

Cricket clean bowls CWG in TV viewership ratings

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BEATING the hype over the Commonwealth Games (CWG), cricket has trounced the multinational sporting event in terms of eyeballs garnered. The India-Australia cricket series on Neo Sports scored an average rating of 1.21, with a peak rating of 5.92 in six metros and 8 in Delhi on the final day of the first Test match and an average TVR (television viewer rating) of 0.85 during the second Test.

The CWG telecast, on DD Sports and DD National, managed an average TVR of 0.5 in the first week, between October 3 and 9, both days in-

clusive. According to TAM ratings, the opening ceremony on October 3 got a TVR of 1.33, followed by an average TVR of around 0.3 on the 4th, 1.4 on the 5th, 0.4 on the 6th, 0.7 on the 7th and 0.5 on the 8th.

That of course has translated into higher advertising revenues for the flannelled sport vis-à-vis the controversy-ridden CWG, even with a lesser number of sponsors. While the Test series is expected to net Rs 200 crore in revenue, the CWG broadcast is expected to barely touch the Rs 100 crore mark, according to industry estimates.



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