

'NEO Cricket scores double century (i.e. 202 GRPs) with the Kitply Tri Nations series; increases reach to 73% C & S homes'

Mumbai 20th June 2008: NEO Cricket, the 24x7 cricket centric channel, has done it once again. It has reiterated its race to No.1 with TAM ratings that were recorded during the Tri Nation series held in Bangladesh. It has now increased its reach to 73% of cable & satellite homes as per AMAP.

The India Pakistan final of the Kitply Cup tri series got 42.6 million tune ins, which was 20% higher than the IPL final. (Source: TAM, CS 4yrs+,All India). Peak ratings for the series among the core male audience was as high as 16 TVRs.

Commenting on this unbeatable inning, Sanjay Bhoer, Vice President, Marketing & Sales Strategy said, "It is thus interesting to note that for all the hype over IPL, 50 over ODIs that features the Indian teams still reigns amongst cricket followers."

With weekly GRPs as high as 202, Neo Cricket has left Ten Sports, ESPN, Star Sports, Star Cricket far behind in the ratings race.

(Source: TAM, CS Males 15+ ABC All India, 8-14 June 08)

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