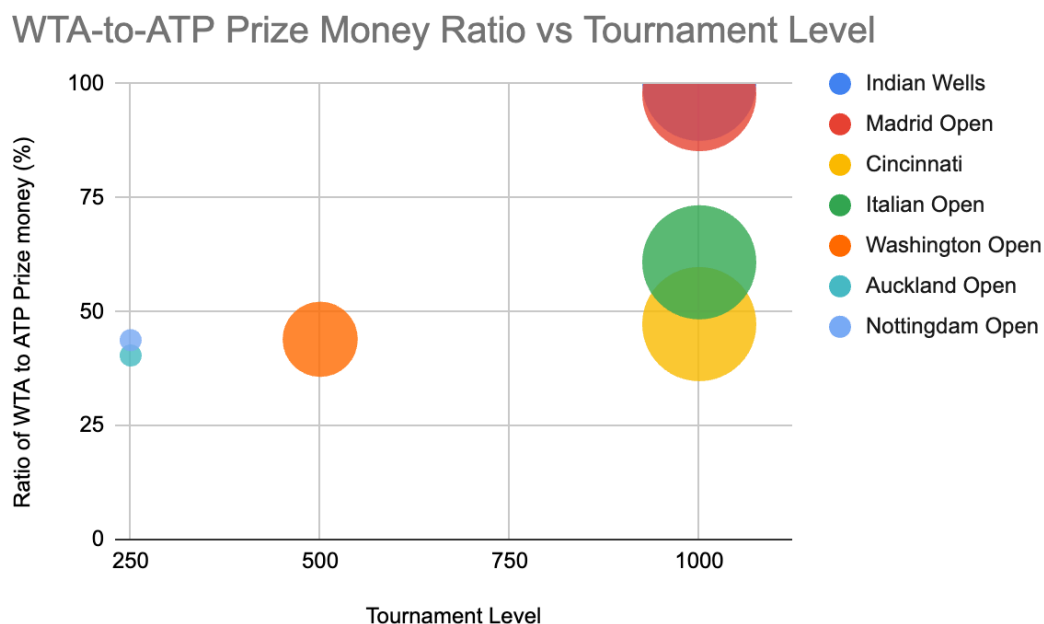


Fig 3: Ratio of WTA to ATP prize money by tournament level (Grand Slam, 1000-level, 500-level, 250-level) in 2024. On the y-axis, 100% implies no disparity. Data compiled from Perfect Tennis.

The tournaments with the least disparities were Indian Wells (100%) and Madrid Open (97.7%), which are both 1000-level tournaments. The tournaments with the greatest disparities were Nottingham Open (43.75%) and Auckland Open (40%). Washington Open, which is a 500-level tournament, was also amongst the tournaments with the greatest disparities (43.9%).

This graph implies a positive relationship between the ratio of WTA to ATP prize money and tournament level—as tournament level increases, the ratio of WTA to ATP prize money also increases. Given this, we can continue to determine what might contribute to this potential direct relationship. One hypothesis is that as a result of top ranked WTA players consistently showing up for higher-level tournaments, there are more tighter, more exciting matches that garner more viewer attention. Compared to the men's tour, the lower-level tournaments in WTA's tour attract

less audiences because it rewards the players with little ranking points, and thus higher ranked WTA players aren't incentivized to play.

In conclusion, Figure 1 examines and refutes the locational factors related to gender disparities in prize money. Figure 2 proves to be inconclusive in determining an association between prize money disparity and total tournament prize pool. Figure 3 identifies a positive relationship between the ratio of WTA total prize money to ATP total prize money and tournament level. Additionally, Section 2 examines how consumer demand, shaped by structural biases, contributes to the observed disparities.

## Section 2: Structural Biases Contributing to the Gender Pay Gap in Tennis

Now that we have identified a positive association between the ratio of WTA to ATP prize money and tournament level, we will explore why these pay gaps exist through structural biases. In particular, we highlight the reasons contributing to gap gaps being more severe in lower-level tournaments, as shown in Figure 3.

Proponents of the pay gap justified it based on supposedly naturally skewed consumer preference by arguing that men's tennis garners higher viewership and revenue. Therefore, they should earn more prize money. A common example cited for this argument is that during Wimbledon 2024, secondary market tickets for the men's final sold for as much as \$300,000, compared to \$4,000 for the women's final. Such disparities in demand are often cited as justification for unequal prize money.

However, this consumer preference is not natural—it is shaped by deeper structural biases. In this section, we discuss four types of structural biases that contribute to a systematically skewed consumer preference. These factors reduce visibility and engagement with the women's game, reinforcing the cycle of lower revenue and lower pay. Understanding the root of these influences is essential to addressing the persistent gender pay disparity.

1. First, we consider the bias in allocation of ranking points in lower-level tournaments in the WTA tour. This discourages top players from participating in these tournaments and results in less audience interest, leading to widening of prize money disparity at the lower-level tournaments. Also, female players are less incentivized to start playing in the professional tour as there are less amounts of prize money as incentives.
2. Next, we will discuss biased media coverage. Limited camera angles and fewer replays in women's sports make WTA matches seem slower and less engaging. This disparity in media coverage contributes to audience perceptions and viewing preferences, potentially discouraging viewers from watching WTA matches in favor of ATP events.
3. Then, we will explore scheduling discrimination in tournaments. Scheduling discrimination favors ATP players with prime-time matches, based on the misconception that men's tennis attracts more viewers and commercial value. Scheduling women's matches in less favorable daytime slots reduces audience size and exposure for the WTA, reinforcing biased consumer preferences against women's tennis.
4. Furthermore, we examine bias in related organizations of professional tennis. Specifically, the numbers of female umpires and coaches compared to their male



counterparts working in either the ATP or WTA tour—when there is less female voice in decision making processes, women's rights may be cast aside.

### 1. Fewer Ranking Points in Lower Level Tournaments

First, we will discuss how fewer ranking points in lower-level women's tournaments (levels 250 and 500) could potentially contribute to the prize money disparity. In the WTA 250 tournaments, only 160 points are awarded, whereas 170 points are awarded in ATP 250 tournaments. For reference, even the ten point difference matters because some of the best ATP players in the game only have roughly 7000 points.

Fewer rewarded ranking points could result in less motivation for higher ranked female players to attend the tournament, and thus, decrease ticket sales and overall audience excitement surrounding lower-level tournaments. The reduced excitement could result in reduced ticket prices, less media coverage from systemically skewed consumer preferences by allocation of fewer ranking points.

As a result, WTA players are caught in a vicious cycle: lower prize money leads top players to skip certain tournaments, which reduces audience interest. As most professional players start at lower-level events, this also makes it difficult for emerging female players to gain experience and exposure. Consequently, fewer women may pursue professional tennis, limiting female presence and empowerment in the sport. Ultimately, WTA players are structurally positioned to earn less prize money than their male counterparts until they reach the highest levels.

### 2. Biased media coverage

The second reason for the gender disparity in prize money is bias against WTA players in the media. Although most venues can only hold from 10,000 up to 20,000 people, many tennis fans watch the matches at home through television broadcasting. Some streaming platforms include ESPN+, TSN, and Youtube TV. As our society becomes more technologically advanced, media influence on sports will undoubtedly grow in the future. Thus, it is important to discuss the role of media in shaping societal views of female athletes, which, in fact, affect their earnings.

First, biases in media coverage are shown through the less broadcasting and air time WTA players receive compared to ATP players. An argument used to justify this is that WTA matches are less appealing to the audience, so they should receive less air time for maximization of audience entertainment. However, this is proven to be a false claim.

In 2020, the women's US Open final recorded 2.44 million viewers and a 0.38 rating against 2.05 million and 0.35 rating for the men's. The same results occurred in 2019 and 2021 as well ("Comparison of Women's and Men's Professional Sports"). These statistics emphasize that WTA matches, in actuality, receive higher view counts and ratings than that of ATP matches, which disproves the claim that audiences prefer the ATP matches over the WTA matches. Several manifestations of biased media coverage are discussed below.

Professor Cheryl Cooky commented: “Men’s sports are going to seem more exciting. They have higher production values, higher-quality coverage, and higher-quality commentary. When you watch women’s sports, and there are fewer camera angles, fewer cuts to shot, fewer instant replays, yeah, it’s going to seem to be a slower game, [and] it’s going to seem to be less exciting.”

This quote illustrates that the quality of the media coverage of ATP compared to that of WTA contributes to how interesting ATP and WTA matches are seen. Through the lack of high-quality coverage for the WTA tour, WTA matches could seem less exciting to the audience, thereby discouraging people from watching WTA matches and driving them to watch ATP matches instead (“Why Isn’t Women’s Sport”).

### 3. Scheduling discrimination in tournaments

The prioritization of men’s matches over women’s matches has led to scheduling discrimination, as ATP players are usually assigned to play in better time slots, such as nighttime for maximum exposure and audience. Broadcasting organizations often claim that men’s tennis has higher commercial value to justify streaming men’s tennis in better time slots. This scheduling bias stems from the mistaken belief that men’s tennis is more attractive and engaging than women’s. However, US Open Finals statistics above proves this to be false.

American professional tennis player Danielle Collins highlighted this issue at a 2025 French Open press conference: “I do think there’s a lot of benefits to having the women on during the night matches. We attract a lot of fans, a lot of crowd. We create a lot of discussion around the game overall, right? I think there’s certainly value there, having us on the night schedule, as well. I think, yeah, [not scheduling women in prime slots is] probably a little out of the ordinary compared to some of the other events, right?” (Rothenberg).

Like Collins insinuated, the biased time slot allocation negatively impacts women’s tennis. If the WTA players are scheduled to play in the daytime, less people will be watching in the stadium or on television as many fans will be working. This results in less WTA tour exposure to the public and reinforcement of skewed consumer preference.

Both broadcasting and scheduling discrimination subtly implant ideas that women’s tennis is secondary to men’s tennis. These constructed identities of WTA players affect public perception of them, resulting in more people being interested in the ATP matches. As the organizers and media consistently prioritize the men’s matches over women’s, “it perpetuates the idea that male players are more valuable or entertaining. This creates a self-fulfilling prophecy where female players struggle to gain the same level of recognition and support” (“Stardom: Inequality of Fame”).

### 4. Lack of Female Representation in Related Organization



### Percentage of Male vs Female Umpires with Golden Badge (2017)

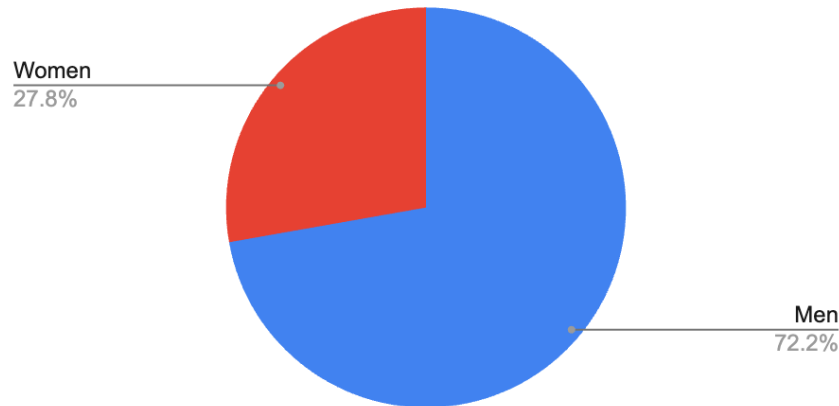


Fig 4: Percentage of Men and Women Umpires with Gold Badge (2017)

Another key reason for the gender disparity in prize money is the lack of female power from the associated organizations, such as the WTA, broadcasting organizations, and tournament organizations. A key example of this is the number of tennis umpires that have a Gold Badge. Umpires that have Gold Badges are responsible for overseeing the most reputable events in tennis, such as the Grand Slams and 1000-level tournaments. Figure 4 shows the number of female and male umpires with a Gold Badge (Cox).

As seen from Figure 4, the number of men that have a Gold Badge is almost three times that of women. Due to this, WTA players are repeatedly disrespected by some of the male umpires, and this sometimes leads to decreased performance of the players due to the unnecessary hindrance caused by the unfair decisions of umpires. These unfair decisions may also result in fewer people wanting to watch women's tennis.

For instance, Serena Williams, the all-time great of women's tennis, has faced numerous instances of blatant gender discrimination, and has spoken out about this issue. For instance, after coming back to the tour after giving birth in 2017, she was banned from wearing leggings that prevent blood clotting, which had almost cost her life during labor. This is just one example of gender discrimination amongst many others, such as penalizing Williams for speaking up for herself when male players had done the same thing and not been penalized.

Another profession associated with professional tennis is the coaches of the players. The ratio of female coaches to male coaches is even lower than that of umpires.

### Percentage of Male vs Female Coaches for ATP Players (2017)

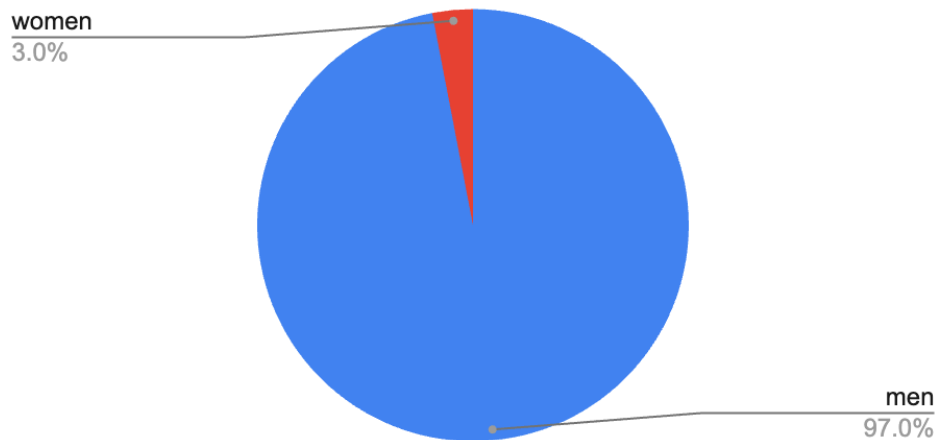


Fig 5: Percentage of Male and Female Coaches for ATP Players (2017)

### Percentage of Male vs Female Coaches for WTA Players (2017)

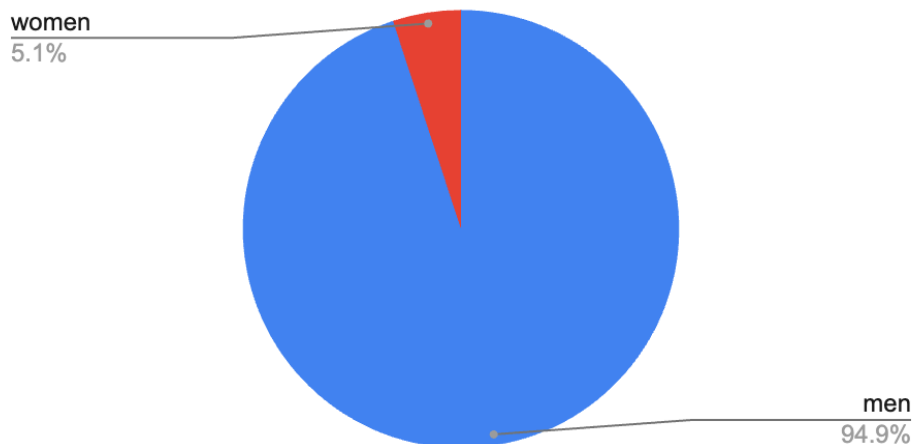


Fig 6: Percentage of Male and Female Coaches for WTA Players (2017)

As shown in Figure 5, ATP players with male coaches make up 97%, while male players with female coaches only make up 3%. This might lead us to think that professional players like to employ coaches of the same sex. However, according to Figure 6, WTA players with female coaches only make up 5.1%.

Despite these statistics, Rennae Stubbs, former coach of Serena Williams, claims that there are many benefits to WTA players having a female coach. One of the reasons, she said, is

that female coaches “understand other women tennis players clearly better than men”(Gaba). The validity of Stubbs’ statement is verified by Mirra Andreeva, a young Russian professional tennis player with a female coach. Andreeva is coached by Martinez, the 1994 Wimbledon champion. Since Martinez joined her team, Andreeva has racked up two WTA 1000 titles and surged to a career-high ranking of world No. 6 (Livaudais).

Unfortunately, these statistics are not surprising. Society has long positioned female athletes as secondary to male athletes, and this bias is evident when organizing bodies—such as tournament organizers, the WTA, and broadcasting companies—treat WTA players differently from their ATP counterparts. With fewer women in leadership roles and less emphasis on women’s rights within these organizations, advocacy for equal treatment weakens. As a result, the gender pay gap in prize money widens, and opportunities for women’s tennis narrow. Moreover, such systemic inequities risk discouraging young aspiring female tennis players, who may see the unfair treatment and decide not to pursue a professional career.

The positive relationship between the WTA-to-ATP prize money ratio and tournament level (as shown in Figure 3) can be explained by disparities in the number of ranking points available at lower-level tournaments. When WTA events at these levels award fewer ranking points than comparable ATP events, top female players are less incentivized to participate, leading to weaker draws. This diminishes audience interest and sponsorship value, which in turn lowers tournament revenue and prize money. The cycle reinforces itself: fewer ranking points mean fewer elite players, which means fewer spectators, further widening the prize money gap.

While other biases—such as media coverage, scheduling discrimination, and lack of female representation in related organizations—affect both tours, these factors tend to remain relatively constant across tournament levels. In contrast, the disparity in ranking points is a structural difference that disproportionately affects lower-level WTA tournaments, making it a key driver of the upward trend in the WTA-to-ATP prize money ratio as tournament level increases.

### **Section 3: Strategies for Reducing the Pay Gap**

Now that we have identified the different factors structurally skewing consumer preference—biased media, scheduling discrimination, fewer allocated ranking points for lower-level WTA tournaments, and lack of female representation in associated organizations—we can explore what can be done to reduce this gender pay disparity in the future.

#### **1. Merge WTA and ATP into one organization**

Merging the WTA and ATP organizations is a strategic step toward dismantling the structural inequalities that perpetuate the gender pay gap in professional tennis. Currently, the separation of these two governing bodies means that decisions about prize money, ranking points allocation, tournament scheduling, and promotion are made independently, often resulting in inconsistent priorities and resource allocation. By creating a unified organization, decision-makers would be compelled to adopt a more integrated and equitable approach to managing both ATP and WTA.

First, joint management of ATP and WTA tours would enable more joint tournaments. Joint tournaments are beneficial for WTA players because fans attending a tournament to watch male players are more likely to also engage with female matches when they are scheduled closely in time and location. The convenience of joint events encourages fans to broaden their interest and engagement, which in turn boosts ticket sales, viewership, and fan loyalty for the WTA. This also helps reduce scheduling discrimination, as women's matches can be assigned fairer time slots alongside men's matches due to more exposure. Over time, this exposure from joint tournaments helps normalize women's tennis as an equally prestigious and exciting sport.

Second, one of the major benefits of merging is that sponsorship, media, and broadcasting partners would have a single point of contact to negotiate comprehensive deals that include both ATP and WTA players. This consolidation would increase the attractiveness of sponsorship packages because brands and broadcasters can maximize their reach and engagement with a wider, combined audience—people who enjoy ATP matches as well as people who enjoy WTA matches. When sponsors see equal representation of men's and women's tennis within one organization, it can help shift public perception of WTA players by dismantling current perceptions of WTA players as secondary to ATP players.

As joint tournaments offer more exposure to WTA tennis, it will dismantle perceptions and ideas that women's tennis is less worthy of resources and prize money. Thus, with a combined organization, financial resources will be pooled and allocated more equitably between ATP and WTA. Presently, the separate management of these funds can result in underfunded women's tournaments, which impacts the quality and appeal of events, perpetuating the cycle of lower audience interest and prize money. With more robust funding, WTA tournaments can enhance player support, improve tournament facilities, and raise prize money to levels comparable with ATP events.

Overall, joint management would lead to more combined tournaments, which encourages fans to engage with both men's and women's matches, hence boosting exposure for WTA matches. This increased visibility helps disprove current narratives and normalize women's tennis as equally prestigious, which would then lead to more equitable allocation of resources. For instance, bias in media coverage would be reduced as the excitement and quality of women's matches gain greater visibility, making WTA tennis more deserving of attention. In addition, due to increased excitement for WTA matches, bias in scheduling discrimination would be reduced as unified tournament management ensures women's matches are scheduled fairly alongside men's. Moreover, under one unified organization, pooling of funds would enable better funding for WTA events, thereby directly reducing prize money disparity.

In conclusion, the merging of WTA and ATP reduces bias in the media coverage and scheduling discrimination. Next, the measures below address the comparatively fewer allocated ranking points for lower-level WTA tournaments and lack of female representation in associated organizations.

## 2. Fewer allocated ranking points for lower-level WTA tournaments

In Section 2, we identified that the fewer ranking points allocated to 250 and 500 level WTA tournaments compared to their ATP counterparts was a crucial cause of the direct relationship between the ratio of WTA to ATP prize money discussed in Section 1. This ranking

point disparity has led to decreased participation of top players, and accordingly, less viewership. With less viewership is less money collected from organizers, and with that, is less prize money.

To reduce this disparity in prize money, ranking points will need to be standardized across equivalent events, such as working with the ITF and WTA/ATP committees to assign the same points for men's and women's tournaments of the same tier (e.g., WTA 250 = ATP 250). In addition, transparent ranking policies should be published, which should explain how points are awarded, ensuring parity is maintained and monitored.

### 3. Lack of female representation in associated organizations

As we found in Section 2, there is an overwhelming lack of female presence in careers associated with professional tennis, such as umpires and coaches. This has led to little female empowerment and people protecting the rights of WTA players.

To combat the current lack of female representation in associated organizations, we can implement gender quotas, which require a minimum percentage of women in leadership positions on boards, committees, and tournament organization teams. Furthermore, another way to solve this issue would be to offer leadership development programs, in which experienced leaders (coaches, executives, media professionals) offer workshops and training programs for former players and female professionals to move into leadership roles. The goal is to increase female presence in positions where important decisions are made about tournament scheduling, sponsorship, or ranking systems, so women have a stronger voice in shaping the sport.

Overall, these measures target structural inequities to create more equitable economic outcomes for women in tennis, providing a model for addressing gender pay gaps in other industries.

## Conclusion

In Section 1, we showed that despite progress in equal prize money at major tournaments, gender pay gaps persist in professional tennis, and that prize money disparities are particularly prevalent in lower-level tournaments. These disparities are rooted in social and economic biases, where underrepresentation, skewed media attention, and unequal resource allocation collectively reinforce gendered inequalities both within tennis and in broader economic contexts. In Section 2, structural biases were found to contribute to this pay gap. Key factors include fewer ranking points allocated to lower-level WTA tournaments, bias in media coverage, scheduling discrimination, and lack of female representation in associated organizations. In Section 3, several measures are recommended to reduce these structural biases mentioned in Section 2. First, merging the WTA and ATP into a single governing body could promote gender equity by sharing resources, and hosting joint tournaments. The increased exposure and excitement surrounding WTA tennis could then help reduce biased media coverage and



scheduling discrimination. In addition, the disparity in ranking points for lower-level WTA tournaments should be resolved by standardizing points across equivalent events and establishing transparent ranking policies. Furthermore, implementing gender quotas and providing leadership development programs for former players can help to promote equitable treatment of WTA players. If these measures were implemented, future research could measure their effects on prize money, media coverage, and audience engagement over time. These measures, if proven effective, show how targeted structural policy solutions can help reduce structural inequalities and inspire progress in other sports and industries.

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