

IPL BRANDS INSIGHTS BOOK 2020

























Viewership Vent: Solving the Geo-Conundrum & Frequency Arithmetic for Brands

IPL VIEWERSHIP TRENDS

Average number of matches watched

Weekly Trends

PERCENTAGE & SHARE OF VIEWERSHIP
IMPACT OF PERFORMANCE ON VIEWERSHIP AND POPULARITY
POPULARITY ANALYSIS

Loyalty Lead: Translating the Franchisee Patronage into Brownie Points for brands



LOYALTY ANALYSIS



Brand Biome - Dig deeper into the science of Brand Analysis

BRAND RECALL

Top 10 Brands & Weekly trends

Source of Brand Awareness

BRAND PLACEMENTS ON JERSEY
BRAND SPEND VS RECALL ANALYSIS
ENGAGING THE VIEWER - FAN CONTESTS
BRAND IMPACT SCORE

Deep Dive into facts: Team and Sponsor Analysis



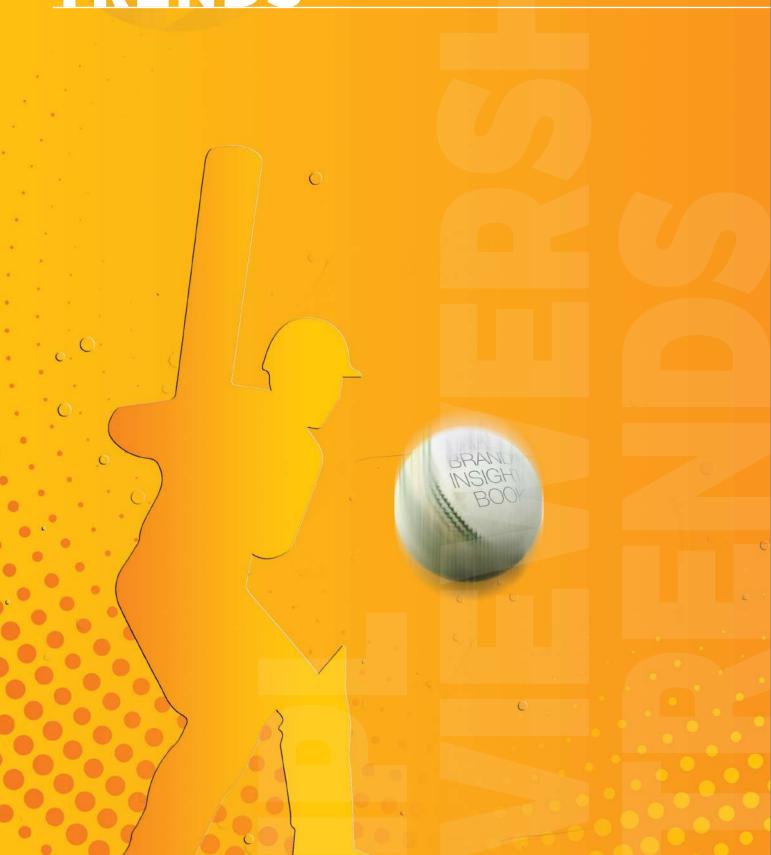
STAR PLAYERS OF THE TOURNAMENT WEEKLY HIGHLIGHTS
TEAM PORTRAITS & RETENTION RATE
TEAM SPONSORSHIP PATTERN

VIEWERSHIP VENT: SOLVING THE GEO-CONUNDRUM



& FREQUENCY ARITHMETIC FOR BRANDS

IPL VIEWERSHIP TRENDS



MARKETING QUESTION

Which platform has the maximum viewers? Are they my brand's TG?

MARKETING INSIGHTS

Just like the previous season, IPL 2020

was also widely watched on TV.
Viewership on all other media
platforms significantly decline
probably because most of the
viewers were at home due to the
ongoing pandemic & subsequent

lockdown.

And in-line with the above observation, the viewership is high at home i.e. majority have watched IPL with family.

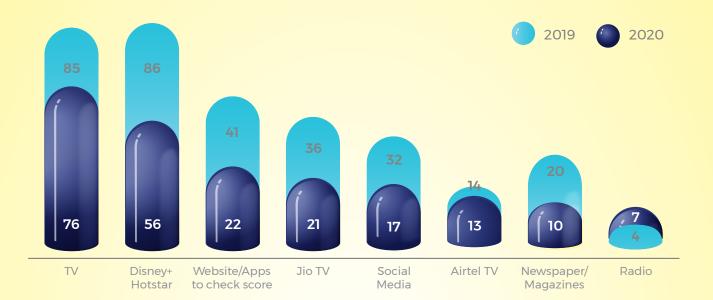
IPL viewers watching matches with Office

Colleagues or Friends tend to watch an entire match/most of it than those watching alone or with family. And majority of viewers watching with colleagues/friends also seen to

be watching matches played by all teams equally.

watched IPL with family. This could mean an increase in viewership base (i.e. more number of people could have seen IPL as it was watched with family) but fan viewership has declined (Watching IPL with friends/ colleagues and watching the matches in Cricket Stadium). **VELO**

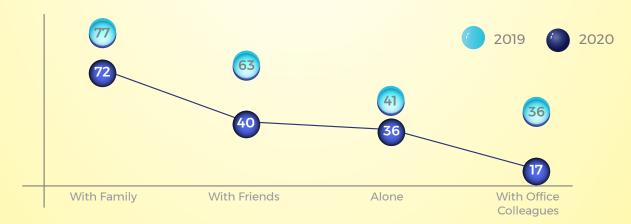
SUPPORTING



Places to watch IPL

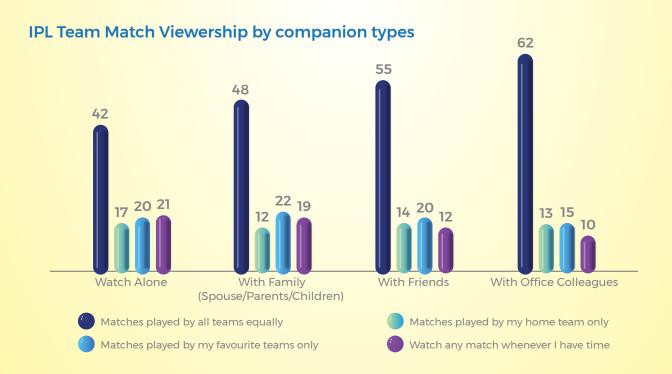


Companion to watch IPL with





IPL Match Viewership by companion types 63 51 47 44 32 11 10 9 10 Watch Alone With Family With Friends With Office Colleagues (Spouse/Parents/Children) I watch an entire match always or most of the time I generally watch most of the match but not all of it I generally watch a few overs of a match I may sometimes watch an entire match and sometimes only a few overs in a match depending on my level of I mostly watch the highlights of the matches interest in the match or the teams playing it (I do not watch the live match)





DATA
INTERPRETATION

- With the pandemic situation not withstanding, family viewership on TV was bound to be on the top as compared to on-the-go audience. Watching matches with family at home on Television has scored higher this year.
- Although the consumption of digital content has been on the rise since the pandemic & lockdowns, viewership on Disney+ Hotstar platform has reduced by
- 30%. This could be due to the drop in 'onthe-go' audience and paid subscription model of Disney+ Hotstar. This could also be the same reason for dip in viewership on platforms like JioTV & Airtel TV.
- Disney+ Hotstar viewership stands second with a lesser viewership as compared to 2019. Hence, brands aiming mainly at digitally evolved audience can choose to advertise on Disney+ Hotstar.



AVERAGE NUMBER OF MATCHES WATCHED

MARKETING QUESTION

I want to advertise my brand during the matches which have high viewership. Which team and which city has the highest IPL viewership?

MARKETING INSIGHTS

SPAND

VELOCITY

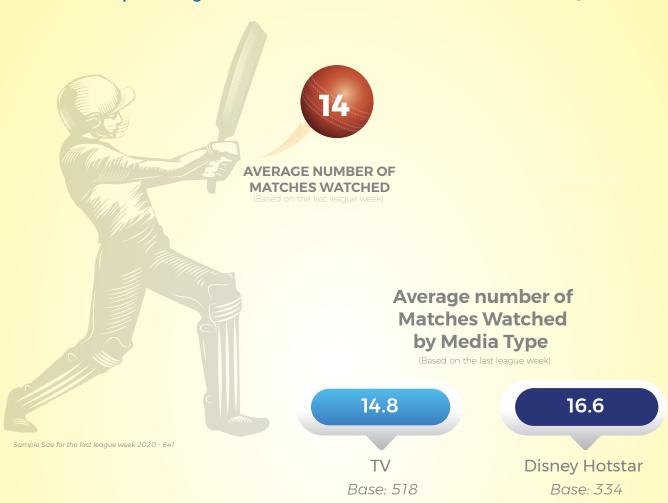
On an average, 14 matches have been watched in the current IPL season with most number of matches being watched on TV followed by Disney+ Hotstar.

IPL viewers in Bangalore followed by Mumbai were seen to have watched more number of matches during IPL 2020. Poor performance of CSK in this season could possibly explain the average viewership in Chennai.

Average number of matches watched is high among fans of Delhi Capitals and Sun Risers Hyderabad.

SUPPORTING

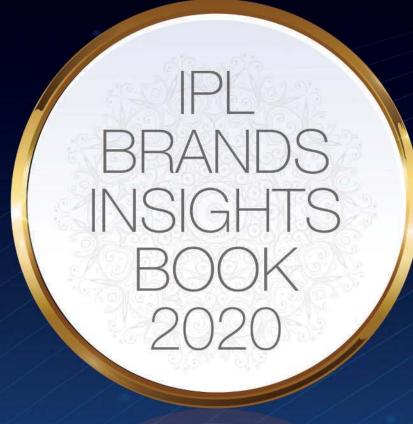
IPL Viewership - Average Number of Matches watched (Based on the last league week)



Average Number of Matches Watched by Cities (Based on the last league week)









www.velocitymr.com

response@velocitymr.com