



# IPL 2022 - Commercial Ad

Source : TAM Sports

Event: IPL 15 and IPL 14

Advertising Type: Commercial Advertising on Television

**Only Live Matches; Excluding Pre-Mid-Post Programs**

Excludes Promos, Fillers, Short Programs

% share based on Ad Volumes

No. of Matches	57
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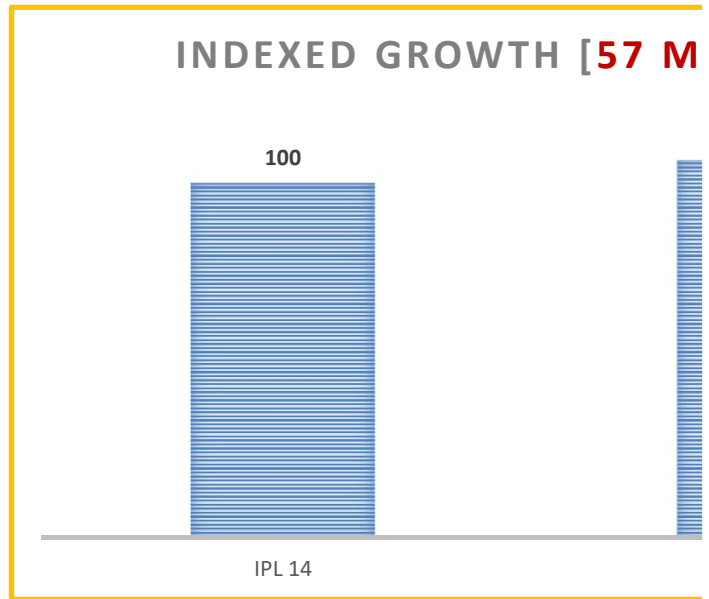
Period **IPL 15**: 26th Mar'22 - 10th May'22

Period **IPL 14**: 09th Apr'21 - 2nd May'21 & 19th Sep'21 - 10th Oct'21

Count of channels during IPL 15 are 21 and during IPL 14 it was 27

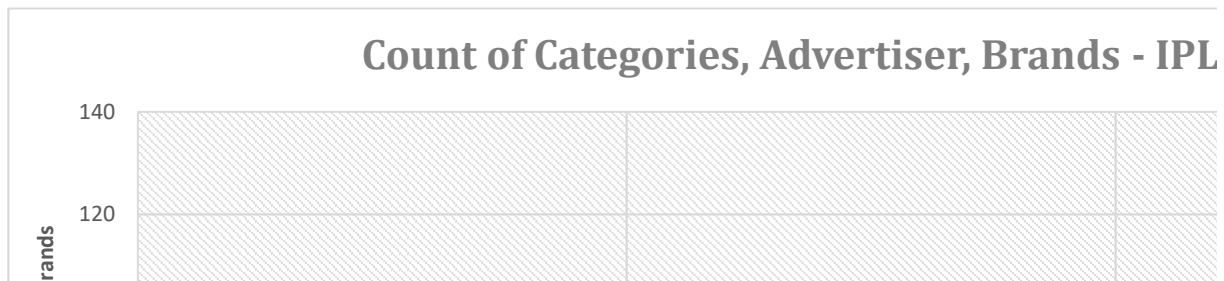
## 1

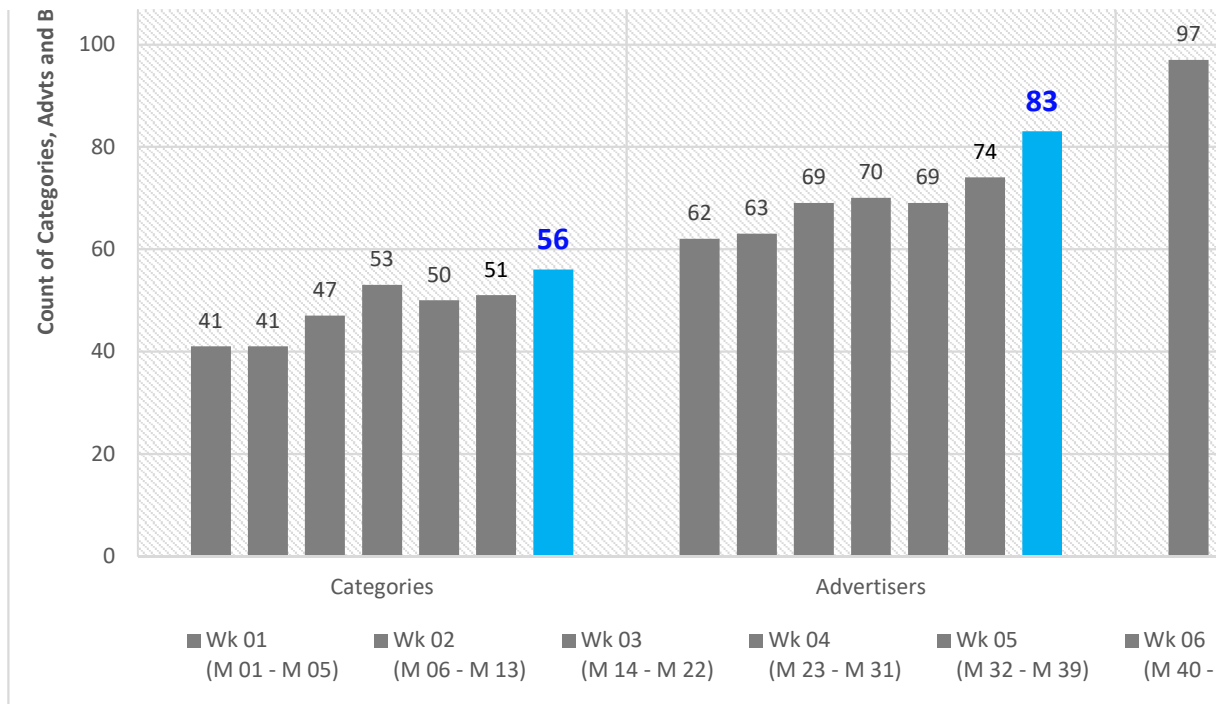
### Indexed Ad Volume growth/Channel



## 2

### Count of Categories, Advertiser





### 3 Top Categories and Advertisers

IPL 15		
Rank	Top Categories	% share
1	Ecom-Gaming	14%
2	Pan Masala	7%
3	Ecom-Wallets	7%
4	Ecom-Education	6%
5	Ecom-Online Shopping	5%

*% share based on Ad Volumes*

#### Common Categories

- > 4 out of Top 5 categories were common between IPL 14 and 15 in 57 matches.
- > During first 57 matches, the Top 5 categories' list had 4 categories from 'E-commerce'
- > The Top 5 categories together had nearly **40%** share of Ad Volumes in IPL 15. While
- > **Sporta Technologies, Think & Learn and K P Pan Foods** were the 3 common advertisers

#### IPL 15

Rank	Top Advertisers	% share
1	Sporta Technologies	7%
2	Think & Learn	5%
3	Tata Digital	5%
4	K P Pan Foods	4%
5	Vini Product	3%

*% share based on Ad Volumes*

## 4

## Common and Exclusive brands on N

**Total Exclusive brands: 13**

**Exclusive Brands on Hindi+English language Channels**

Rank	Top Brands
1	Century Ply
2	Jaquar Bath+light
3	Panasonic Smart Ac
4	Google Search Engine
5	Paisabazaar.Com

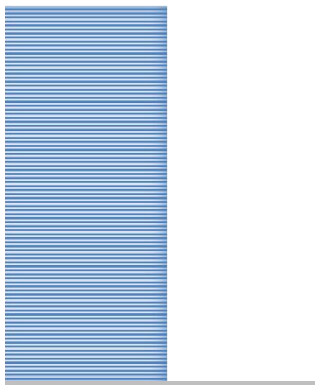
- > **Century Ply** was top exclusive brand on **Hindi+English** language Sports channels, wh
- > Total **146** brands advertised on both **Regional** and **Hindi+English** sports channels du

# Advertising (FCT) (Total 57 Matches)

## Level - IPL 15 vs. IPL 14

### ADVERTISERS]

106

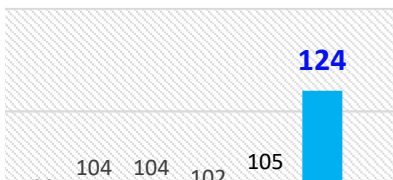


IPL 15

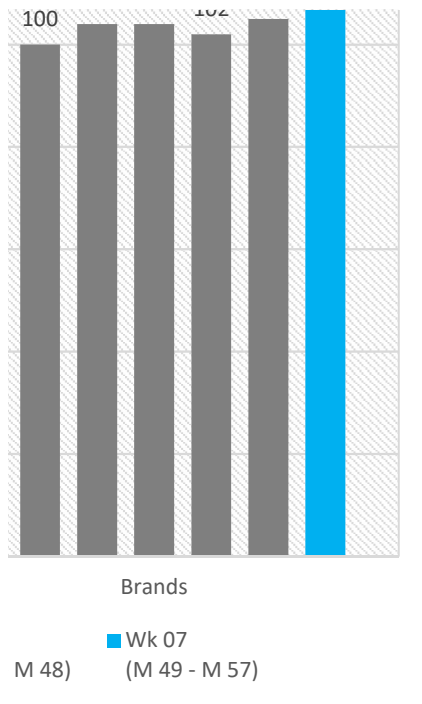
When comparing 57 matches from each season, the average number of advertisers per channel increased by **6%** during IPL 15 over IPL 14.

## Advertisers and Brands IPL 15 (57 Matches)

2015



> Count of Advertisers and Brands were highest in the 7



## Advertisers of IPL 14 and IPL 15 (57 Matches)

IPL 14		
Rank	Top Categories	% share
1	Ecom-Education	10%
2	Ecom-Gaming	9%
3	Ecom-Wallets	7%
4	Pan Masala	5%
5	Ecom-Financial Services	5%

### Comparison between IPL 15 and IPL 14

'Sector' with **32%** share of Ad Volumes in IPL 15.

Top 5 categories accounted on 36% share of ad volumes in IPL 14.

Advertisers among Top 5 advertisers during IPL 15 and IPL 14. Top 5 Advertisers contributed 24%

IPL 14

Rank	Top Advertisers	% share
1	Sporta Technologies	5%
2	Fx Mart	4%
3	Think & Learn	4%
4	K P Pan Foods	3%
5	EPX Uptech	3%

## ational (Hindi+English) Channels vs. Regional Channels in IPL-1

Total Exclusive brands: 12

Exclusive Brands on Regional language Channels

Rank	Top Brands
1	Asian Paints Apex Ultima Protek
2	7 Up
3	Havells Super Speed 400
4	Realman Deodorant
5	Postpe

ereas **Asian Paints Apex Ultima Protek** leads the exclusive brands on Regional sports channels.

ring 57 matches of IPL 15. "**Dream11.com**" was on top among the common brands.



ad volume per



7th week of IPL 15.





## 5 (first 57 Matches)

Total common brands: 146

Common Brands on Hindi+English & Regional language Channels

Rank	Top Brands
1	Dream11.Com
2	Tataneu App
3	Kamla Pasand Silver Coated Elaichi
4	Cred
5	Meesho App