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Over the Counter

India-Australia one-day series scores higher ratings than T-20

New Delhi, Nov. 4

The closely fought India-Australia one day international cricket series is generating high TRP ratings. According to the latest TRP ratings, the current series has clocked 70 per cent higher ratings than the Champions League T20 and 16 per cent higher than the second season of the IPL. The average rating for the CS 4+ audience is close to 5 TVRs according to the latest data from TAM. Commenting on the performance, Mr Abhishek Verma, Head-Marketing and Communications, NEO Sports, said, "We are excited about the high TRP ratings achieved and this has proved that ODI cricket is here to stay." Neo Cricket has also tied up with Bollywood actors, and movies *London Dreams* and *Kurbaan* as part of the promotional activities of the channel. — **Our Bureau**