



KEY BUSINESS INSIGHTS FROM IPL PERFORMANCE

The IPL Viewership and Ad Revenue provides valuable insights into the current trends in cricket broadcasting and advertising performance. Analyzing these key metrics can help us identify audience patterns, optimize sponsorship strategies, and ultimately drive growth and revenue. Let's explore the data to understand the latest trends in viewership, digital engagement, and advertising impact.

Attendance Insights

- **Total attendance per IPL season** has fluctuated between seasons, typically spanning the range of 30-50 lakh per season.
- The attendance trend plot shows a noticeable peak in some seasons followed by decline, possibly due to external factors or scheduling changes.
- Attendance peaks at **weekend and prime-time matches**.
- Venue size also caps attendance → high-demand matches in smaller stadiums miss revenue potential.
- Matches with **high ticket price but strong turnout** show **inelastic demand** (people will pay more).
- **Business Implications**
 - Consider **dynamic ticket pricing** for marquee matches.
 - Schedule **big matches in larger venues** to maximize gate revenue.
 - Invest in **fan engagement strategies** at less-attended venues.

Viewership Insights

- **TV viewership** per season remains significantly higher than digital viewership, but digital is catching up fast because younger audience prefers online streaming
- TV viewership spans roughly 3–7 crore per season, while digital crosses over 2 crore in recent seasons
- Rivalry matches (e.g., MI vs CSK, RCB vs KKR) draw **spikes in both TV & digital viewership**.

Business Implications

- Digital platforms (Jio Hotstar) should get **exclusive ad campaigns** for high-demand matches.
- Sponsors should tailor strategies:
 - TV ads → mass reach.
 - Digital ads → targeted engagement.

Ticket Revenue Vs Ad Revenue

- **Ticket revenue per IPL season** has generally grown over years, with occasional dips. Revenue ranges from around ₹30 crore to over ₹70 crore per season, showing IPL's increasing ability to monetize attendance.
- **Ad revenue per IPL season** shows prominent growth, often tracking overall viewership and media engagement. Ad revenue jumps from under ₹10 crore to over ₹25 crore per season in recent years, underscoring commercialization of the tournament across platforms. Growth in ad revenue aligns with increased digital consumption and the IPL's expanding sponsorship base.
- **Ticket revenue contributes significantly, but Ad Revenue often exceeds Ticket Revenue, showing how crucial media rights and sponsorships are.**
- **Matches with higher viewership → higher Ad Revenue, even if stadium attendance isn't maxed out.**

Business Implication:

- Broadcasters should focus on **high-viewership matches** (like rivalries or playoffs).
- Teams/venues should optimize **ticket pricing** based on demand elasticity — e.g., premium pricing for rivalry matches.

Season Wise Insights

- Revenue & viewership are **not evenly distributed** across the season.
- **Opening matches & finals** are the biggest revenue drivers.
- Certain teams consistently pull higher audiences regardless of performance (brand loyalty).

Business Implication:

- Opening/final matches → **premium ad slots & sponsorship pricing.**
- **Build brand value of teams** → even if they underperform, they still draw crowds.

Match Score Insights

- **Composite Match Score** (Revenue + Attendance + Viewership) helps rank matches **holistically**.
- Some matches with **average revenue** but **exceptional viewership** scored higher → showing **audience reach > short-term ticket revenue**.
- Playoffs/finals dominate the top rankings, but **select league-stage rivalries** also score high.

Venue Revenue and Profitability

- **Venues with highest ticket revenue** are typically the largest or home grounds for popular teams: Ahmedabad, Mumbai, and Chennai generate the highest cumulative revenue.
- **Venue profitability (revenue per attendee)**
Some venues (e.g., Ahmedabad, Kolkata) yield much higher per-attendee revenue, found to be more than double some other venues. This is primarily due to higher average ticket prices and/or greater ticket demand. And high seating capacity

Business Implications

- Identify high performing venues to host marquee matches or big rivalry matches.
- Implement dynamic pricing or fan engagement strategies at low attendance venues to boost revenue
- Optimize costs for logistics and operations to improve profitability

Strategic Takeaways

- **Data-driven scheduling:** Schedule popular matches in **prime slots + larger venues**.
- **Monetization strategy:** Push **dynamic ticket pricing + bundled packages** (e.g., family passes, merch add-ons).
- **Digital-first focus:** Younger fans shifting to digital streaming → target ads & engagement digitally.
- **Balanced KPI:** Don't just chase ticket revenue; **long-term brand value comes from audience engagement & reach**.