

# Cricket Means

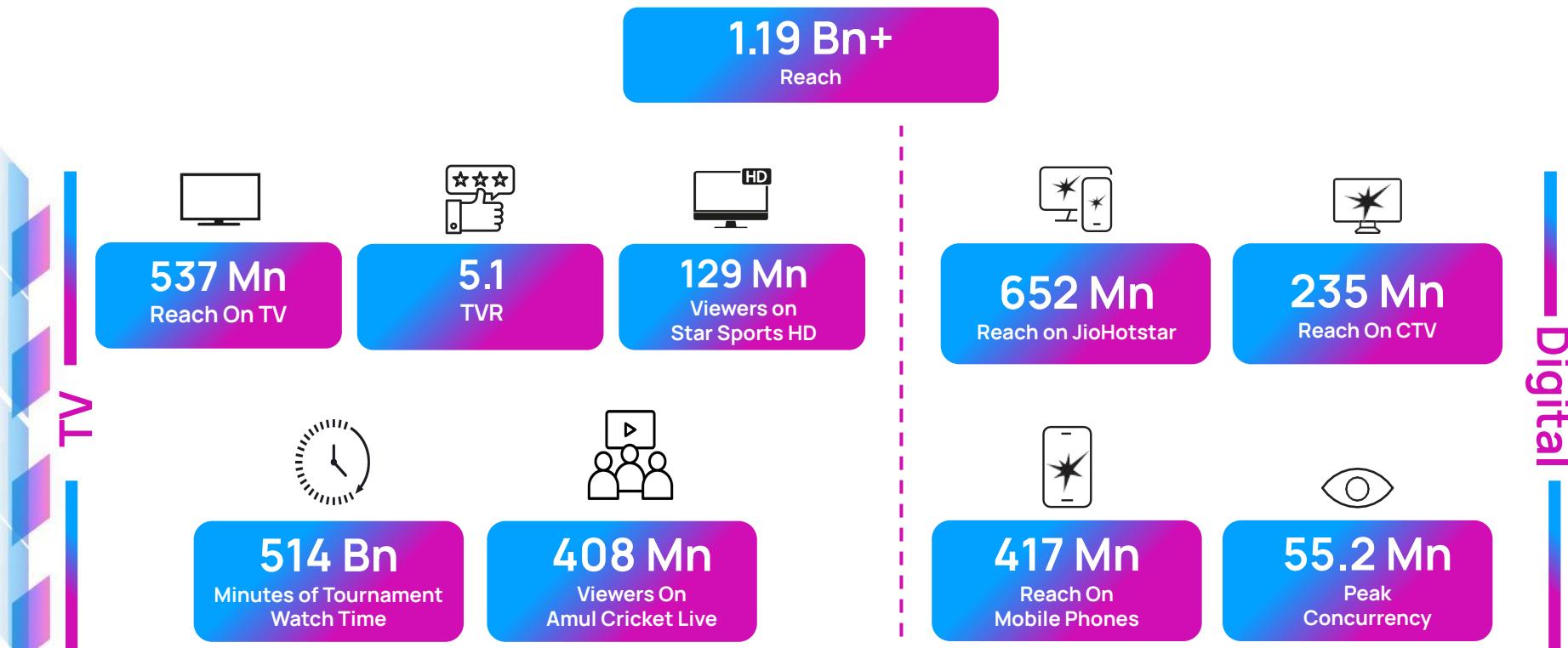


India 2025 - 26 Bilaterals



# IPL 2025 Crosses the Big Billion

## Across TV & Digital



# Fueled By Unprecedented Subscriber Growth

*JioHotstar, the digital home of the cricket league, now has over 300 million subscribers and recorded 1.04 billion app downloads during the season.*

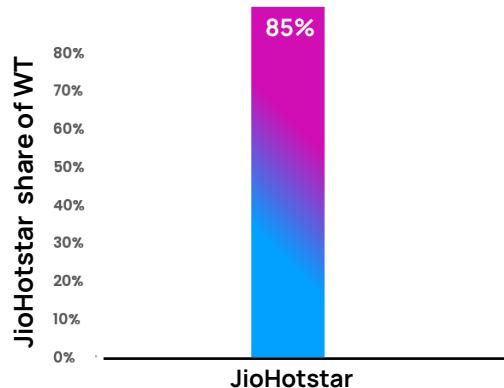


# Nothing Unites India Like Cricket

~100%  
OTT users on JioHotstar



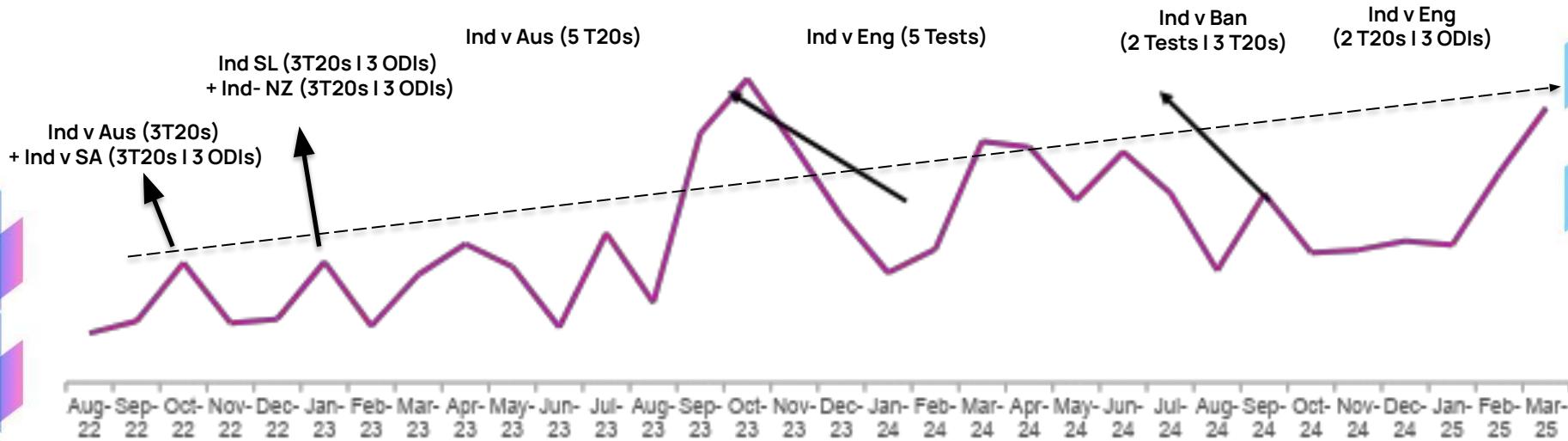
Accounting for **85%** of overall  
OTT Watch time



Top 31 Out Of 33 Programs On LTV  
Ruled By India Cricket



# Interest In Team India On A Massive Growth Trajectory Thanks To Consistent Performances

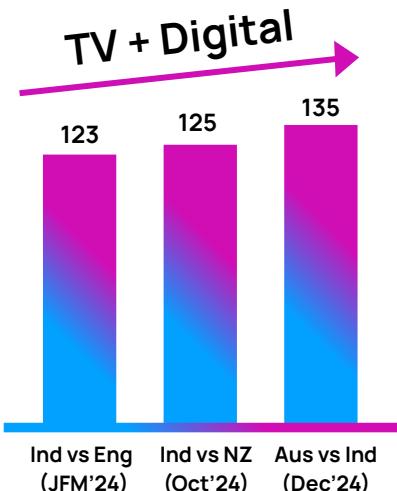


0.47 Mn

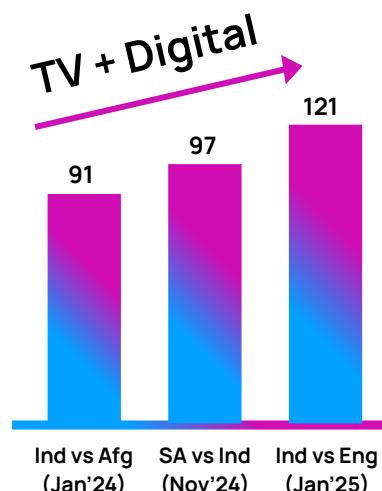
~4X Surge in Social Mentions for Team India (2022-2024)

1.75 Mn

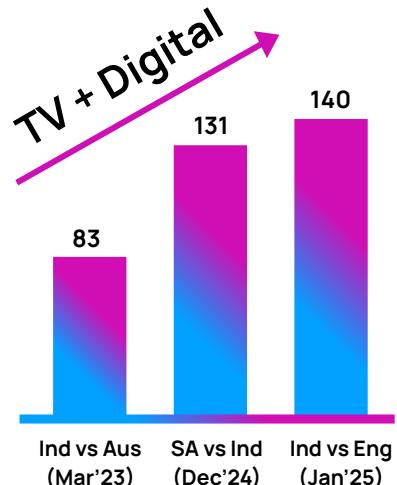
# And That Reflects In The Fan Love For Cricket On JioStar



Test Reach/Match (Mn)

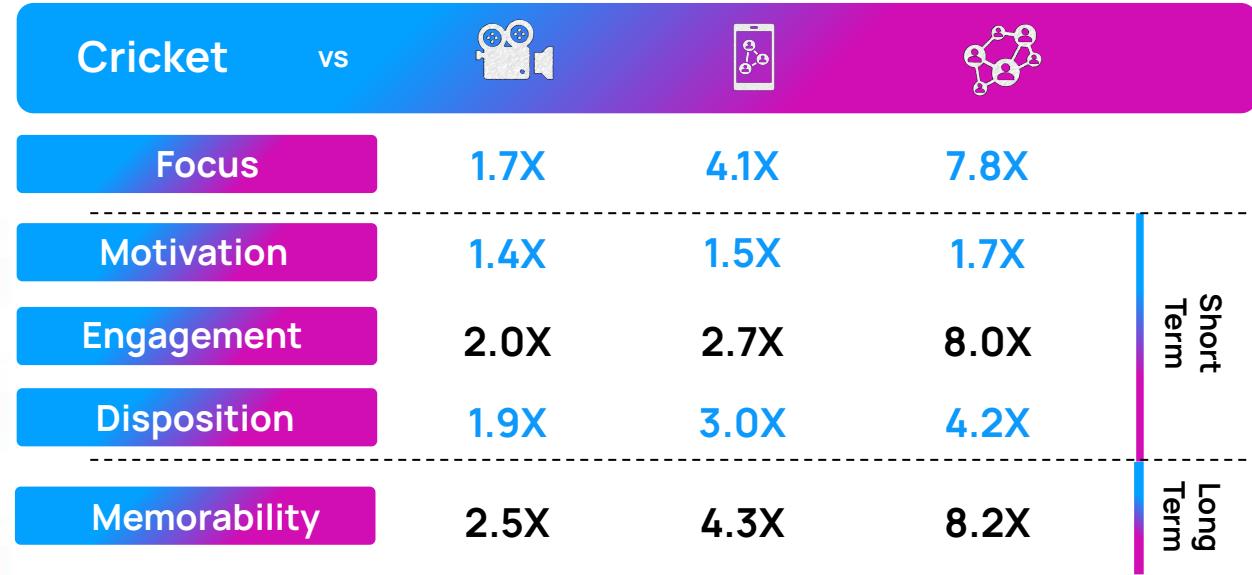


T20I Reach/Match (Mn)



ODI Reach/Match (Mn)

# Viewers Have Their Eyes Not Just On Every Ball But Every Brand Within The Game As well.



# And Team India Has Defined A Decade Of Dominance Across All Three Formats



# The Superstars Are Ready To Step Up For Another Glorious Season



# And Now, An Exciting Calendar Like No Other



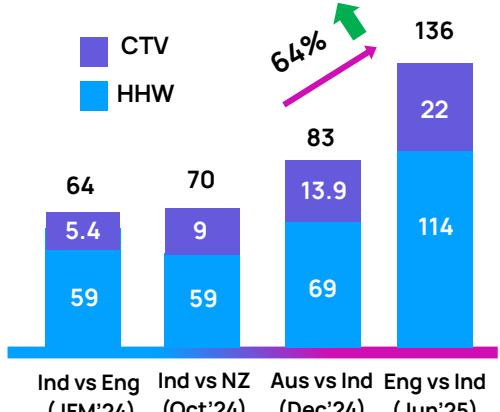
Total Days	Tests	ODIs	T20Is
67	9	9	15

JioHotstar



5 Languages

# The Young New Era Ready For The Bazball Challenge



Test Match On Digital Witnessing  
Unprecedented Growth



5 Tests

20th Jun - 04th Aug



# India's Firepower Set To Light Up The Pitch Against The Caribbeans This Diwali Season



2 Tests



2nd Oct - 14th Oct

# The Toughest Bowling Lineup Meets The Fearless Era



**#2** Ranked ODI Team  
**#3** Ranked T20 Team



3 ODIs | 5 T20Is

19th Oct - 08th Nov



**#1** Ranked ODI Team  
**#1** Ranked T20 Team

# The Proteas' Relentless Pace And Unbreakable Grit Raise The Stakes



CHAMPIONS  
TROPHY 2025 • PAKISTAN

Winners



Winners



#3<sup>rd</sup> Place



2 Tests | 3 ODIs | 5 T20Is

14th Nov - 19th Dec



Winners



Finalists

# Fierce Rivalry with the Black Caps

## Ready To Bring Out India's A-Game



**CHAMPIONS**  
TROPHY 2025 • PAKISTAN

Winners

3 ODIs | 5 T20Is

Jan - Feb 26

**CHAMPIONS**  
TROPHY 2025 • PAKISTAN

Finalists

# The India Cricket Season Is Full Of Festive Fervor



5 TESTS

20<sup>th</sup> JUN – 4<sup>th</sup> AUG

5 Weekends

Muharram  
Guru Purnima



2 TESTS

2<sup>nd</sup> OCT – 14<sup>th</sup> OCT

2 Weekends

Gandhi Jayanti  
Dussehra



3 ODIs | 5 T20Is

19<sup>th</sup> OCT – 8<sup>th</sup> NOV

2 Weekends

Diwali  
Chhath Puja



2 Tests | 3 ODIs  
5 T20Is

14<sup>th</sup> NOV – 19<sup>th</sup> DEC

3 Weekends

Guru Nanak Jayanti



3 ODIs | 5 T20Is

11<sup>th</sup> JAN – 31<sup>st</sup> JAN

2 Weekends

Lohri  
Makar Sankranti



38 Match Days Fall On Weekends/Festivals

# Where Every Format Creates Real Impact

In 2  
ODI Weeks



4.6x  
Reach

In 3  
T20 Weeks



3.2x  
Reach

In 8  
Test Weeks



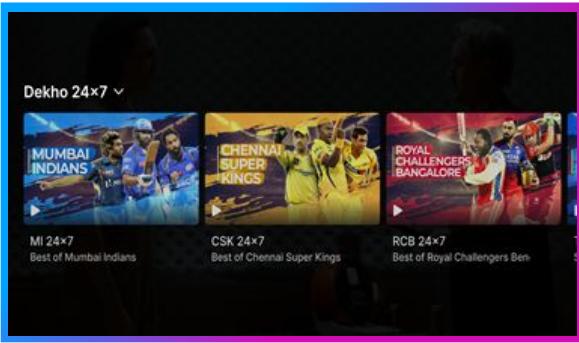
1.9x  
Reach



Top Impact GEC Property

# Cricket Everywhere And So Much More

24 x 7 Channels



PPL Shows



Exclusive Content

# Every Format. Every Screen One Destination!

~750 Mn+  
Reach



LTV Reach  
(Projected)  
**330-370 Mn**



HH Reach  
(Projected)  
**340-360 Mn**



CTV Device Reach  
(Projected)  
**40 Mn**

# High Impact Integrations To Full Fledged Campaigns



Birla Opus Paints celebrate the colors of IPL across 37 match days with Indian Colors League



6 Legends of the game take on Googlies from Google in over 250+ creatives



Larger Than Life Integrations



50+ Creatives bringing the "Campa Energy" to IPL



Raina & Jatin's Quick Check On Matchday Essentials across 45 Match Days with Google Pay



MetaAI Makes The Life of Jatin Simpler In Innovative Ways

CGI Creatives

Custom Made Campaigns



"Big Big Pizza" for "Big Big Matchdays" With Dominos

# Interactive Studio Segments To Social Interventions



Mayanti Welcomes All Aboard The Disney Cruise Adventure



Sanjay Manjrekar Is Back With Another Cheeky Ad With Saffola

Custom Made Campaigns



Cricket Analysis Re-Imagined With The Apple iPad



Establishing "Cow Corner" As The New Cricket Lingo On IPL



JioStar's Talent Dresses Sharp With Peter England's Range

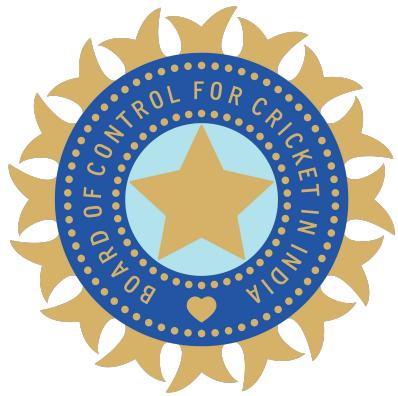
Social Media Activations



Celebrating The "Sahi Hai Players" Of The Tournament Every Week

In Studio Integrations

# Partnership Opportunities



Co-Presenting

Associate



SEGMENT ON  
MATCH CENTRE LIVE



FEATURES ON LIVE



AD SPOTS ON  
LIVE AND PPL SHOW



PROMO TAGS

# Contextual Features To Strengthen Brand Association On Live

 **High Impact Features**

-  Super 6s/4s
-  FOWs
-  Milestones

 **Match Moment Interventions**

-  Winning Moment
-  Closer To Live
-  Strategic Timeout

 **Strategic Features**

-  Super Start
-  Extras
-  Saves

# Leveraging Super 4s To Drive High-impact Brand Visibility Throughout The Season

**450 - 480 Mn+**

Projected Reach  
Throughout The Season

High Impact  
Association

Creative  
Flexibility

Maximum  
Attention



Similarly, Other Features Like Super 6, Milestones, And Strategic Interventions  
Can Create Disproportionate Impact Throughout The Season

# Cricket Live - India's No.1 Impact Show



410 - 430 Mn+  
Reach

Throughout The Season



## Opportunities of Association



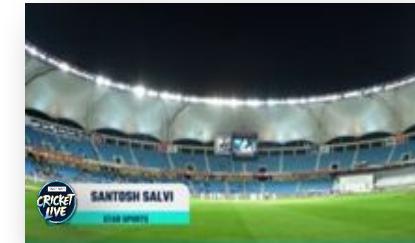
Integrated  
Co-Branded Promo



Opening & Closing  
Stings / Wipes



Verbal  
Mentions

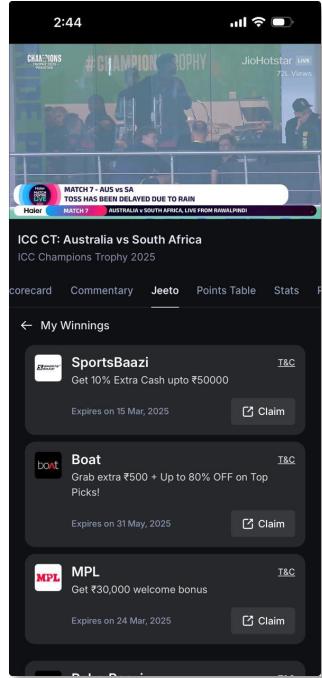
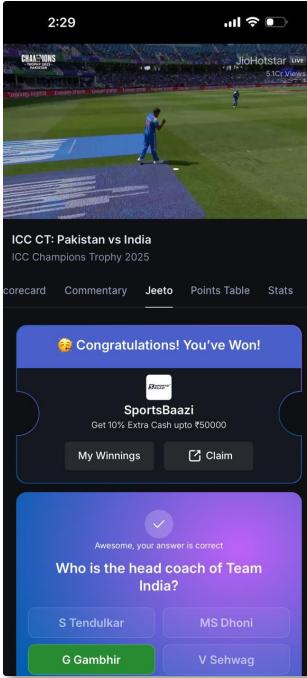
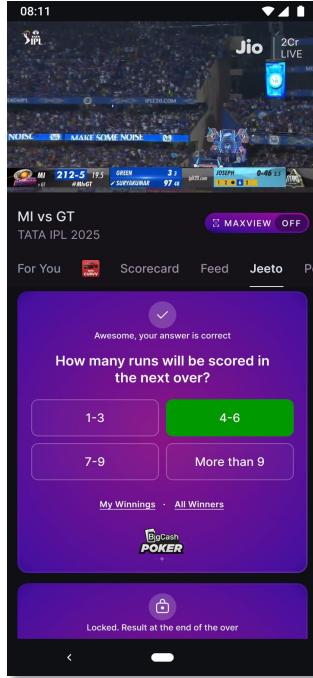


Match  
Graphics

And More...

# The Game Changing Play Along Game

## Transforming Live Cricket Engagement Into Brand Power



This game may be hazard forming or financially risky. Play responsibly. T&C apply. For 18+ only. These Services are not available in territories where applicable law prohibits such activity.

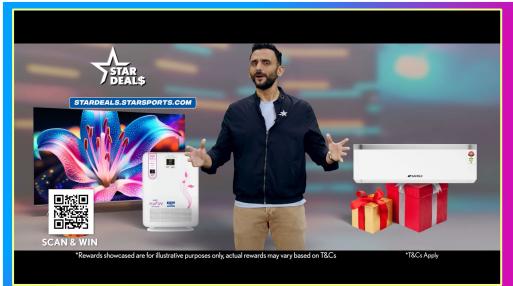
# Boost Performance By Getting TV Viewers To Engage, Interact & Win On The Second Screen



Scan / Type



[Stardeals.star.com](http://Stardeals.star.com)



Rewards



**Coupon Code**  
50% OFF

Revolutionizing The Way Viewers Engage With Tv Ads

Drive Engagement With Viewers



Drive Downloads



Lead Directly To Action



Drive Purchase



# Constant Advertising Across Tournaments Drives Consistent Brand Uplift

Uplift From Multi- Vs Single-Tournament Campaigns



1.4X ↑



Awareness

4X ↑



Message Association

3X ↑



Purchase Intent

# Brands Fare Substantially Better Advertising On Sports Across Both LTV & Digital Vs. Only One Platform



**2.5x Brand Awareness** Showcasing The Combined Platform's Superior Reach And Effectiveness In Driving Brand Salience



**1.9x Brand Consideration** Showcasing Deeper Consumer Engagement



**1.4x Purchase Intent** Driving Sales



**1.7x Search Volumes** Driving Better Lower Funnel Performance



**Broad Appeal** Highlighted By >2X Awareness Among Males And Females Respectively Across Town Classes

# But The Action Doesn't Stop There

## A Blockbuster Non-India Cricket Calendar Lined Up



Total Days	Tests	ODIs	T20Is
114	5	3	86

# But The Action Doesn't Stop There

## A Blockbuster Global Cricket Calendar Lined Up



3 T20Is, 3 ODIs

10 Aug - 24 Aug



The Biggest Rivalry



5 Tests

21 Nov - 8 Jan 26



5 T20Is

27 Jan - 06 Feb 26



The Oldest Test Rivalry



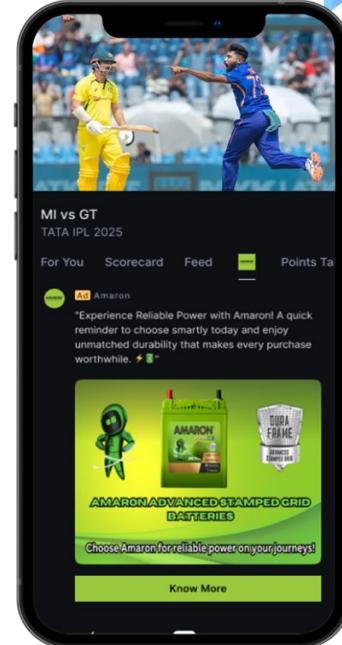
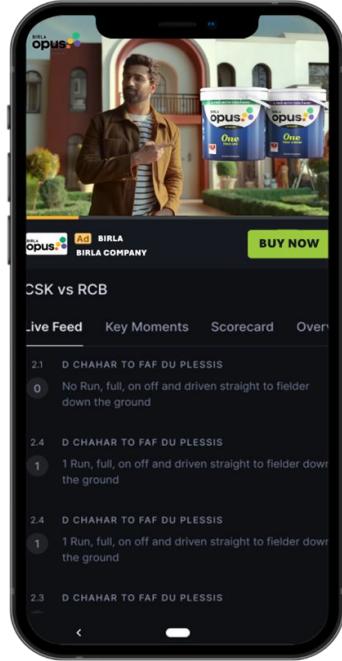
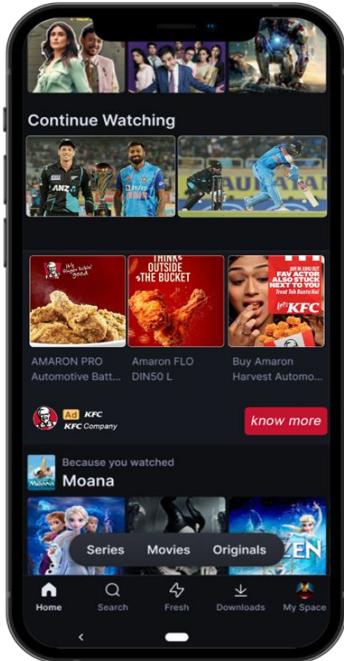
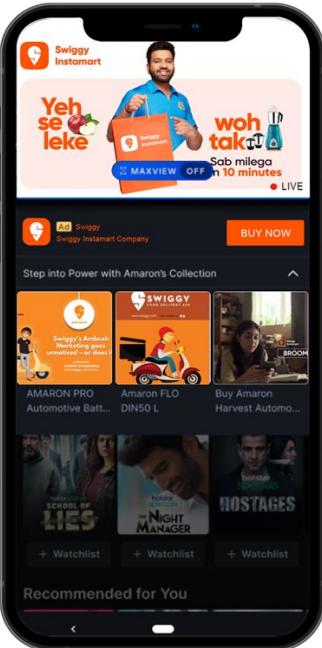
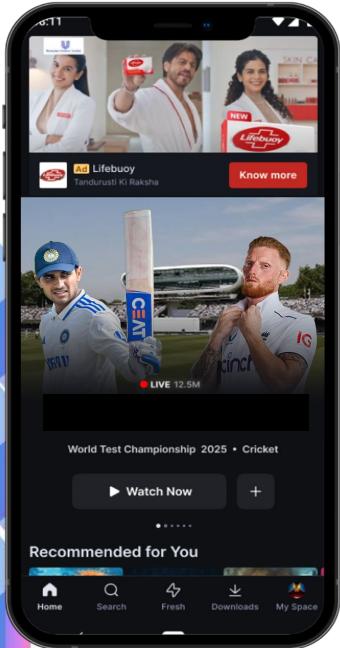
Last Mile Before T20 WC

Impact Means



# Annexure

# Engaging Ad Assets



Mastheads

Fence Ads

Frame Ads

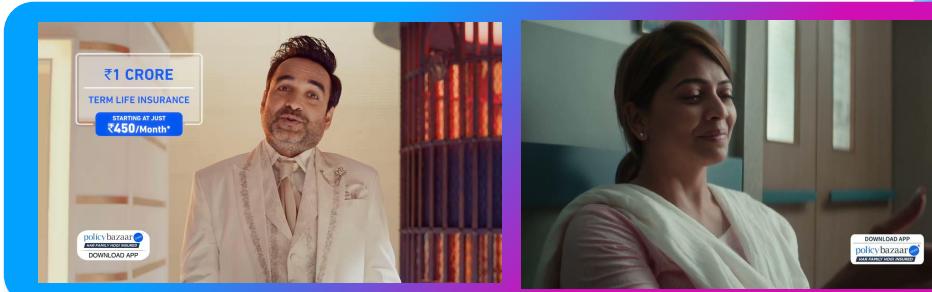
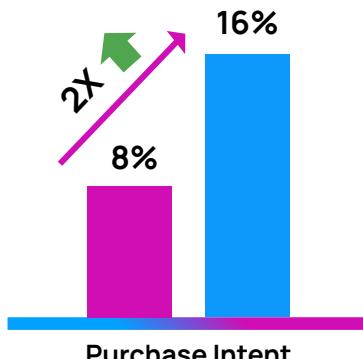
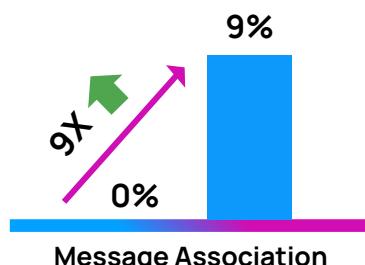
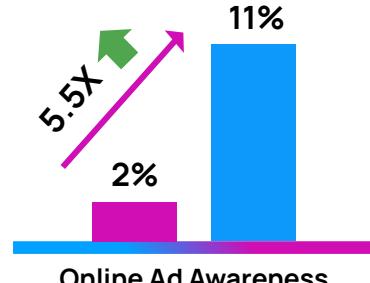
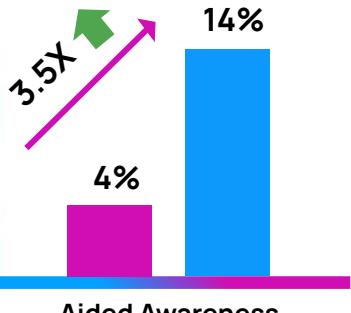
Midrolls

Branded Cards

# Consistent Advertising Across Tournaments Helped Policybazaar Drive Strong Brand Traction



## Performance Across Brand Metrics



# Case Study: JSW Cement's Presence Across All Platforms Drove ~1.5x More Uplift Vs Single Platform



## Performance Across Brand Metrics

