

# How Co-Broadcasting Emma Raducanu's U.S. Open Victory Paid Off for Channel 4 and Amazon Prime

British women's tennis hit a generational peak when Emma Raducanu lifted the U.S. Open trophy on Saturday, Sept. 11, a moment viewed by over 10 million people in the U.K. after Amazon Prime and broadcaster Channel 4 agreed on a last-minute deal to ensure fans could watch the final live.

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