

THE ECONOMIC TIMES

Neo earns 175 cr from Lanka series



NEW DELHI: Neo Cricket, the sports channel that aired recently-concluded Sri Lanka's cricket tour of India, has earned Rs 175 crore as advertising revenue from broadcasting the entire series, reports **Amit Sharma**. Neo Sports Broadcast COO Prasanna Krishnan says: "As the economy is recovering, the advertisers are getting back to cricket. We have set an ambitious target this financial year and have closed the India-Lanka tour at over the halfway mark." The channel claims to have increased spot rates for the India-Lanka ODIs by 10-15% post-second match. Highly-placed industry sources said that while Neo charged Rs 3.5-Rs 4-lakh for a 10-sec advertising spot in the India-Australia ODIs, the spot rate for the India-Lanka ODIs was in the range of Rs 2.5-Rs 3-lakh.