

THE ECONOMIC TIMES

NEO GAINS



COMING FROM a successful cricket broadcast season in 2009, one that saw its revenues swell due to hike in spot rates, Neo cricket is now targeting Rs 150-crore as advertising revenue from the upcoming South Africa's cricket tour of India. The two test match, three ODI tourney will be played in February. Neo cricket has invested Rs 2 crore in marketing the World Championship of cricket—as it has branded the tour—and is charging Rs 3-3.25-lakh for a ten second advertising spot.