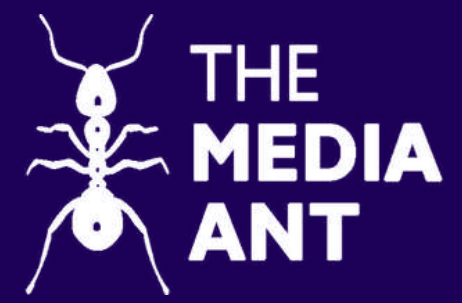




ASIA CUP & WORLD CUP



THE BIGGEST MOST AWAITED TOURNAMENT,

WORLD CUP 2023 IS BACK IN **INDIA** AFTER 12 YEARS



IT DOESN'T GET BIGGER THAN THIS !



**Magnify
Brand Awareness**



**Better targeting for
your Markets**



**Build Stature
and
Impact**



**Influence at
peak festive intent**



**Improve
Brand Recall**

**Why
Asia Cup
&
CWC'23**

**Powerplay offers
for early closures
before Aug 23rd**

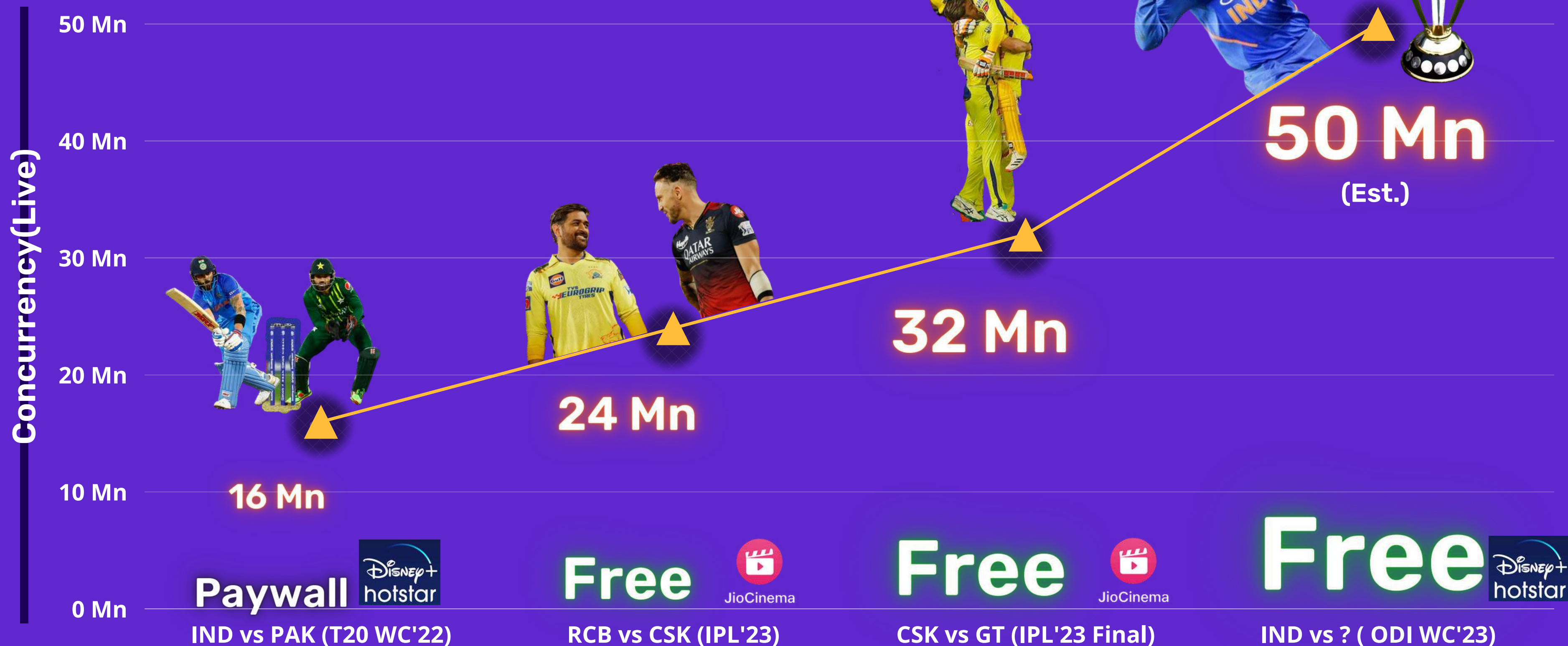
**60%
OFF**



- AC & CWC'23 coincides with the *Indian Festive Season & Spending Cycles*



Viewership To Hit **New Peak**





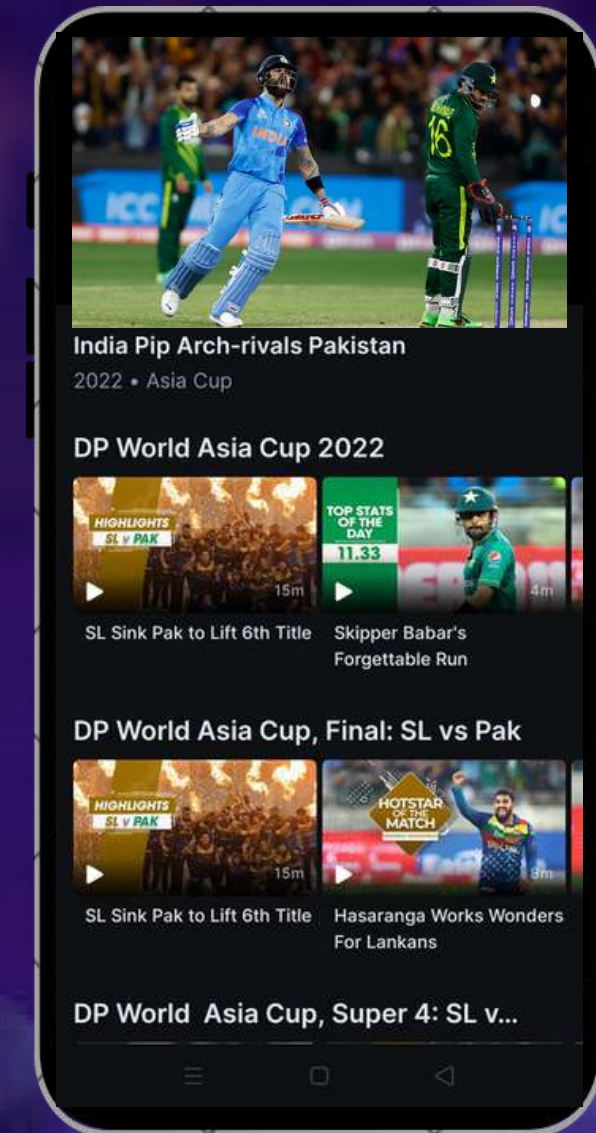
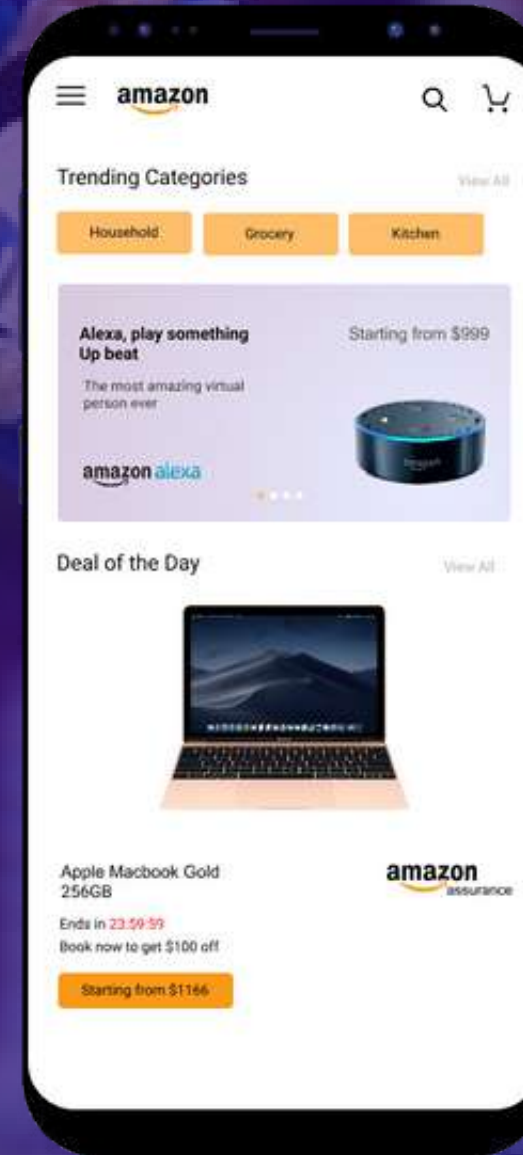
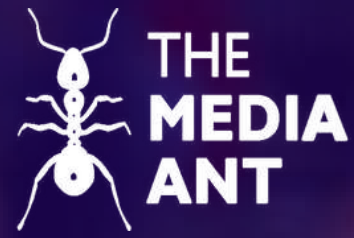
Event	Matches	Nations
ASIA CUP (31st AUG - 17th SEP 2023)	13	6
WORLD CUP (5th OCT - 19th NOV 2023)	48	10

****Fixtures CWC'23**





Targeting Options



CTV

(Geography/Language)

Interest

(E-commerce/any online platform)

Mobile

(Geo+Age+Income)

****75+ targeting options and custom cohort option available ****

The Power Play Offer for AC & WC 2023 valid till 23rd Aug 2023 @ 60% discount

Full Tournament (India Matches) CPM				Post 31st July (IND matches + Playoffs)	Non-IND Matches
Rate Card	ROS	Targeting (L1)	Targeting (L2)	ROS	@ Youtube CPM- 80
Midroll & Preroll Mobile	210	280	340	500	
Branded Cards	85	125	-	180	

Key Considerations:

- Offer applicable only on Mobile Inventory (Not on CTV)
- 100% of paid impressions will be run on India+Playoffs games on AC & 85% on WC
- All Bonus Impressions will be run on Non-India games
- Client activation through Non-India inventory at competitive pricing (GEC Equivalent)
- Offer will not be applicable for only World Cup deals - Outlays on Entertainment or Asia Cup are mandatory to avail the offer

Powerplay - Sample Plan

Ad type - 10 secs Video - Mid Roll

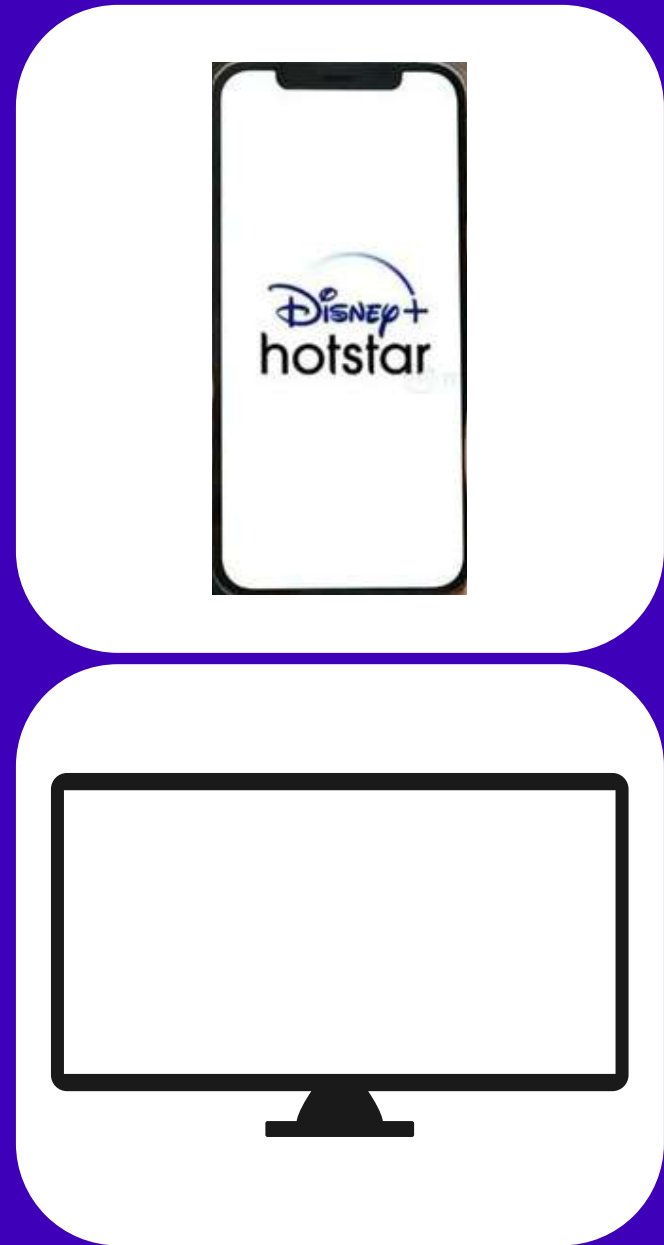
INDIA matches at **Less** than **IPL** rates

CPM Rate	Budget	Imp	Actual Imp (15% Bonus Imp)	Effective CPM Rate	Estd Clicks	Estd CTR %	Freq	Reach
210	1,000,000	4,761,905	5,476,190	182	27380	0.05%	2	2,380,952

Rate	Budget	Imp	Estd Clicks	Estd CTR %	Freq	Reach
500	1,000,000	2,000,000	100000	0.05%	2	1,000,000

2.38x

PAN - India Rates



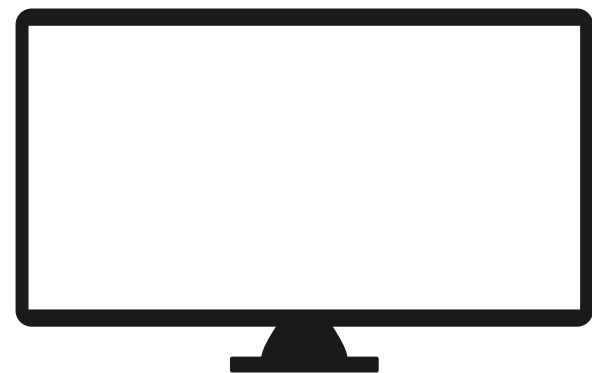
No feed Selection	Full Tournament	India+Playoffs	Non-India
Asia Cup	1,200,000	2,700,000	900,000
World Cup	1,500,000	3,500,000	1,000,000
Asia Cup	350,000	875,000	210,000
World Cup	400,000	1,000,000	250,000

ASIA CUP - Spot Buy Rates

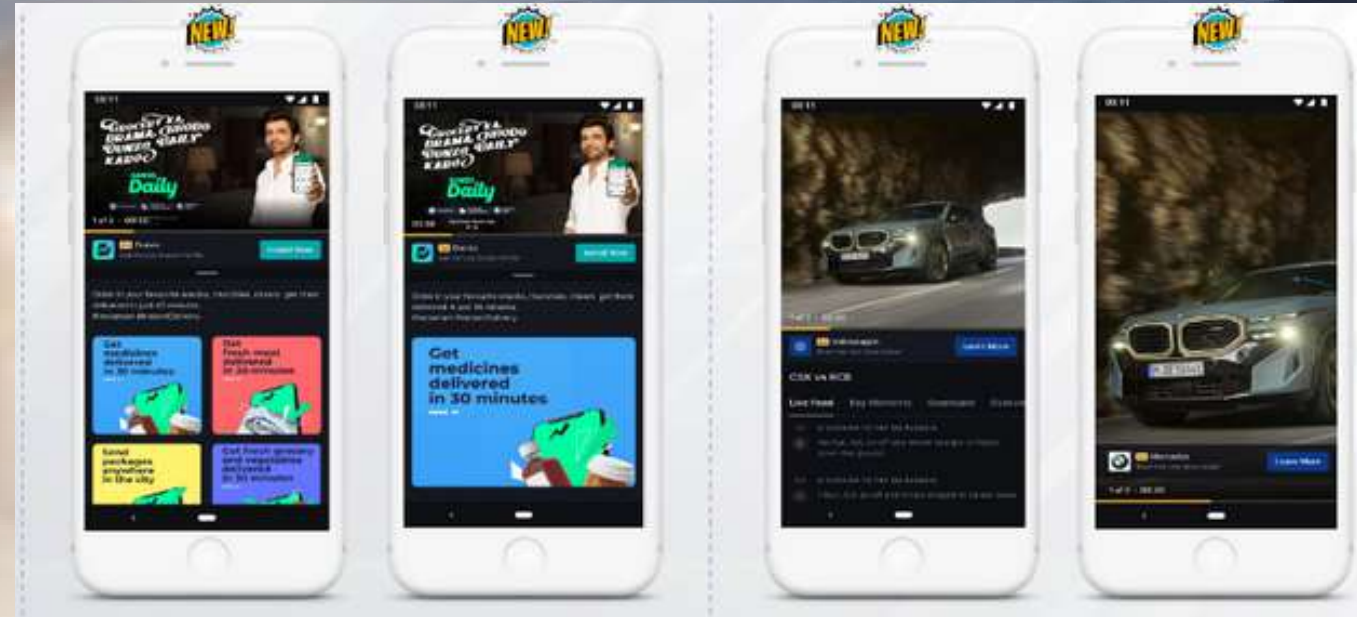


	Full Tournament	India+Playoffs	Non-India
Tamil Feed	180,000	400,000	126,000
Telugu Feed	60,000	135,000	42,000
Kannada Feed	70,000	160,000	50,000
Tamil Feed	20,000	45,000	16,000
Telugu Feed	12,000	27,000	10,000
Kannada Feed	70,000	160,000	50,000

WORLD CUP - Spot Buy Rates



	Full Tournament	India+Playoffs	Non-India
Tamil Feed	200,000	450,000	140,000
Telugu Feed	70,000	154,000	49,000
Kannada Feed	80,000	175,000	56,000
Tamil Feed	30,000	500,000	160,000
Telugu Feed	15,000	175,000	56,000
Kannada Feed	80,000	175,000	56,000

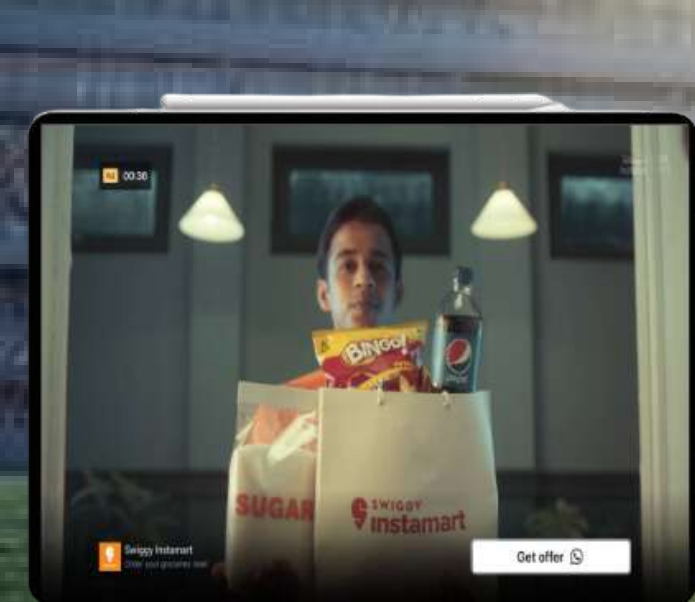


Takeover ADs

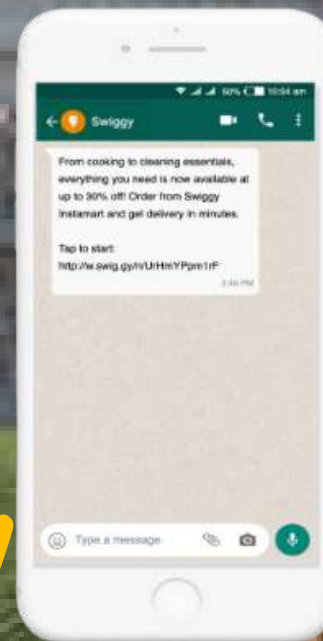
Vertical ADs



L-Band



Click to Engage



Billboards on CTV
(Click to Play)



Billboards on Mobile Phone
(Click to Play)

- Dozens of SMB Closures in IPL'23 & previous experience with Hotstar

- Data backed plans customized for varying budgets & client objectives

TATA IPL 2023 Advertising Plans
Best digital IPL 2023 advertising plans for screens of all sizes!

Plans starting at **₹5 Lakh**

IPL'23 : SMB OTT Package

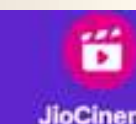
Advertise during live streaming on app & website

Plans starting at **₹10 Lakh**

IPL'23 : SMB CTV Package

Advertise during live streaming on Connected TV

Sample Plan (OTT-Mobile)

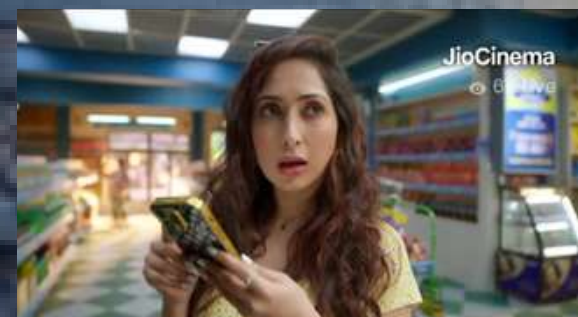
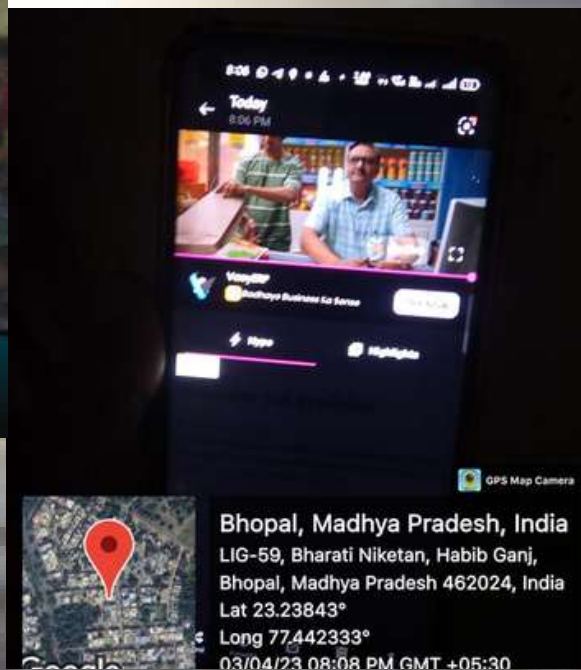


Platform	Ad type	Targeting	Pricing Unit	Rate	Budget	Imp	CPM	Estd Clicks	Estd CTR %	Freq	Reach
Jio Cinema - Live	10 secs Video - Mid Roll	Tamil Nadu	CPM	230	5 L	2,173,913	230	1087	0.05%	2	1,086,957

Platform	Ad type	Targeting	Pricing Unit	Rate	Budget	Imp	CPM	Estd Clicks	Estd CTR %	Freq	Reach
Jio Cinema - Live	10 secs Video - Mid Roll	Delhi NCR	CPM	230	10 L	4,347,826	230	2174	0.05%	2	2,173,913



- We give Geo stamped screenshots of all our campaigns
- Real time Dashboards



60% DISCOUNT



THE
MEDIA
ANT



Lets make this Asia Cup & World Cup big for
your business!!!

For more information [click here](#)

Contact us : [*sports@themediant.com*](mailto:sports@themediant.com)