



Neo Cricket is now the # 1 TV channel with 202 GRPs

Neo Cricket, the # 1 TV Channel now reaches more than 80% of cable and satellite homes

Mumbai, November 10, 2008: Neo Cricket – the 24x7 cricket centric channel from Neo Sports Broadcast Pvt Ltd has had a fantastic run with the India – Australia series, its ratings for the week have been higher than all other channels.

In the face of tough competition and channel fragmentation, Neo Cricket has continued to win eyeballs with quality cricket. According to the latest TAM data for All India, Oct 26-Nov 1, 2008, Neo Cricket delivered 202 GRPs, leading 2nd place Star Plus by over 25% in TG: CS Males SEC ABC 15yrs+.

Neo Cricket is now available across all major MSOs and most DTH operators and reaches more than 80% of cable and satellite homes. It has the highest reach among all sports channels. (Source: TAM and AMAP).

Abhishek Verma, Head – Marketing & Communications, Neo Sports Broadcast Pvt Ltd says, “ We are delighted with these numbers, Neo has always believed that good cricket is the best medium for advertisers and with the England Tour coming up on our channel, the results can only get better.”

The main driver for the jump in ratings has not been just the broadcast of cricket matches but also the unique and fresh content around the cricket matches.

Cricket loving audiences have been glued to the India – Australia Test series on the channel and the series has attracted a lot of advertiser interest who are already excited by these numbers. The series had eight sponsors with leading names such as Airtel, Royal Bank of Scotland, Toyota, Perfetti, Hero Honda, HDFC Standard Life, Pidilite and Nivea. All the top 100 advertisers across diverse categories like FMCG, telecom, consumer durables, and financial services have advertised in the past on the channel. Proving Cricket and Neo Cricket deliver more than expected ROI for advertisers. The action promises to continue with the upcoming India – England ODI and Test series and Neo Cricket promises to continue to enthrall audiences by continuing to show cricket and cricket based programmes.

More about NEO Sports Broadcast Pvt. Ltd.



Neo Sports Broadcast Pvt. Ltd. owns and operates two channels namely NEO Cricket – a leading 24x7-cricket entertainment channel and NEO Sports – an all sports channel. NEO Cricket has the exclusive broadcast rights for all International and domestic cricket played in India. It also has exclusive broadcast rights for International cricket played in Bangladesh and Kenya as well as BCCI's offshore cricket series.

In 2008 NEO Cricket will broadcast a minimum of 6 International cricket series including 4 featuring India, adding up to nearly 200 days of live cricket.

In addition, NEO Cricket airs Cricketainment shows, 3 of which are daily shows such as Dial C for Cricket, Sportszone and Encounter. NEO Sports holds the exclusive rights to top drawer football (Italian Serie A and Bundesliga), Tennis (WTA Tour & select ATP tournaments), Golf (US PGA Tour), Badminton (IBF Thomas & Uber Cup, BWF Super Series), Beach volleyball (AVP World Series).

Additionally NEO Sports airs a host of leading sports magazine shows.

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