To understand the IPL’s impact, we reviewed academic research, financial reports, and expert commentaries. The first key area is **revenue generation**.”

* revenue Generation: The IPL’s franchise model has unlocked **huge revenue streams**. Gupta and Majumdar point out how team auctions, title sponsorships, and billion-dollar broadcasting rights have set new standards in cricket.  
  This model has been adopted globally, influencing leagues like the BBL and PSL.
* Player Economics: Borooah explains how the IPL’s auction-based player selection drives up salaries. Even mid-level players earn more than traditional Test stars.Rumford highlights the global talent drain, where players from smaller nations choose IPL over national duty due to better pay and exposure.
* TV Rights & Viewership: Horton’s research shows that IPL's TV-friendly format—short, action-packed matches—attracts massive viewership.The IPL’s global audience and diaspora reach make it one of the most-watched sports leagues. This has led to record-breaking media rights deals, exceeding even some European football leagues.
* **stadium Infrastructure**
* “According to Dixit, IPL has driven massive upgrades in stadiums—modern seating, lighting, and premium experiences. It’s also created thousands of seasonal jobs and boosted local economies during the tournament season.”
* **🎤 Slide 7: Literature Review – Part 2**
* “The next set of themes shows how the IPL is reshaping governance and threatening traditional cricket formats.”
* **🔹 Power Dynamics**
* “Fernando argues that the BCCI now holds disproportionate influence in global cricket, thanks to the IPL’s success. It controls a major share of ICC revenue and global scheduling.”
* **🔹 Governance Shift**
* “Mondal’s research shows how ICC policies are now adjusted around the IPL calendar, reducing the voice and visibility of smaller or associate nations.”
* **🔹 Traditional Formats Decline**
* “Haigh reports a clear decline in Test and ODI viewership. With players choosing IPL, national boards are struggling to maintain high-quality teams for traditional formats.”