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766 Mn viewers sampled sports content in 2018.
Youth contributed 35% to live cricket viewership in 2019.
Women formed 48% of cricket viewers in 2018.

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IPL viewership and watch time grew from 2016 to 2018.
NCCS AB cricket viewers reached 56% in 2019.
India-Pakistan ODIs gained massive viewership.

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Women's cricket offers better ROI compared to T20 leagues.
93% of all 2018 sports viewers watched cricket.
Cricket programming increased by 79% in 2018.

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India matches accounted for over 50% of airtime.
T20 viewership was strong from 2016 to 2018.
IPL dominated cricket viewership at 40% share.

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Ads in India cricket matches grew by 38% from 2016 to 2018.
Live cricket showed faster growth in ad rates.
International matches saw significant ad growth.