



## **India – Australia Series on NEO Cricket clocks record ratings**

*Beats Champions League rating by 70%; Channel targets Rs 150 cr in revenue*

**Mumbai, 4<sup>th</sup> November 2009:** The India – Australia One Day International Series is not just pulling crowds on stands, roping massive fan following, the series is getting bigger and better for the advertisers and NEO Cricket with record breaking TRP ratings. The thrilling cricketing action between the two countries has generated unprecedented interest among Indian cricket fans which has shot the TRP ratings to an all time high breaking the Champions League T20 TRPs by 70% and IPL season 2 by 16%.

The average rating for CS 4+ audience is close to 5 TVRs as per latest data from TAM. Speaking on the record breaking TRP ratings garnered by the channel, Mr. Abhishek Verma Head – Marketing & Communications, NEO Sports Broadcast Pvt. Ltd., said, “We are excited about the high TRP ratings achieved, and this has proved once again that ODI cricket is here to stay.”

The India- Australia Series seems to be living up to all what promos had stated – excitement and top quality cricketing action going with the theme “Dekh Lega India”. While the titans will clash for the title, the series is already a super hit for the marketers and advertisers.

NEO Cricket had roped in Harbhajan Singh as the brand ambassador to promote the cricket season on the channel. Latest movies like London Dreams and Kurbaan have also tied up with India-Australia Series on NEO Cricket as part of their promotional plans.

### **ABOUT NEO Sports Broadcast Pvt. Ltd.**

NEO Sports Broadcast Pvt. Ltd owns and operates two channels i.e. NEO Cricket – the No. 1 sports channel in India by annual Gross rating points (*Source- TAM 2008*) and NEO Sports – the premium all sports channel.

NEO Cricket is the world's first cricket centric TV channel and currently broadcasts to more than 30 countries across Asia. Amongst its range of cricket centric programming is all Indian International Cricket matches played in India including ODI's, T20 and Test matches

NEO Sports offers premium quality global sports including top drawer Football, Tennis, Golf, Motoracing, Badminton to the Indian sports lovers. This includes German Bundesliga, Italian Serie A, US PGA TOUR Golf, Davis Cup and Fed Cup, WTA Tour Women's Tennis, NASCAR & MotoGP among others.

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