

CRICKET MEETS  
REVENUE

# INDIA PLAYS



YOU  
SCORE  
BIG

TURN VIEWS INTO REVENUE

MONETIZE THE CRICKET BUZZ

INDIA VS ENGLAND 2025

VDO.AI



Cricket

# Revenue Growth Plan

This Test series, don't just cover the game but capitalize on the attention. We help publishers monetize massive fan engagement at scale.



## 600M+ Views Expected

The Test series is set to match IPL-level reach, bringing a lot of user engagement to websites and apps across categories.

## 55% Revenue Growth

Top publishers like **Cricbuzz**, **ESPN**, **Cricinfo**, and others saw a major revenue uplift during cricket season by leveraging VDO.AI's monetization solutions.

## Premium Ad Interest

Brands are ready to spend more during high-traffic sports events. With demand rising, publishers can command better **fill rates** and **higher CPMs**.

## Audience Engagement

Cricket fans stay longer, refresh more, and actively engage, giving you more chances to monetize every session.

