

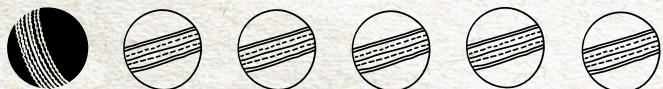
# IPL 2025 WRAPPED

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How **VDO.AI** Helped Publishers Maximize Revenue  
During India's Biggest Digital Event



**VDO.AI**



## VIEWERSHIP HIGHLIGHT

IPL 2025 drew over 35 crore+ viewers, making it one of the most-watched seasons yet.



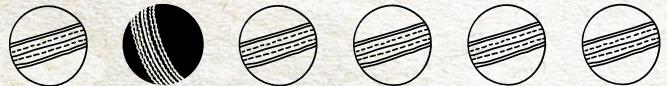
## DIGITAL SHIFT

Platforms like Jio Hotstar reported a 40% surge in viewership, with 73% of fans streaming.



## OPENING WEEK IMPACT

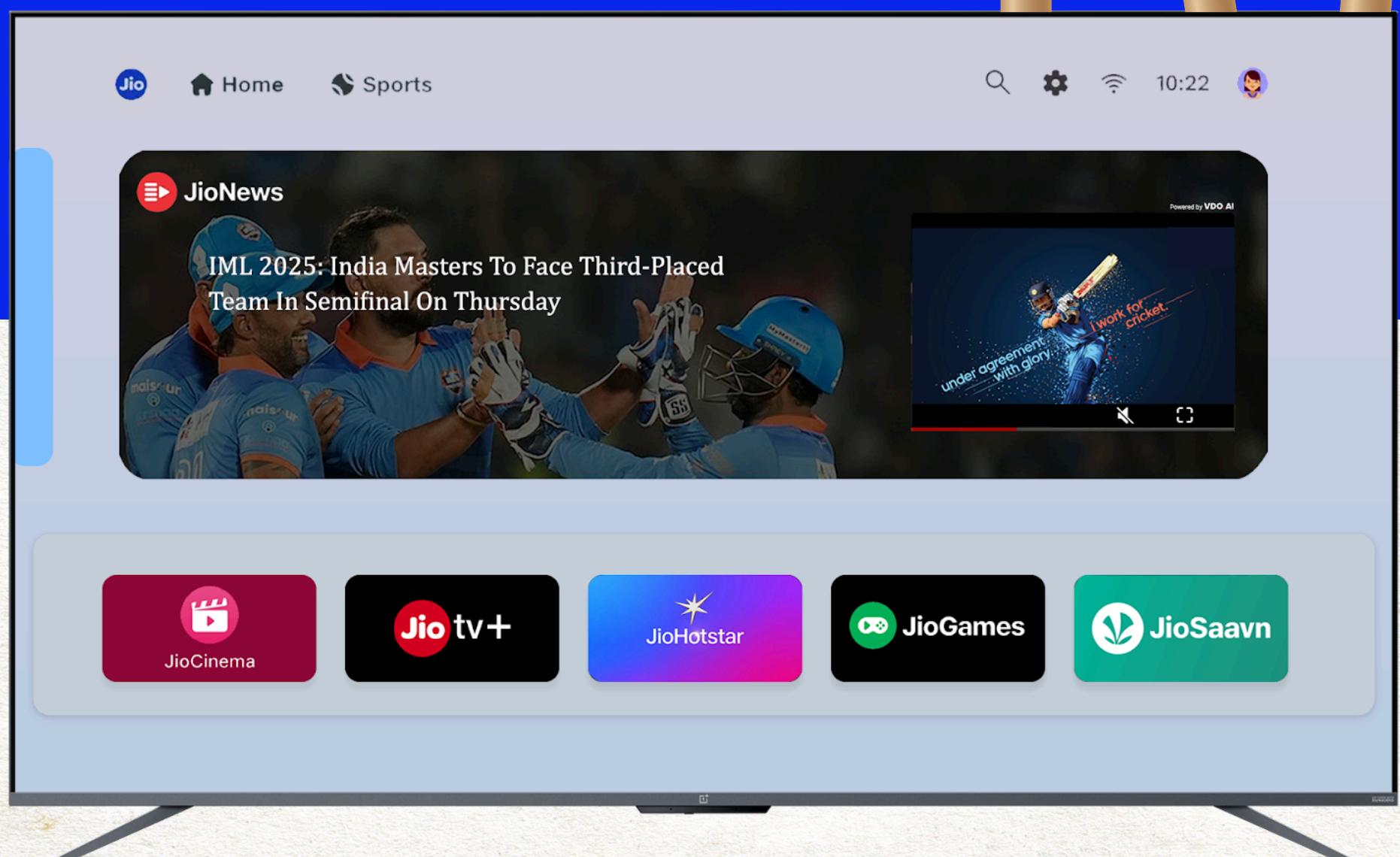
More than 200 million fans tuned in during the first week alone.



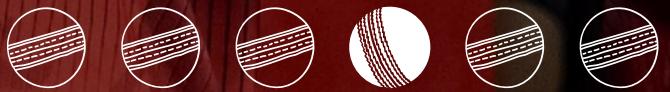
# HOW WE TURNED VIEWS INTO VALUE

This IPL, VDO.AI maximized every match moment with monetizing strategies that delivered real results:

- **Ad Formats:** Leveraged in-stream, out-stream and rewarded intersititals (VDO+)
- **Smart Targeting:** AI matched ads with live content for maximum engagement.
- **CTV & OTT Impact:** Reached high-intent audiences across connected TV and streaming platforms.



# THE RESULTS?



VDO.AI

# 600M+

Views



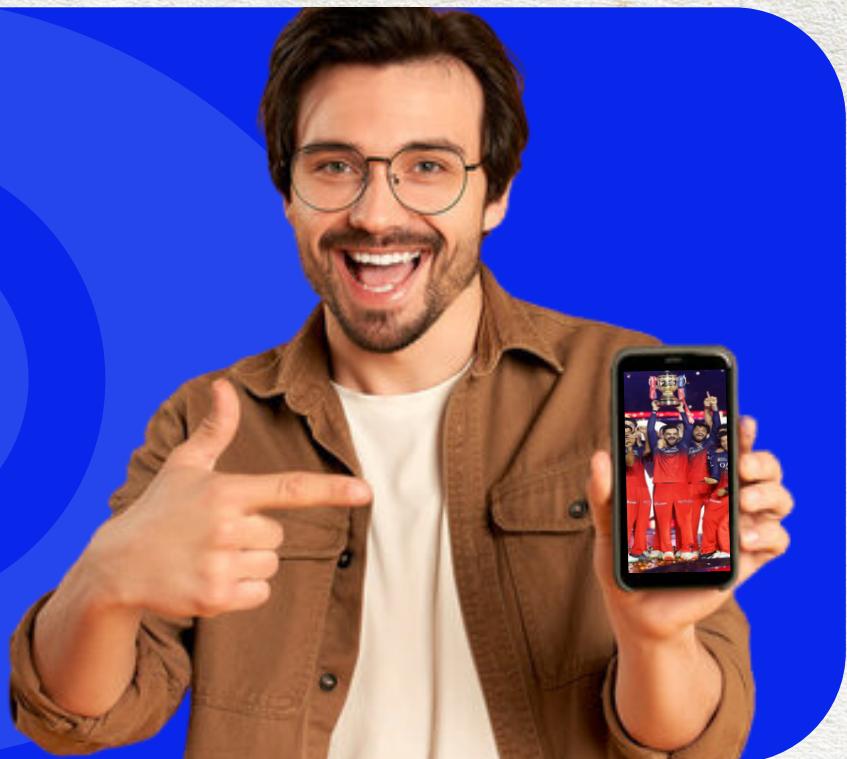
# 350%

Revenue  
Growth



# 99.99% Player Uptime

# 250M+ Impressions



**ESPN**

**cricbuzz**



**JioTV**

**NDTV  
SPORTS**

**pulse  
sports**

**bwin** 



**VDO.AI**

# IPL SEASON ENDS. THE OPPORTUNITY DOES NOT.



BREAKING NEWS



**New Series, New Spike.  
India vs England Starting June 20.**

Let's chat! Reach out to us at [hello@vdo.ai](mailto:hello@vdo.ai) to know more.



**VDO.AI**