

India-Australia ODIs see rise in TV ratings

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WELL, if you thought that the baby of cricket, Twenty20, has outscored the father, ODIs, in terms of TV ratings and popularity, think again. The glorious game of uncertainty has certainly foxed all pundits who had written the epitaph of the 50-over format!

The ongoing India-Australia one dayer series—Hero Honda

Cup—has registered TV rating points (TRPs) of 1.5 and 2.4, respectively, on Neo Cricket, and 1.6 and 2.3, respectively, on Doordarshan, as per overnight ratings agency aMap. While this is higher than the TRPs of the recently-concluded Champions League T20, it's marginally lower than the initial two matches that the Indian team played in ICC T20 World Cup as well as ICC Champions Trophy.

Media planners believe that viewers' interest in ODI matches where India takes on international teams seems to be fairly consistent.

"Indian ODI team seems to be attracting more eyeballs than club cricket. But when it comes to Indian T20 matches, ratings seem to be somewhat higher than the ODI format," said a senior media executive with a media buying agency.