

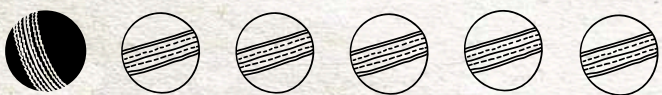
IPL 2025 WRAPPED

INSPIRING THE

THEY KEEP COMING!



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

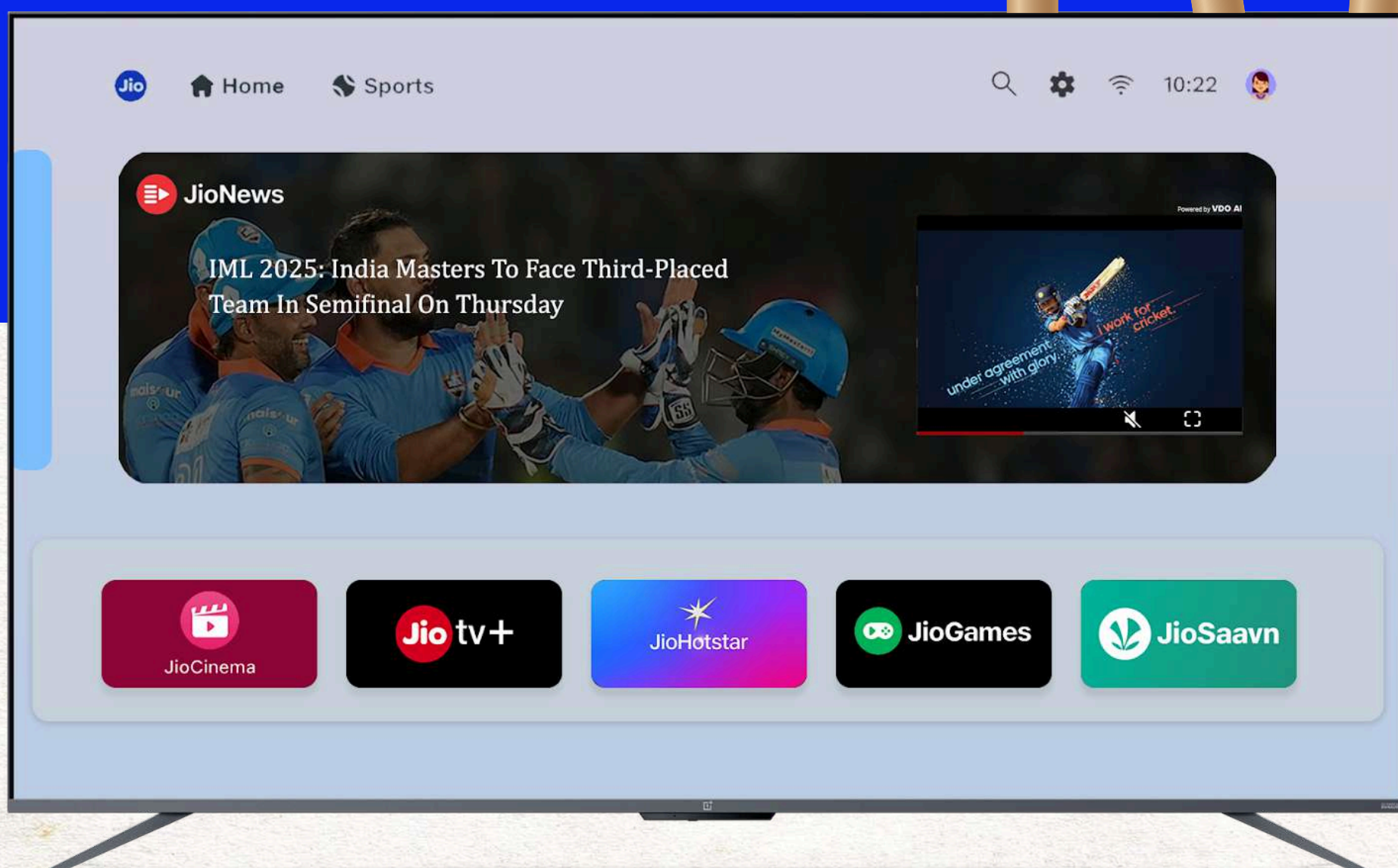
More than 200 million fans tuned in during the first week alone.



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?



600M+
Views



350%
Revenue
Growth



**99.99% Player
Uptime**



250M+
Impressions



ESPN

cricbuzz

**SPORTS
Tak**

JioTV

**NDTV
SPORTS**

**pulse
sports**

bwin **END OF FM**



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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 to know more.



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