



LIVE

**GLOBAL
BROADCASTING
PARTNER**



2ND LARGEST T20 LEAGUE IN THE WORLD



367 ^{MN*}

VIEWERS GLOBALLY



SEASON 1 UNMATCHED VIEWERSHIP

250 Mn+ VIEWERS ACROSS INDIA



133Mn

Premium Audience



111Mn

Female Fans



76Mn

Young Indians (15-30)



35Mn

New Cricket Fans
Added



12Bn+

Minutes Viewed



20Mn

Digital Footprint
(ZEE5 + ZEE live channels)



MEGA LAUNCH



JASON
DERULO



SHAH
RUKH
KHAN



BADSHAH

SEASON 1 UNPRECEDENTED MARKETING \$5 MN+



OUTSIDE
TV NETWORK

AND

DIGITAL



3 MONTHS MARKETING
CAMPAIGN ON

68
Channels

ACROSS 3 LANGUAGES

720MN+
Campaign
reach

67000+
Promos

1.9BN+
Impressions



Google

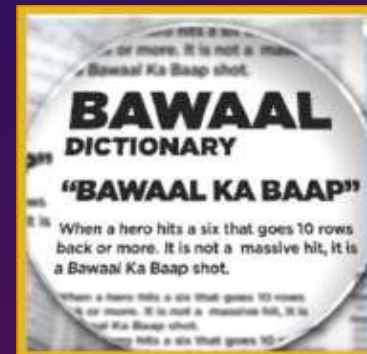


Instagram



JioTV

300 Mn+ SOCIAL MEDIA REACH



20 Mn+ ENGAGEMENT

GET READY FOR SEASON 2



ILT20 SEASON 2



SCHEDULE

— FROM — **ILT20**

19TH JANUARY, 2024

— TO —

18TH FEBRUARY, 2024

PRIME TIME : 8:00* PM IST



6 FRANCHISES

ABU DHABI
KNIGHT RIDERS



KNIGHT RIDERS GROUP

DUBAI CAPITALS



GMR GROUP

DESERT VIPERS



LANCER CAPITAL

GULF GIANTS



ADANI SPORTSLINE

MI EMIRATES



RELIANCE INDUSTRIES

SHARJAH
WARRIORS



CAPRI GLOBAL

WHERE THE GAME MEETS PERFECTION

WORLD'S LEADING CRICKET DESTINATIONS



ABU DHABI



DUBAI



SHARJAH

WORLDCLASS PRODUCTION PARTNER

**SUNSET
+ VINE**

LIVE SPORTS
PRODUCED



SEASON 2

LIVE

BROADCAST IN INDIA

TV NETWORK

(Hindi + English)

& pictures

& pictures HD

ZEE CINEMA HD

ZEE अनमोल
CINEMA

ZEE गंगा

ZEEZEST HD

ZEEZEST

zing

& flix

& flix HD

ZEE సినిమాలు

DIGITAL



PARTNERS

TELCOS



SOCIAL



MARQUEE CRICKETERS FROM ICC COUNTRIES

AUSTRALIA



DAVID WARNER

WEST INDIES



ANDRE
RUSSELL

NEW ZEALAND



TRENT BOULT

INDIA



AMBATI RAYUDU

NEW ZEALAND



MARTIN GUPTILL

ENGLAND



MARK WOOD

WEST INDIES



KEIRON
POLLARD

ENGLAND



JOE ROOT

SRI LANKA



WANINDU
HASARANGA

AFGHANISTAN



MUJEEB UR RAHMAN

SRI LANKA



DASUN SHANAKA

ZIMBABWE



SIKANDAR RAZA

BEST OF COMMENTATORS



**VIRENDER
SEHWAG**



**HARBHAJAN
SINGH**



**WASIM
AKRAM**



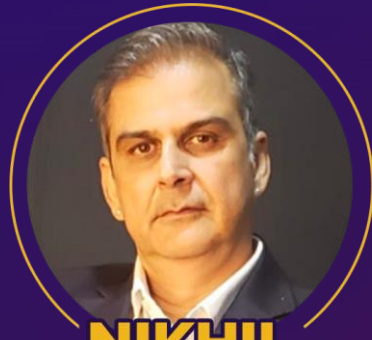
**WAQAR
YOUNIS**



**SIMON
DOULL**



**VIVEK
RAZDAN**



**NIKHIL
CHOPRA**



**SABA
KARIM**



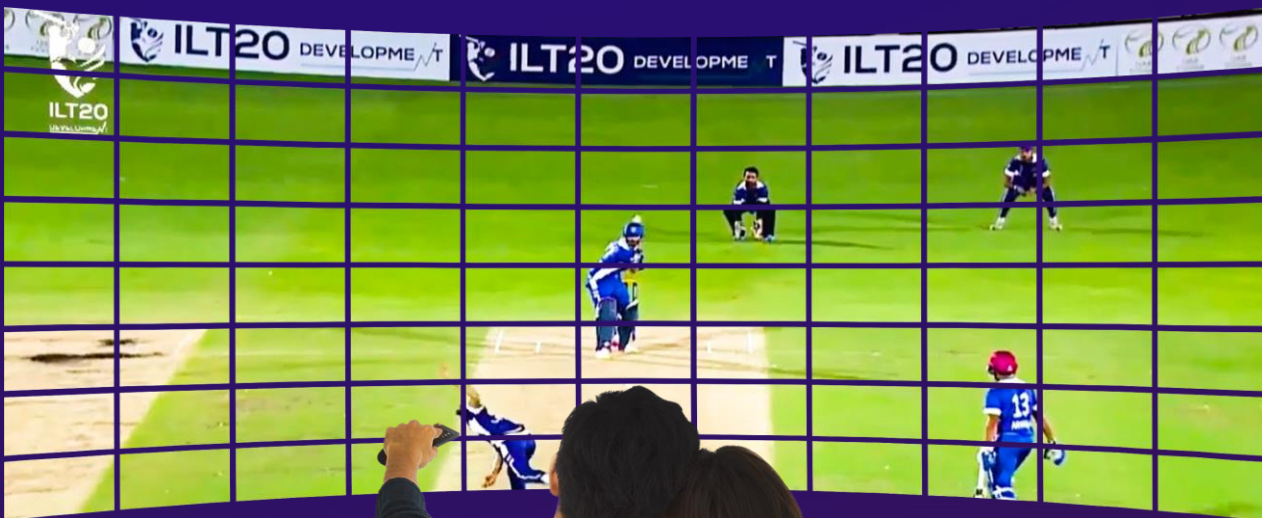
**ROHAN
GAVASKAR**



**ANJUM
CHOPRA**

ACROSS HINDI AND ENGLISH





45Mn

CTV VIEWERS *

Precise Targeting

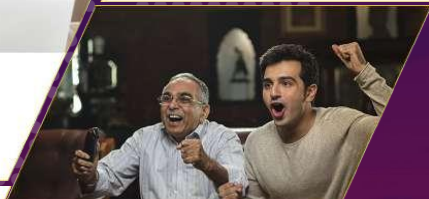
Across Geo & Demo



78%
Male Viewers



22%
Female Viewers



18-24 years **23%**

25-34 years **44%**

35+ years **33%**

50%

Watch time on CTV

67%

Young Indians



58% Tier 1



32% Tier 2



10% Tier 3

MEDIA MIX* SNAPSHOT



TV PLAN

BUILT TO ACHIEVE **~214 MN+** CAMPAIGN REACH
AMONG TV AUDIENCE

50+

CHANNELS



+

OUTSIDE TV
NETWORK

IN **11** LANGUAGES

DIGITAL PLAN

BUILT TO ACHIEVE **100 MN+** CAMPAIGN REACH
AMONG CRICKET AUDIENCE

Planned
Reach for campaign

100 MN+



40+ Social
Handles for 11
Channels



SPONSORSHIP PACKAGES



#	Elements	Platform	Co Presenting	Co Powered	Associate
1	Pre-roll & Mid-roll : Live Matches	ZEE5	✓	✓	✓
2	Pre-roll & Mid-roll : PPL	ZEE5	✓	✓	✓
3	Brand Mentions during PPL (Anchor & Promos)	TV, ZEE5	✓	✗	✗
4	Roadblock : Display	ZEE5	✓ **	✗	✗
5	Masthead	ZEE5	✓ **		✗
6	Native Banner	ZEE5			
7	VODs	ZEE5	✓	✗	✗
8	Squeeze Ups / Astons During Live Match	ZEE5	✓	✓	✓
9	Squeeze Ups / Astons During PPL	ZEE5	✓	✓	✓
10	Push Notifications	ZEE5	✓	✗	✗
11	Social Media promotions	Social Media	✓	✓	
12	Logo presence on ILU	ZEE5	✓	✓	
13	Voiced ILU	ZEE5	✓	✓	
14	Tournament Promos	ZEE5	✓	✓	
15	Gamification				
16	Squeeze Ups for 4s,6s, other elements				

Exclusively available – Separate package

* Subject to change

** Available on select days

Elements can be made available at additional cost

LIVE



CRICKET SAFARI - PRE & POST MATCH SHOW



&



STREAMING
PARTNER



— CRICKET — SAFARI

PRE & POST MATCH SHOW

1



Opening title with
sponsor branding

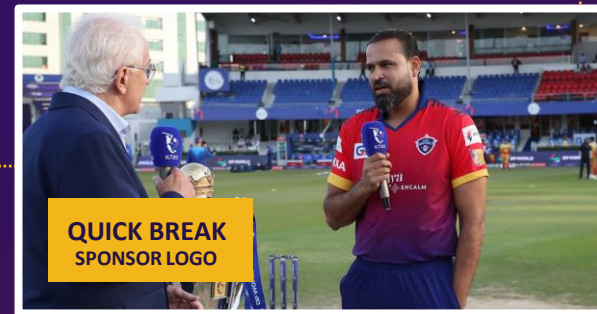
2



Branded pitch report
segment led by anchor

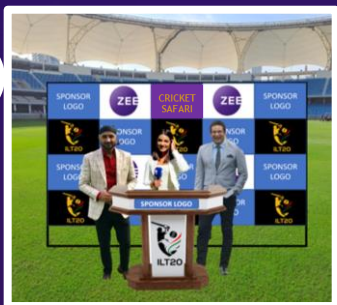
3

Brand Mentions
led by Anchors



QUICK BREAK
SPONSOR LOGO

4



Brand Integrations and
product placements

Sponsor Product
Placement

5



Branded Capsules

Led by ZEE influencers
during PPL

6

Brand Mention on
Astons and squeeze ups



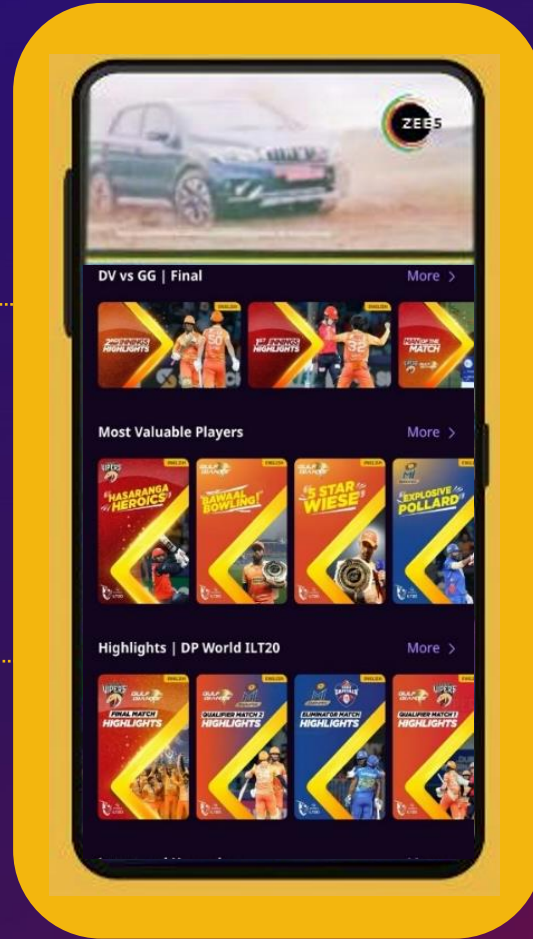
SPONSOR LOGO AND COMMUNICATION



ILLUSTRATIONS



AD INVENTORY



PRE-ROLL & MID-ROLL

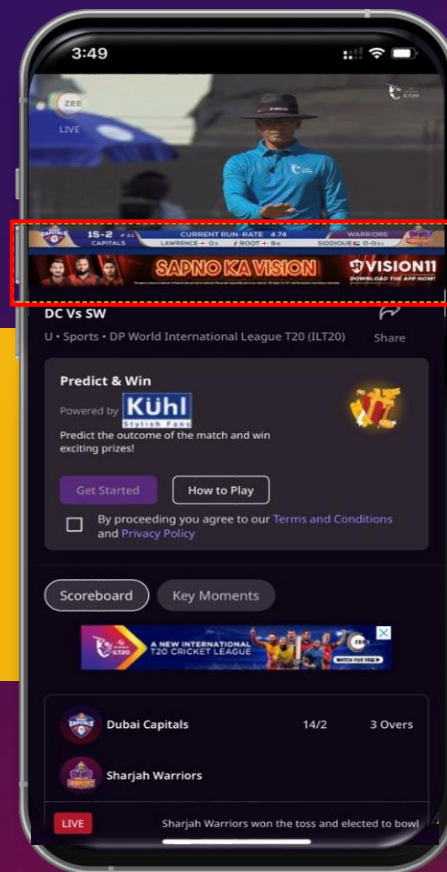
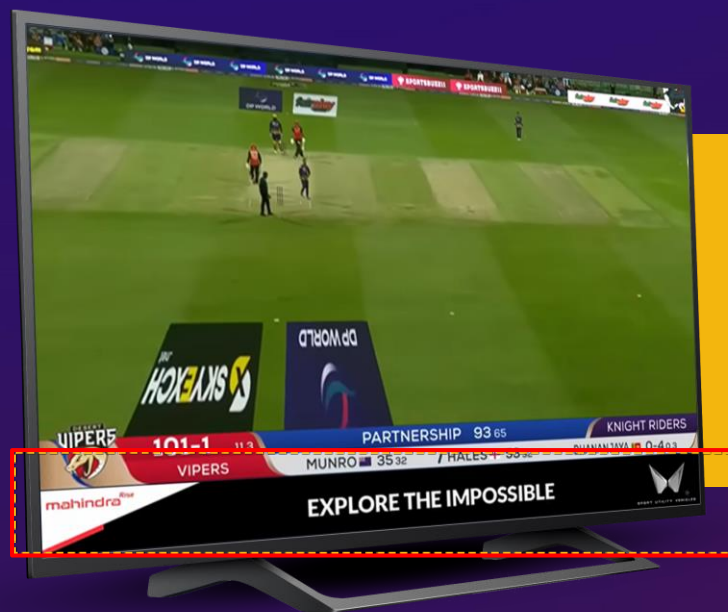
BRANDED FEATURES

CTV

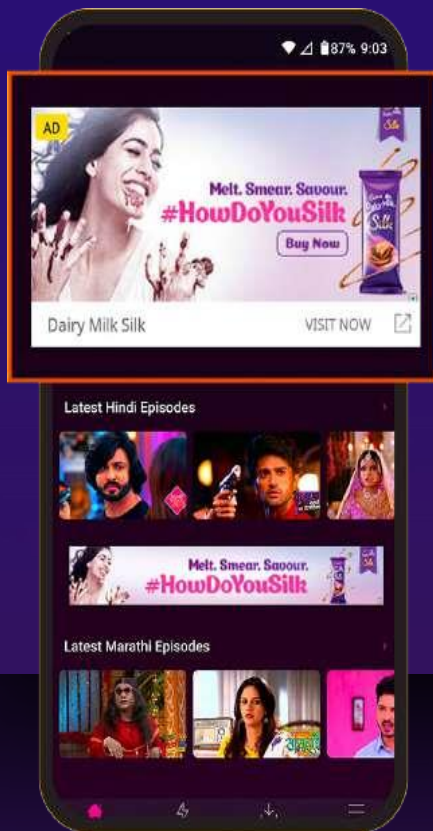
4's 6's

FALL OF WICKETS

SQUEEZE UPS
FOR
IMPACT



EXTENSIVE AD SOLUTIONS



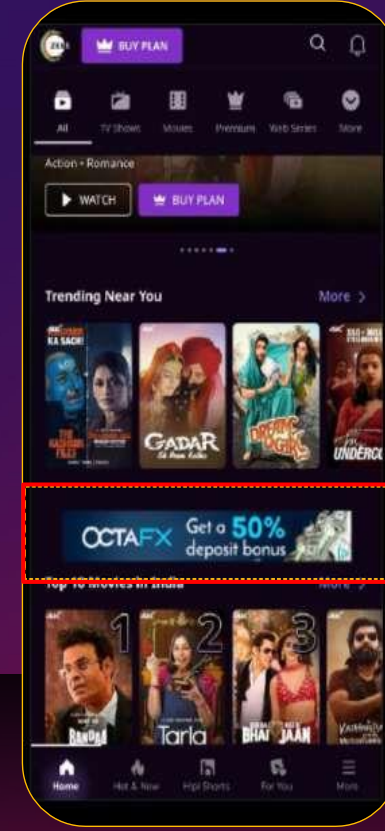
ROADBLOCK



MASTHEAD



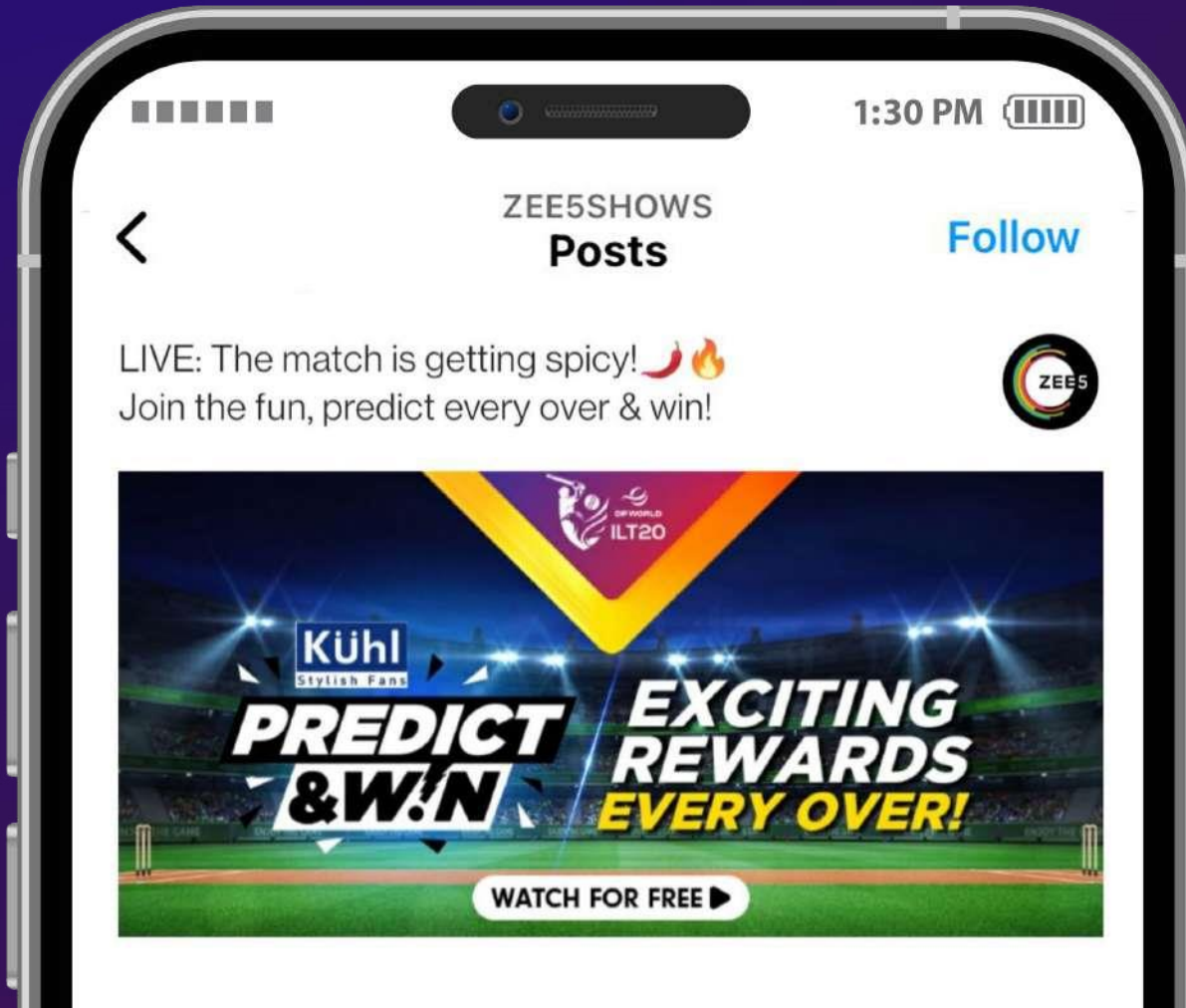
NATIVE



IN APP BANNER

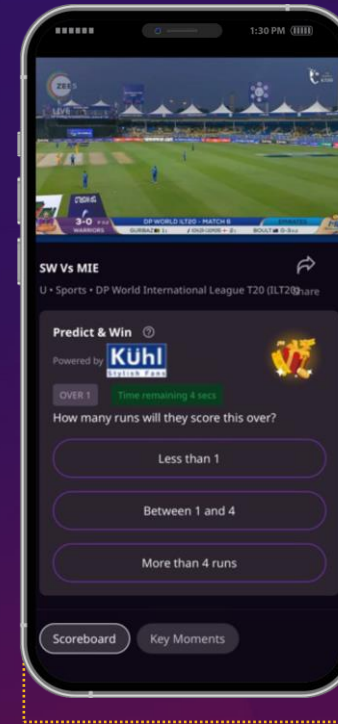
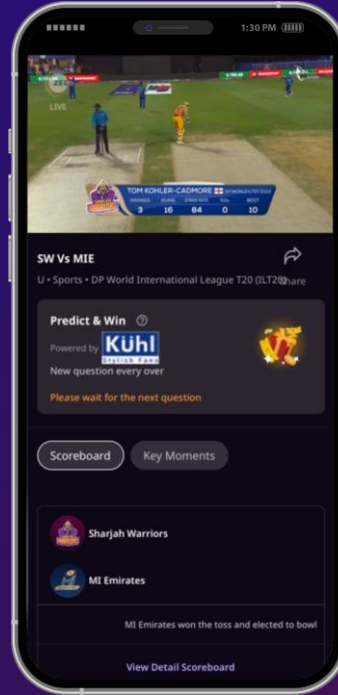
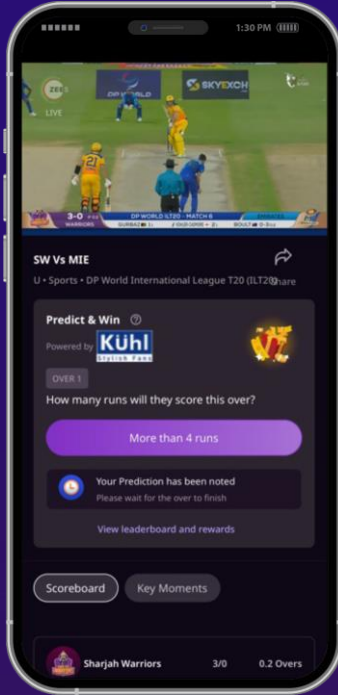


PUSH NOTIFICATIONS



*Representation purpose only

KEY GAMIFICATION FEATURES



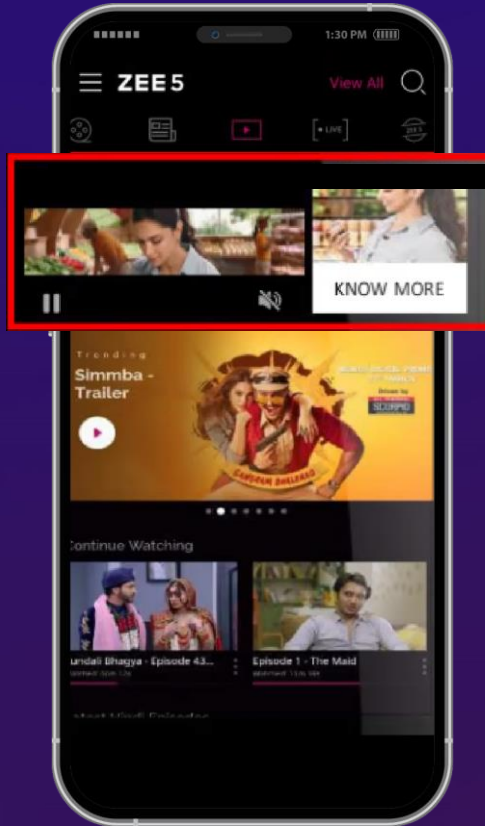
Predict & Win Branding Interface With Belly Banner

ROADBLOCK



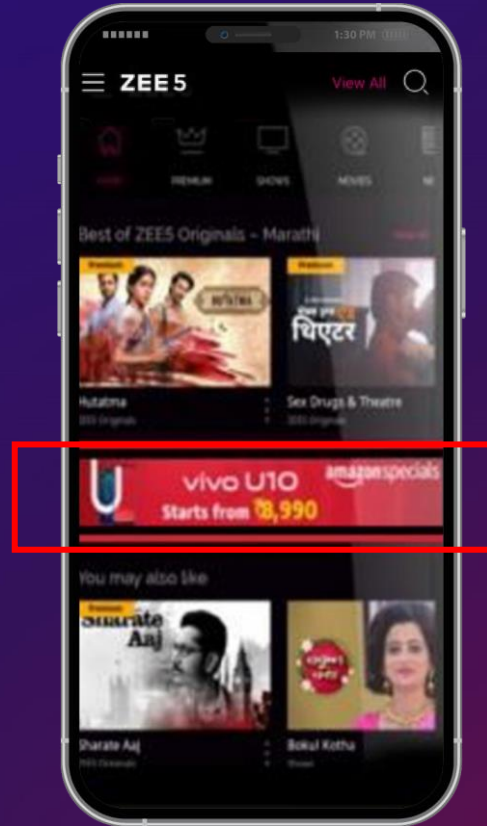
VIDEO PAGE

Companion page



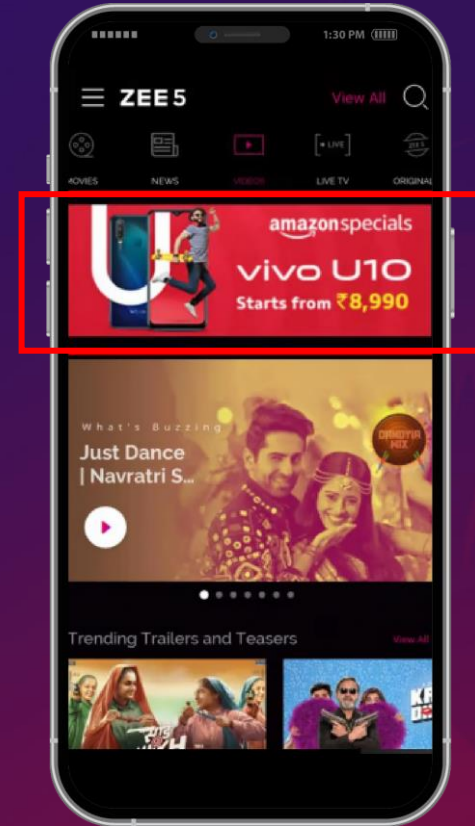
PLATFORM SECTION

Home page display ad unit



MASTHEAD

Section pages



EXCLUSIVE ROADBLOCKS

SPONSORED VOD



Sponsor's Player of the match | DP World ILT20



Waseem Leaves DV In Tatters!



Skipper Vince Directs GG!

▶ Watch [Share](#)



Shir's Ronaldo Celebration



Jordan Keeps DV In Check!



Clarke Sets The Rhythm!



Hasaranga Bails Out DV!



Braveheart Rutherford Stands Tall!



Lynn Leads The Way For GG!

Branded VOD section on ZEE5



THANK YOU

