



COMMERCIAL ADVERTISING REPORT

ICC Cricket World Cup 23

Source: **TAM Sports** A Division of **TAM Media Research**

Base : 48 Matches of ICC CWC'23 and ICC CWC'19;
Only Live Matches Considered; Excluding Pre-Mid-Post Programs

INCLUSION

- Analysis of Commercial advertising is based on *Ad Volumes*.
- Ad Volumes are for advertising across 16 channels for ICC CWC'19 and ICC CWC'23.
- The study is on All *Live matches* during ICC CWC'19 and ICC CWC'23 *only* i.e. excluding PRE-MID-POST Programs.
- The analysis is based on Pure Advertising [i.e. Excluding Franchisees, Promos, Filler, Film Trailer & Official Broadcaster (Star Network)]

Highlights

1

ICC CWC'23 witnessed indexed growth of **17%** in terms of avg. ad volumes per match compared to **ICC CWC'19**.

2

Tally of categories, advertisers and brands increased during **ICC CWC'23** compared to **ICC CWC'19**.

3

Among all the World Cup matches, Indian matches garnered max. ad volume share with Max. in S-Final and Final.

4

Tally of Categories, advertisers and brands rose by **42%**, **3%** and **34%** respectively during all the matches of ICC CW'23 compared to all the matches of ICC CWC'19.

5

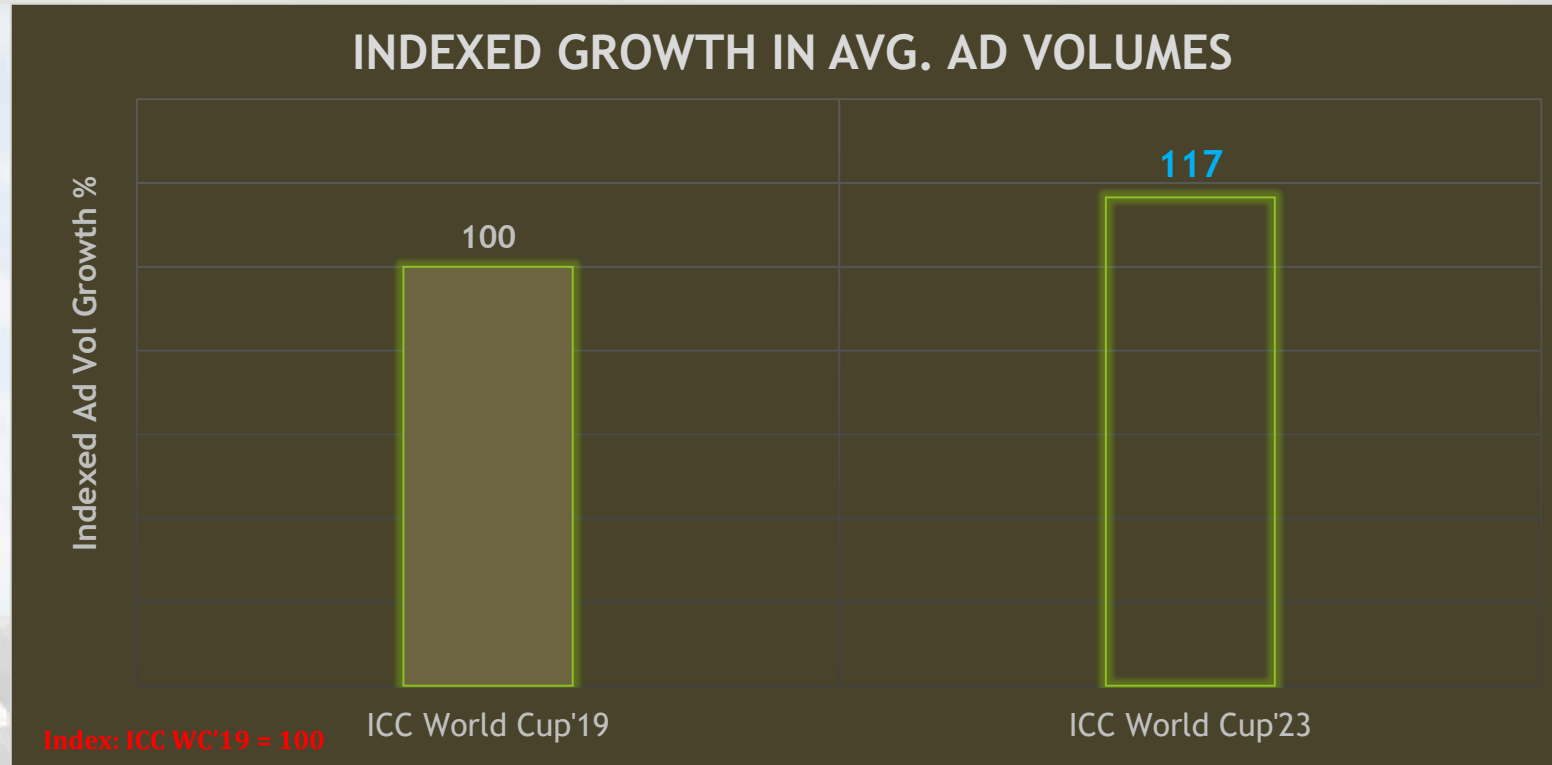
55+ new categories and 215+ new brands advertised in all matches of ICC World Cup'23 compared to in ICC World Cup'19.

6

Total **165+** brands advertised on both **Regional** and **Hindi+English** sports channels during 48 matches of ICC CWC'23.

Indexed Growth in Avg. Ad Volumes/Channel for ICC World Cup '23 Vs ICC World Cup '19 (48 Matches)

ICC World Cup '23 witnessed indexed growth of **17%** from all matches in terms of avg. ad volumes per match compared to ICC World Cup '19.



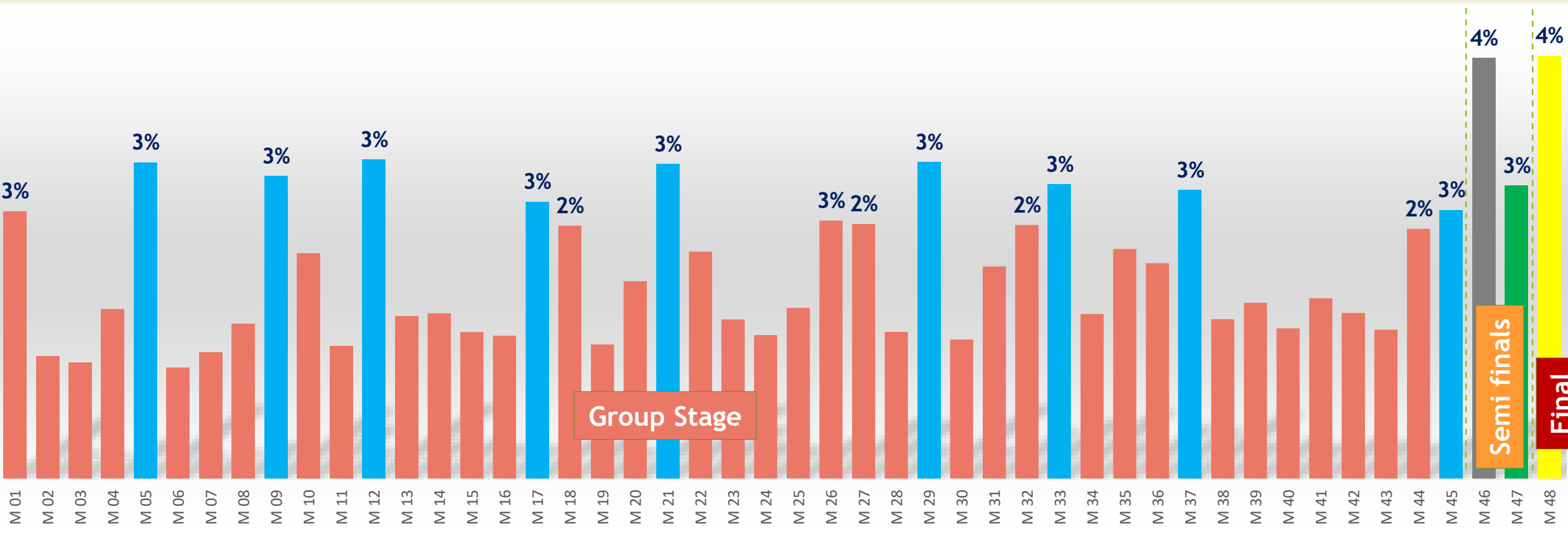
Source: TAM Sports

Note: Figures are based on Secondages for TV; Commercial ads only; excluding promos and social ads

Base : 48 Matches of ICC CWC'19-23; **Only Live Matches; Excluding Pre-Mid-Post Programs**

Match-wise Ad Volume share for all the matches of ICC CWC'23

Among all the World Cup matches, matches of Indian team garnered max. ad volume share. SF (Ind. vs. NZ) and F (Ind. vs. Aus.) garnered the maximum ad volumes during ICC Cricket World Cup 2023.



Group Stage

Semi finals

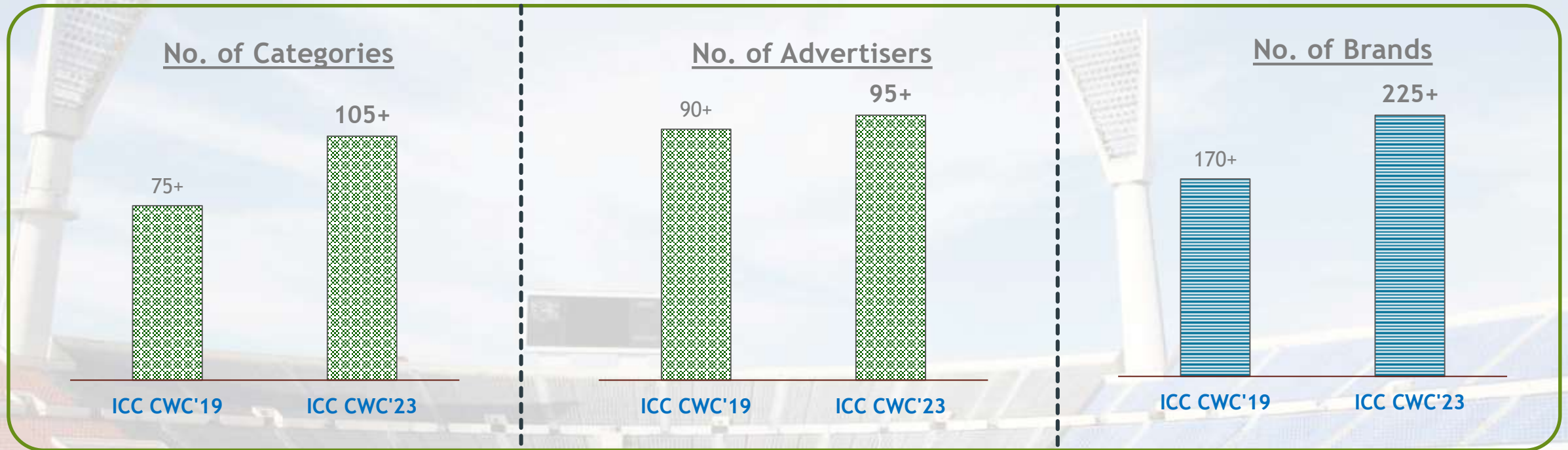
Final

Indian Matches



Tally of categories, advertisers and brands increased during ICC CWC'23 compared to ICC CWC'19

Tally of Categories, advertisers and brands rose by 42%, 3% and 34% respectively during all the matches of ICC CW'23 compared to all the matches of ICC CWC'19.



Source: TAM Sports

Note: Figures are based on Count; Commercial ads only; excluding promos and social ads

Base : 48 Matches of ICC CWC'19-23; **Only Live Matches; Excluding Pre-Mid-Post Programs**

Together, the top 5 sectors covered 71% share of ad volumes during all the matches of ICC World Cup '23

Top 4 sectors from ICC CWC'19 were also present in ICC CWC'23.

BFSI Sector ranked 5 during ICC CWC'23 compared to 9th in ICC CWC'19.

ICC CWC'23: Top 5 Sectors	% Share
Food & Beverages	21%
Services	17%
Auto	13%
Personal Care/Personal Hygiene	12%
Banking/Finance/Investment	8%

ICC CWC'19: Top 5 Sectors	% Share
Services	29%
Food & Beverages	21%
Personal Care/Personal Hygiene	10%
Auto	9%
Durables	8%

Source: TAM Sports

Note: Figures are based on Secondages for TV; Commercial ads only; excluding promos and social ads

Base : 48 Matches of ICC CWC'19-23; **Only Live Matches; Excluding Pre-Mid-Post Programs**

Together, the top 5 categories covered 33% share of ad volumes during all the matches of ICC World Cup'23

In ICC World Cup'23, ad volumes of **Ecom-Wallets** grew by **75%** compared to ICC World Cup'19. But among top 5 categories, Two Wheelers witnessed 42 time ad volume growth in ICC Cricket World Cup'23 over its previous edition.

Perfumes/Deodorant, Pan Masala & Ecom-Wallets were the only common categories among top 5 of **ICC World Cup'23** and **ICC World Cup'19** in all the matches.

ICC CWC'23: Top 5 Categories	% Share
Ecom-Wallets	8%
Perfumes/Deodorant	8%
Cars	8%
Aerated Soft Drink	5%
Pan Masala	5%

ICC CWC'19: Top 5 Categories	% Share
Perfumes/Deodorant	8%
Pan Masala	7%
Ecom-Online Shopping	6%
Ecom-Wallets	6%
Cellular Phones-Smart Phones	6%

Source: TAM Sports

Note: Figures are based on Secondages for TV; Commercial ads only; excluding promos and social ads

Base : 48 Matches of ICC CWC'19-23; **Only Live Matches; Excluding Pre-Mid-Post Programs**

The top 5 advertisers collectively added 32% share of ad volumes during ICC World Cup'23.

Among top 5 Advertisers, **Vini Product** and **FX Mart** were the only common advertisers between ICC World Cup'23 and ICC World Cup'19.

Ad Volumes of **Coca Cola India** grew by **2.7 times** in ICC CW'23 over ICC CW'19 among Top 5 Advertisers.

ICC CWC'23: Top 5 Advertisers	% Share
Vini Product	8%
FX Mart	7%
Mahindra & Mahindra	7%
Coca Cola India	5%
Hindustan Unilever	5%

ICC CWC'19: Top 5 Advertisers	% Share
Vini Product	7%
Amazon Online India	7%
K P Pan Foods	5%
Parle Biscuits	5%
FX Mart	5%

Source: TAM Sports

Note: Figures are based on Secondages for TV; Commercial ads only; excluding promos and social ads

Base : 48 Matches of ICC CWC'19-23; **Only Live Matches; Excluding Pre-Mid-Post Programs**

55+ new categories and 215+ new brands advertised in all matches of ICC World Cup '23 compared to in ICC World Cup '19.

Among the 215+ new brands, 'Bharat Petroleum MAK' was the leading brand followed by 'Kamla Pasand Silver Coated Elaichi'.
The top 5 categories present in ICC World Cup'19 and not in ICC World Cup'23, belonged to Ecom Category.

Summary	
Count of New Categories	55+
Count of Categories not in ICC WC'23 compared to ICC WC'19	25+
Count of New Brands	215+

Top 5 New** Categories

Anywhere Banking
Paints
Footwear
Consumer Durables/Home Appliances
Banking-Services & Products

Top 5 Categories not present in ICC CWC'23^

Ecom-Education
Ecom-Auto Products & Services
Ecom-Other Services
Ecom-Auto Rental Services
Ecom-Food/Grocery

Top 5 New Brands**

Bharat Petroleum Mak
Kamla Pasand Silver Coated Elaichi
Indusind Bank Indie App
Vi Cellular Phone Service
Apple Iphone 15 Pro

^Categories Present in CWC'19 but not in CWC'23

Source: TAM Sports

Note: Figures are based on Secondages for TV; Commercial ads only; excluding promos and social ads

Base : 48 Matches of ICC CWC'19-23; Only Live Matches; Excluding Pre-Mid-Post Programs

Common and Exclusive brands on National (Hindi+English) Sports Channels vs. Regional Sports Channels in ICC CWC'23

In ICC CWC'23, Brands of **HUL** were top exclusive on **Hindi+English** language sports channels and **Regional** language sports channels.

Total **165+** brands advertised on both **Regional** and **Hindi+English** sports channels during 48 matches of ICC CWC'23. "Phonepe" was leading the list of common brands.

Total Exclusive brands: 63

Top Brands on Hindi+English Chn

Lux Jasmine & Vitamin C+E

Cadburys Celebrations

Close Up Ever Fresh

Kent Mineral Ro

Frooti

Total Exclusive brands: 16

Top Brands on Regional Chn

Boost

Indulekha Svetakutaja Dandruff Treatment Oil

Pepsodent Germi Check

Surf Excel Quick Wash

Amul Taaza Milk

Total common brands: 168

Common on Hindi+Eng & Regional chn

Phonepe

Fogg

Bharat Petroleum Mak

Puro Healthy Salt

Kamla Pasand Silver Coated Elaichi

Source: TAM Sports

Note: Figures are based on Secondages for TV; Commercial ads only; excluding promos and social ads

Base : 48 Matches of ICC CWC'19-23; **Only Live Matches; Excluding Pre-Mid-Post Programs**

TAM Sports

TAM Sports, a division of TAM Media Research which integrates technology and domain knowledge to Measure and Manage brand activation performance and effectiveness in sports.



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