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## A comparative study of Men T-20 cricket league of world

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### Abstract

A high-stakes commercial arena, T20 cricket's explosive growth has completely changed the worldwide cricket scene. The Big Bash League (BBL), Pakistan Super League (PSL), and Indian Premier League (IPL) are three well-known men's T20 cricket leagues. This study compares their popularity using four key metrics: viewership, brand value, social media fan base, and title sponsorship. According to the research, the IPL is the most valuable brand in the world, with a ₹96,000 crore brand value, strong title sponsorship deals, and the most engaged fans on Instagram and X. Its large audience both at home and abroad is a result of a potent fusion of well-known actors, entertainment value, and clever marketing. The PSL, on the other hand, is still a powerful regional league with a devoted South Asian fan base, growing sponsorship interest, and growing digital reach in spite of financial and infrastructure issues. Due to its family- friendly format and minimal level of international exposure, the BBL, on the other hand, continues to hold a stable position in the Australian market. Despite its low global social media traction, it consistently demonstrates both local viewership and brand value.

The popularity of a league is greatly impacted by the incorporation of digital media, effective brand positioning, and business alliances, as this study demonstrates. In the cutthroat world of professional T20 cricket, it provides insightful information for cricket administrators, sponsors, and sports marketers looking to improve league performance, fan loyalty, and financial sustainability.

**Keywords:** Popularity, viewership, title sponsorship, social media fan base, brand value, IPL, BBL, PSL

### Introduction

The Twenty20 (T20) format's debut and widespread success over the past 20 years has significantly changed cricket. Once known for its longer formats, Test and One Day Internationals (ODIs), cricket took a new turn with the advent of T20 cricket, a format that simplified the game into a more exciting, fast-paced, and entertainment-driven spectacle. Along with altering the game's gameplay, the T20 format made it accessible to a younger, more diverse, and global audience.

With the 2008 inception of the Indian Premier League (IPL), the Board of Control for Cricket in India (BCCI) is widely credited with setting the standard for franchise-based T20 competitions globally. Big business, entertainment, and sports were all combined to create the IPL, which became a commercial behemoth that attracted players from around the world, sponsors from around the world, and television rights deals that broke records. Other nations started their own T20 competitions after being inspired by the IPL's success. Examples of this include the BBL in Australia, the PSL in Pakistan, and, more recently, the International League T20 (ILT20) in the United Arab Emirates.

The twenty20 format has gained popularity over the years, especially because it attracts viewers with its shorter, more entertaining matches. Twenty20 matches are a relatively new addition to the sport; they last between two and a half and three hours, and each team plays one innings of up to twenty overs. Important facets of limited overs cricket were delineated in a Preston and Thomas study (Preston and Thomas, 2000) [1].

T20 cricket was created by the ECB to spark interest among younger viewers and those who felt that conventional forms, like Test matches, were too slow and drawn out. As a quicker and more exciting substitute for the longer formats, the format, which consists of 20 overs each

side, soon became popular (Agur, 2013) [6]. Stuart Robertson, the marketing manager at ECB, commissioned a survey that found 34% of respondents were in favour of the condensed format (Williamson, 2012). According to the report, younger individuals and women are more interested in fast-paced games, indicating a generational shift. Following a great deal of discussion and opposition from several county cricket clubs, the T20 format was formally accepted in 2002. 18 first-class counties from England and Wales participated in the inaugural T20 tournament in 2003, which was arranged on summer evenings to draw a larger crowd.

The T20 format attracted sponsors, media broadcasters, and a worldwide fan base despite being originally unprofitable. For cricket items, it can be categorised as a 'addition to existing lines' since it provided an alternative to traditional formats rather than replacing them (Booz, 1982) [5]. In response to consumer demand for faster-paced, more captivating sports entertainment, T20 cricket was introduced, demonstrating the necessity of modifying sports to accommodate audiences' shifting tastes. Given that the T20 format appealed to fans' changing identities and tastes, social identity theory provides additional evidence for the link between fan involvement and the growth of the sport. As a result of T20 cricket's popularity, comparable leagues were eventually established in other nations, illustrating the cultural and economic effects of globalisation on sport.

### Objectives of the study

1. To assess the size and significance of title sponsorship agreements in the IPL, PSL, and BBL, emphasising their contribution to league revenue growth, commercial attractiveness, and branding.
2. Using domestic and international broadcast statistics that show popularity and market penetration, evaluate each league's viewership trends and audience reach.
3. By examining engagement levels, follower counts, and digital presence on popular platforms like Instagram and X (previously Twitter), one may assess the strength of the fan following on social media.
4. To evaluate each league's entire brand worth, taking into account revenue from sponsorships, media rights, fan loyalty, and market repute.

### Research gap

- International T20 leagues like the IPL, PSL, and BBL are very well-liked.
  - Previous research primarily examines a single league rather than comparing several leagues.
  - Prior studies have tended to focus on particular elements, such as sponsorship or social media activity.
  - In-depth comparisons of various popularity metrics are lacking.
1. Brand worth
  2. Following on social media
  3. Title sponsorship
  4. Number of Viewers
- This gap is filled by the current analysis, which compares the IPL, PSL, and BBL using multiple metrics for the 2023-2024 season.

### Research methodology and sample technique

This study uses a descriptive-comparative research methodology, it is possible to systematically analyse the parallels and discrepancies between the three top Men's T20 cricket leagues: the IPL, PSL, and BBL. The emphasis is on

assessing their level of popularity using certain performance metrics for the 2023 and 2024 seasons.

### Gathering of data

All secondary data used in the study comes from reliable online sources, such as reputable news sources, official league websites, and sports analytics publications. Accuracy and relevancy were ensured by filtering the collected data based on predetermined criteria.

### Important elements

The variables listed below were chosen to give a comprehensive evaluation of league popularity.

1. Viewership: a gauge of audience size and level of involvement.
2. The purpose of title sponsorship is to assess financial contributions and business alliances.
3. Social-media Following: to gauge online interaction and brand awareness.
4. Understanding brand value entails knowing its overall market positioning and financial worth.

### Analytical resources

A percentile technique and descriptive statistical analysis were used to process the data. To improve clarity and effect, the findings were graphically represented using pie charts, bar graphs, and comparative diagrams.

### Technique of sampling

The IPL, PSL, and BBL leagues were the specific target of a purposive sample technique. Deliberately, the scope was restricted to the four recognised popularity measures and two consecutive seasons (2023-2024).

### Analysis of data and results of the study

This study's goal was to determine how popular it is in the world's men's cricket league. The results of the study are shown below utilising descriptive statistics, such as pie charts and graphical representations, based on the data collected.

### Finding

#### Social media fan base

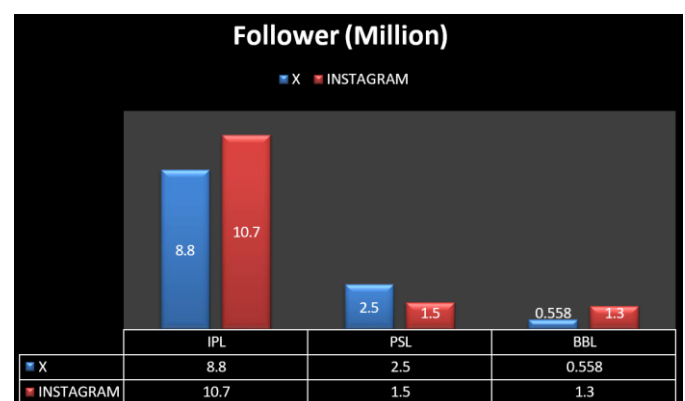


Fig 1: Social media fan base

The graph indicates that the Indian Premier League (IPL) is by far the most popular league, with 8.8 million X followers and 10.7 million Instagram followers. With just 0.558 million X followers and 1.3 million Instagram followers, the BBL has the smallest following. The leagues are ranked as follows after the IPL. The order is based on their combined social media followings. The IPL leads because of its star-studded

line-ups, long-established brand, and massive cricket fan base in India. PSL is second due to strong national support and growing international attention. BBL follows with its entertainment-focused branding in Australia.

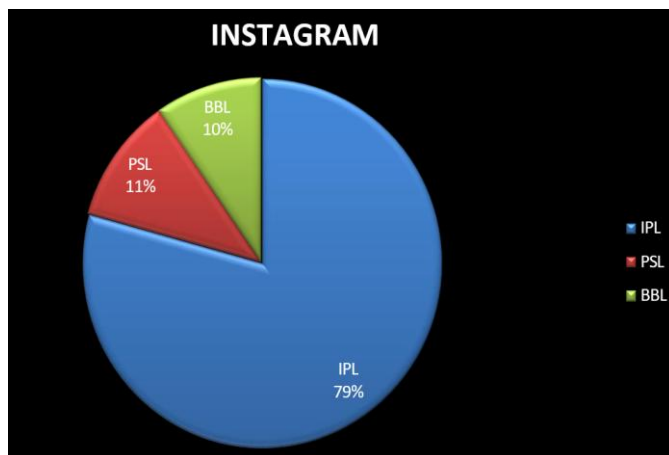


Fig 2: Social media fan base (Instagram)

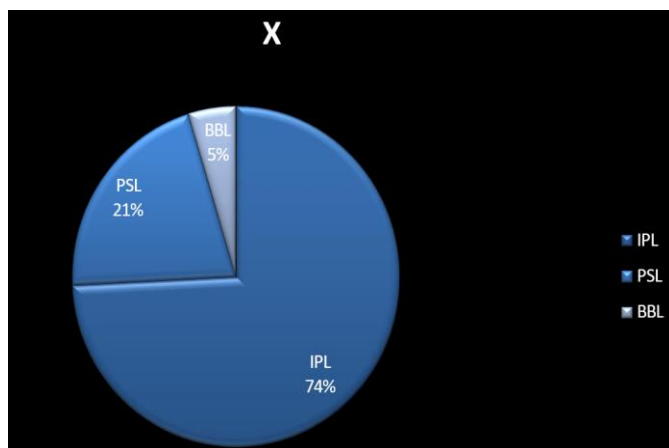


Fig 3: Social media fan base (X)

The IPL is the most popular, as evidenced by its 79% Instagram following and 74% X following. With 11% on Instagram and a more robust 21% on X, PSL is next, followed by BBL with 10% and 5%, respectively. The IPL's widespread fan interaction, top players, effective marketing, and global appeal are the reasons for its popularity. Their global following is limited by the smaller, more recent, and more regional nature of other leagues.

#### Brand value of individual cricket league



Fig 4: Brand value of individual cricket league highest brand value

The IPL (Indian Premier League) has the highest brand value at ₹96,000 crore.

#### Lowest brand value

The PSL (Pakistan Super league) has the lowest brand value at ₹2700 crore. Reasons for Higher Value

#### IPL higher brand value

The IPL's massive brand value is driven by its huge global audience, top-quality players from around the world; strong media rights deals, widespread sponsorship, and a well-established and passionate fan base. Its marketing strategies, high competition level, and rich franchise culture have made it the premier cricket league worldwide.

#### Title sponsorship

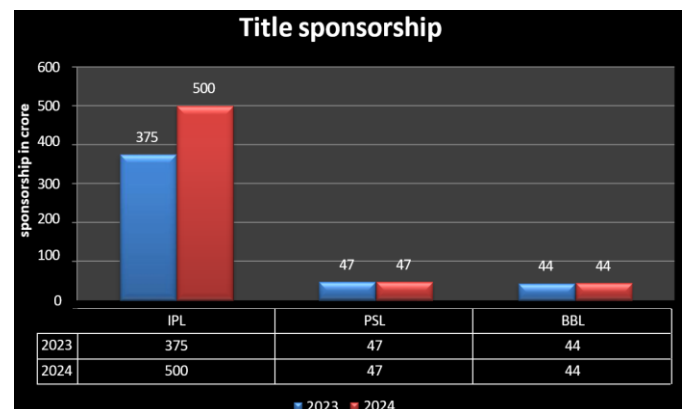


Fig 5: Title sponsorship

The Indian Premier League, or IPL, has the largest title sponsorship value, as seen by the graph, which increased from 375 crore in 2023 to an astounding 500 crore in 2024. Its enormous global fan base, well-known players, substantial media rights agreements, and unparalleled brand value are the reasons for its domination. On the other hand, the Big Bash League (BBL) and the Pakistan Super League (PSL) continue to get consistent championship sponsorships of 44 crore and 47 crore, respectively, in both years. These leagues still fall short of the IPL in terms of reach, commercial strength, and star draw, while having sizable regional fan bases and increasing popularity on a global scale.

#### Viewership

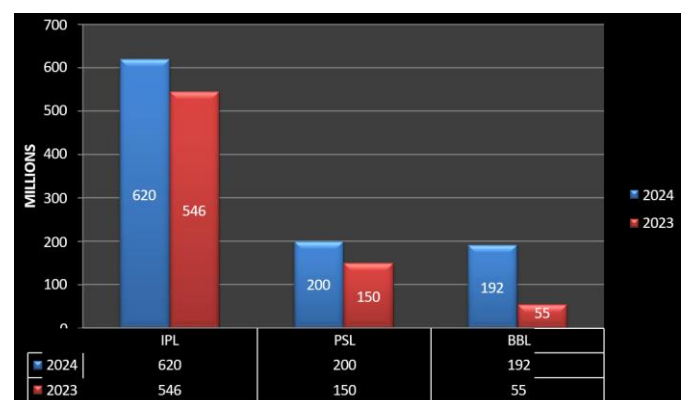


Fig 6: Viewership

the Indian Premier League (IPL) attracts a far larger audience than the Pakistan Super League (PSL) and the Big Bash League (BBL). First off, cricket is the most popular sport in India, which has a huge population and a built-in audience. In addition, the IPL draws top players from around the world,

which increases the level of competition and makes games more thrilling and fiercely contested. The league also has a lot of money thanks to sponsorships, brand value, and record-breaking media rights agreements that guarantee digital streaming and extensive worldwide distribution. The IPL, in contrast to other leagues, blends cricket and entertainment, and its appeal is increased by its glitzy events, celebrity team owners, and creative fan interaction tactics. When combined, these components produce a potent sporting and entertainment product that makes the IPL significantly more appealing to fans both domestically and abroad than the PSL and BBL.

## Results

The Indian Premier League (IPL), Pakistan Super League (PSL), and Big Bash League (BBL) are contrasted to show how audience participation, online visibility, and marketing strategies drive T20 league success. The IPL is unquestionably the most popular by all measures, solidifying its position as a major international athletic force. The IPL has more than 70% of the three leagues' total digital audience share, with 10.7 million Instagram fans and 8.8 million X fans, demonstrating its unparalleled worldwide fan involvement and branding power. The PSL and BBL, on the other hand, have small but expanding fan bases, which suggests that they are becoming more and more well-liked in local and specialised markets.

The IPL's remarkable worth of ₹96,000 crore dwarfs that of both PSL (₹2,700 crore) and BBL (₹16,000 crore), according to brand value statistics, which contrasts even more sharply. Strong TV rights, high-value sponsorships, and the IPL's widespread appeal are the main causes of this financial advantage. The league's title sponsorship revenue is also outstanding, with TATA providing ₹375 crore in 2023 and ₹500 crore in 2024. This shows that the league is becoming more commercially viable and investor trust is building. KFC's ₹44 crore commitment to the BBL and HBL's ₹47 crore investment in the PSL, in contrast, demonstrate their stronger regional brand reach and reasonable market placement.

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## Discussion

In the world T20 cricket landscape, the Indian Premier League (IPL) is the dominant league, closely followed by the Big Bash League (BBL) and the Pakistan Super League (PSL). This is clear from the information collected for this research. With a big edge in all key measures, such as social media fan base, brand value, championship sponsorship, and viewership, the IPL is a culturally and economically significant sports enterprise. With more than 10.7 million Instagram followers and 8.8 million X followers, the IPL has more than 70% of the three leagues' digital fan bases. Agur

(2013) <sup>[6]</sup> highlighted the importance of digital platforms in changing fan interactions and growing cricket's global audience, which is consistent with this dominance in social media engagement.

In the world of Twenty20 cricket, the Indian Premier League (IPL) is the dominant league, closely followed by the Pakistan Super League (PSL) and the Big Bash League (BBL). The data collected for this investigation makes this clear. The IPL is an economically and culturally significant sports entity, as seen by its substantial advantage in all important metrics, including social media fan base, brand value, championship sponsorship, and viewership. With more than 10.7 million Instagram followers and 8.8 million X followers, the IPL has more than 70% of the three leagues' digital fan bases. Agur (2013) <sup>[6]</sup> highlighted the importance of digital platforms in changing fan interactions and growing cricket's global audience, which is consistent with this dominance in social media engagement.

The global T20 cricket scene is dominated by the Indian Premier League (IPL), with the Big Bash League (BBL) and Pakistan Super League (PSL) trailing closely behind. The information acquired for this investigation makes this clear. The IPL's enormous edge in all key criteria, like as social media fan base, brand value, championship sponsorship, and viewership, demonstrates its commercial and cultural significance as a sporting organisation. The IPL boasts more than 70% of the digital fan bases among the three leagues, with over

10.7 million Instagram followers and 8.8 million X followers. Consistent with this dominance in social media engagement, Agur (2013) <sup>[6]</sup> emphasised the significance of digital platforms in transforming fan relationships and expanding cricket's global audience.

## Conclusion

In contrast to the Pakistan Super League competition (PSL) and the Big Bash League (BBL), the study finds that the Indian Premier League (IPL) is by far the most well-liked and financially dominant T20 cricket competition. The IPL is a global leader in franchise cricket because to its exceptional performance in all important metrics, including social media fan base, brand value, title sponsorship, and viewership. The Indian Premier League has effectively combined sports, entertainment, and commerce to produce an unparalleled worldwide product, as evidenced by its enormous ₹96,000 crore brand value, 10.7 million Instagram followers, and 620 million viewers in 2024 (Sports News, 2024; Economic Times, 2024) <sup>[13]</sup>.

Despite their current statistical disadvantage, the PSL and BBL are making consistent and discernible strides, particularly in areas like social media engagement and viewership. The BBL's viewership grew from 55 million in 2023 to 192 million in 2024, signifying the growing popularity of Australian domestic cricket (Economic Times, 2024) <sup>[17]</sup>.

These findings demonstrate the significant influence that business alliances, online presence, and strategic branding have on the sustainability and appeal of contemporary cricket leagues. Previous research by Duff and Hutchins (2018), who highlighted the role of sponsorship and media globalisation in the emergence of professional leagues, is consistent with the IPL's success. The IPL's enormous and ardent fan base further demonstrates the link between league allegiance and fan identification, as explored by Agur (2013) <sup>[6]</sup>. For cricket administrators, marketers, and sponsors looking to improve



their leagues' appeal, financial performance, and worldwide reach through creativity and strategic planning, this study provides insightful information overall.

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