IPL and the second screen

driving always-on marketing on mobile

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executive summary

IPL is more than just cricket – for brands, it provides an unmatched opportunity to tap into the minds of millions of cricket fanatics in the country. More importantly, while viewers are watching TV, a whopping 70% of them constantly use their smartphones[1]. On one hand, there are the LIVE matches and on the other, a whole set of platforms that users are active on & content formats they engage with, parallelly. From voicing their opinions on social media to participating in polls & quizzes, the list goes on. Throughout the IPL, viewers stay active on their phones leading to interactive cricket viewing – starkly different from traditional experiences which didn't allow such engagement.

This creates a huge window for advertisers looking to catch the fleeting attention of their audiences, generate curiosity and drive conversions. While they are hooked to their smartphones, potential customers can be targeted through relevant, clutter-free messaging on mobile. This way, brands do more than reach out to their audience at the right time – they get to maximize the

[1]Source: GWI, India Q4 2021

executive summary

return on ad dollars by leveraging the buzz & excitement around IPL.

What better platform to communicate a brand's message than the mobile lock screen itself? Available right at the fingertips of its users, Glance – the world's only lock screen platform – can be an effective medium for garnering eyeballs during the biggest sporting event in the country. With most consumers tuned into their phones while watching the IPL, they could be served ads that make them act, right on the front page of mobile. Through content-led marketing on screen zero, in a range of innovative formats and diverse languages, brands can reach out to existing and potential customers amongst Glance's active user base of 163Mn.

This report summarizes the key content consumption patterns of Indian cricket & IPL lovers with a focus on prevalent second screen behaviour and how brands can leverage these insights to create winning campaigns on Glance.

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research objective

The success of the IPL lies in giving cricket a larger-than-life appeal with 360-degree entertainment. This mammoth spectacle thrives on the engagement of its fan communities, who have come far from being passive viewers. IPL enthusiasts go beyond watching the matches; with every season their participation in social conversations has increased. Standard commentary has taken a backseat as users now look forward to watch parties with their favourite celebs or search the internet for expert opinions on the tournaments. Most of these activities happen through mobile, in parallel with consumption of the IPL matches.

This prevalent second screen behaviour can thus be leveraged by any brand looking to bridge the gap with its usually distracted audience. Keeping in mind these consumption patterns - which includes everything from browsing social media to participating in online contests – brands can create winning content-led advertising solutions.

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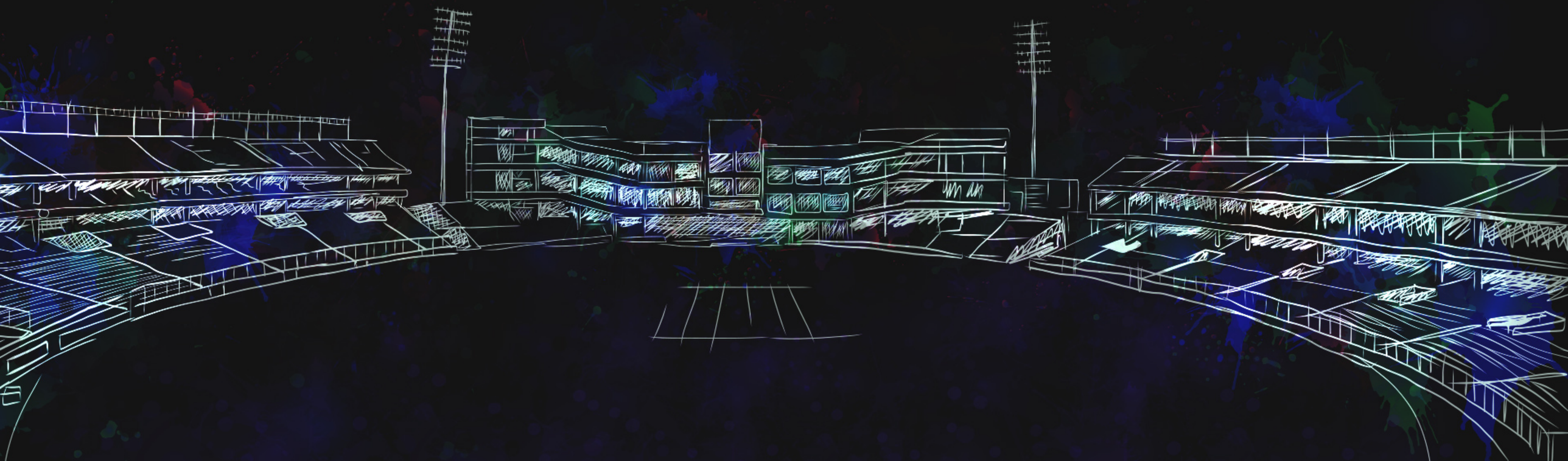
research objective

Through this report, we aimed to analyse consumer sentiment around the IPL, with a focus on second screen usage during matches, along with suggestions on mobile innovations that could cut through the digital clutter.

The **main objectives** of this study were to:

1. Understand second-screen behaviour of Indians during IPL
2. Share strategies for converting cricket lovers to brand advocates
3. Suggest content offerings for winning over cricket lovers



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research methodology

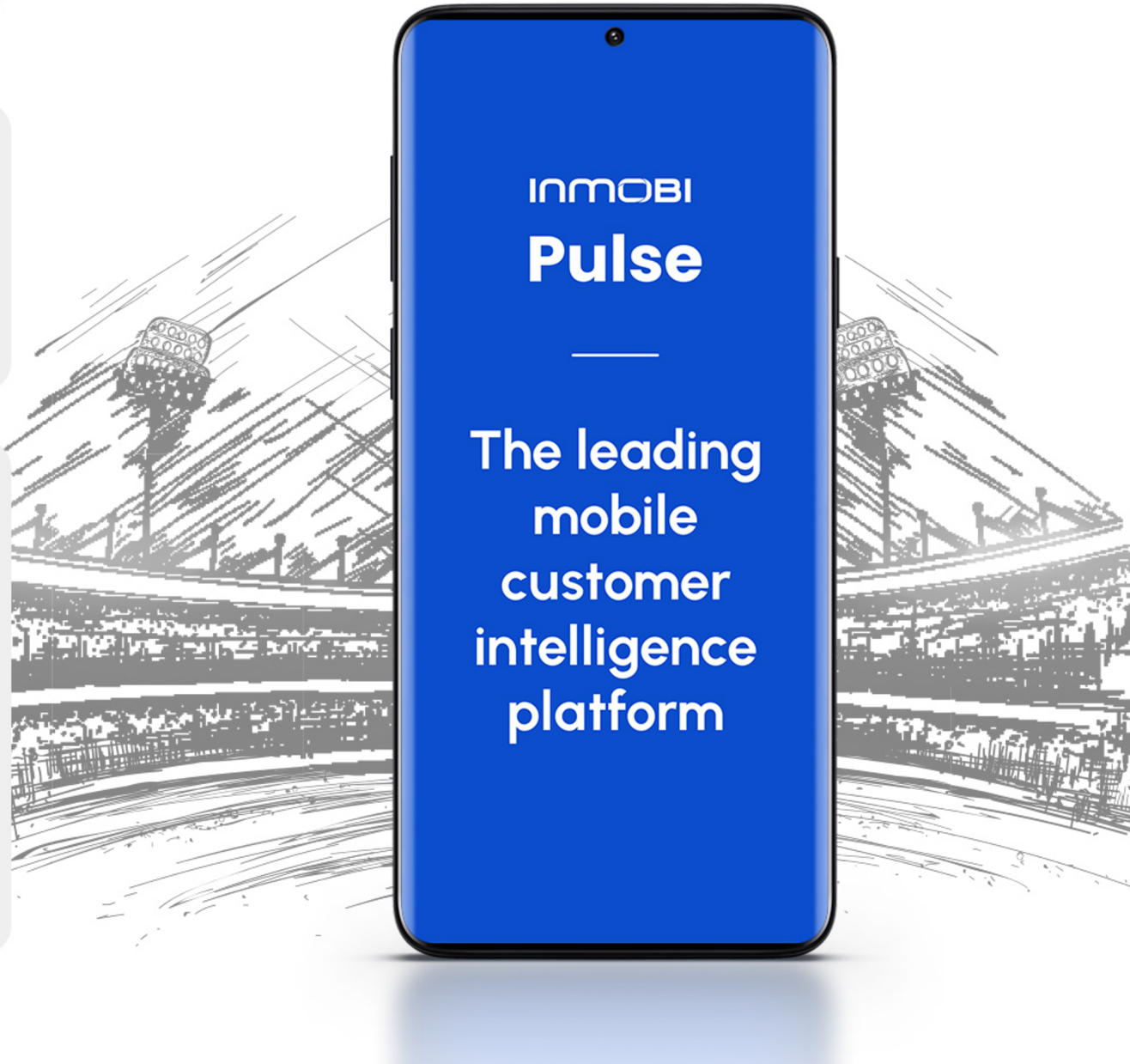
An on-device survey conducted over InMobi Pulse

1500+

Indian mobile users surveyed

Responses collected between Feb 1– Feb 6 (2022)

Results targeted and weighted to be representative of India's smartphone population



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key focus areas

1. Cricket X Content: Key user behaviour & insights
2. Creating winning IPL-themed content for your brand
3. Taking your brand story to millions on screen zero

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cricket x content

key user behavior & insights

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IPL has a massive following amongst Indian cricket-lovers

68%

of respondents are die-hard fans of the event

Source: IPL and the second screen survey, India, 2022

cricket x content: key user behaviour & insights

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most viewers stay hooked to every match during IPL

72%

of the respondents plan to watch every match

Response to:
Do you watch every IPL match?

Yes
72%

Only watch final/critical matches
10%

Watch matches of my favourite teams
16%

Only the ones on weekend
2%

Source: IPL and the second screen survey, India, 2022

cricket x content: key user behaviour & insights

TV is the preferred viewing device; mobile comes a close second

61%

of the respondents plan to watch IPL on their smartphones

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Response to:

What kind of device do you usually watch IPL on? (Choose multiple options)

mobile **61%**

laptop **28%**

TV **69%**

a mix of the above **9%**

Source: IPL and the second screen survey, India, 2022

cricket x content: key user behaviour & insights

glance business

IPL's rich diversity makes it a crowd-puller

46% of respondents will tune in to watch the face-off between top national & international players

love for cricket & IPL's high entertainment factor are the other top drivers

Source: IPL and the second screen survey, India, 2022

cricket x content: key user behaviour & insights

glance business

phone usage a constant while viewing IPL matches

70%

of the respondents use their smartphones while a match is on

Response to:

While watching IPL, do you continue to use your phone?

70% Yes **30%** No

Top activities

- watching match commentary on other platforms & entertainment shows
- browsing social media
- taking part in online contests

Source: IPL and the second screen survey, India, 2022

cricket x content: key user behaviour & insights

glance business

other than matches, newer content genres are gaining popularity

top performing themes

- LIVE reaction videos of celebrities watching the match
- behind the scenes snippets
- unknown facts about favourite players
- expert analysis of past & present matches

Source: IPL and the second screen survey, India, 2022

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interactive content formats will be the biggest engagement drivers

games, polls & quizzes can be the most effective tools for garnering audience participation

What kind of content would you like to interact with during IPL? (Choose multiple options)

- betting on LIVE matches **44%**
- social media polls/quizzes around the match **53%**
- cricket games/fantasy cricket on various apps **49%**
- joining LIVE watch parties with your favorite celebrities **56%**

Source: IPL and the second screen survey, India, 2022

cricket x content: key user behaviour & insights

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ads played during IPL have a high recall factor

88% respondents remember advertisements viewed during previous seasons

Primary reasons include high frequency & entertainment value

Why do you remember these ads? (Choose multiple options)

- They featured a celebrity **50%**
- I saw them many times **66%**
- The ad was fun and entertaining **56%**

Source: IPL and the second screen survey, India, 2022

cricket x content: key user behaviour & insights

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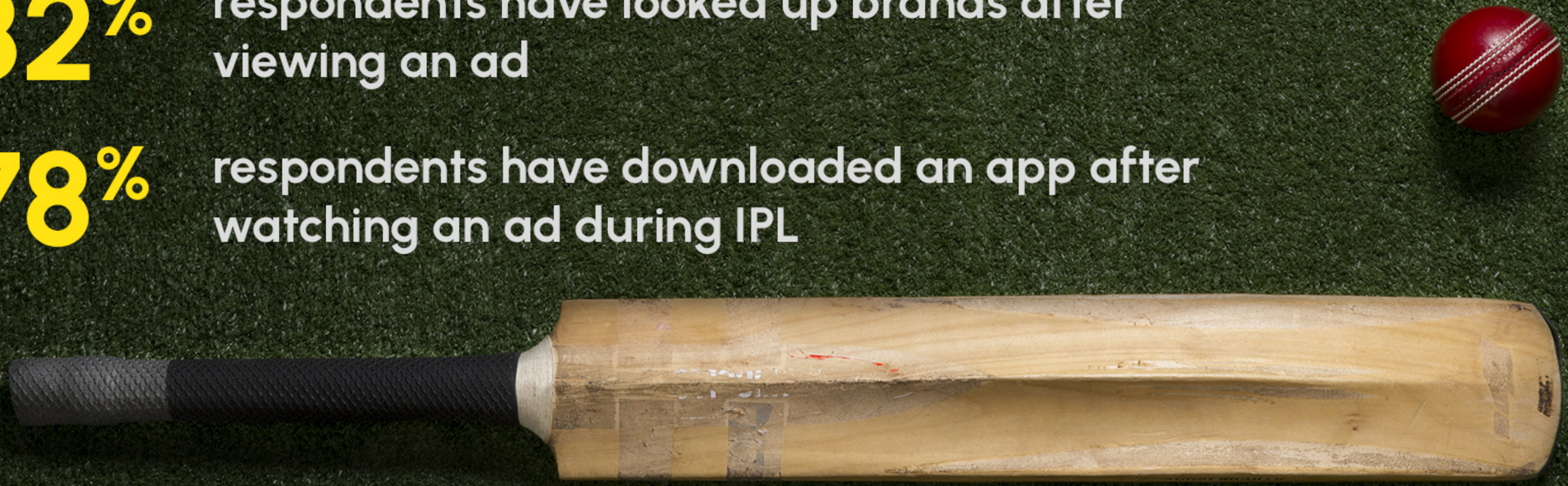
ads during IPL can catch a viewer's attention & boost conversions

82% respondents have looked up brands after viewing an ad

78% respondents have downloaded an app after watching an ad during IPL



82% respondents have bought something after watching an IPL ad

Source: IPL and the second screen survey, India, 2022

cricket x content: key user behaviour & insights

content-driven ads have the highest chance of striking a chord with viewers

The IPL audience enjoys testing its cricket knowledge followed by shareable, fun contests on social media

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Response to:

What are the kind of ads you wouldn't mind engaging with? (Choose multiple options)

Source: IPL and the second screen survey, India, 2022

cricket x content: key user behaviour & insights

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key takeaways for brands

- Watching the IPL is not a solitary experience; it's a social phenomenon where viewers are constantly connected to online platforms & to each other through their smartphones
- Evolving cricket viewing behaviour provides an unmatched advertising opportunity for brands on mobile
- Getting the audience's attention amidst all the digital clutter is possible through content-led ads
- Interactivity & shareability should be the pillars of an IPL advertising strategy
- Watch parties with celebrities & influencers can add an element of virality to IPL marketing campaigns, on top of maximising engagement

creating winning IPL-themed content for your brand

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score a sixer like upGrad

marry your brand to cricket through storytelling

53.7M impressions

16.94M unique reach

30M+ views

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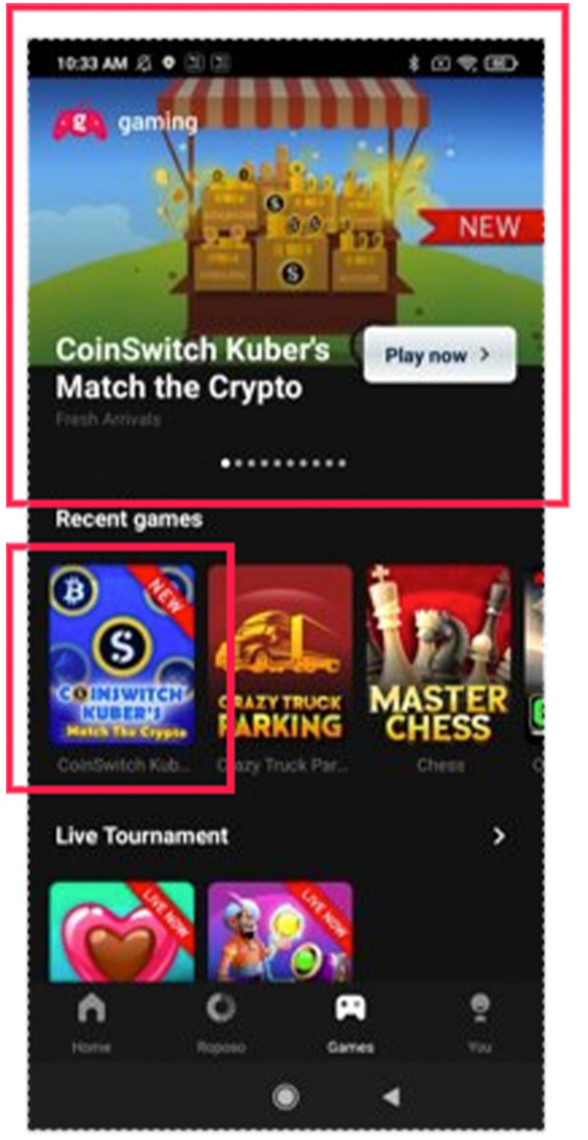
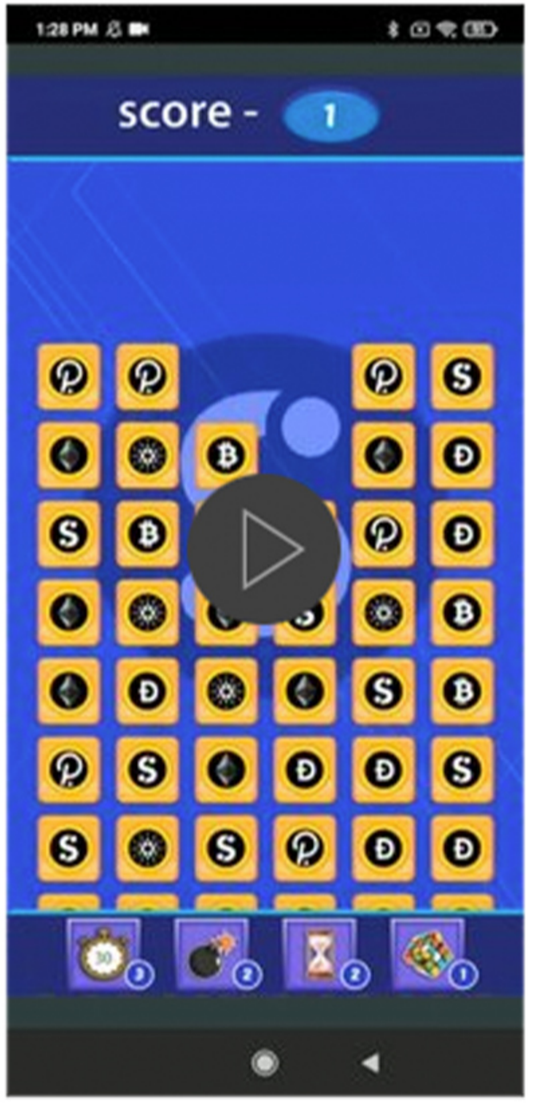
bowl them over like COINSWITCH KUBER

engage with millions through customized polls & quizzes

200K+ users/day
organic traction

1.5min
time spent





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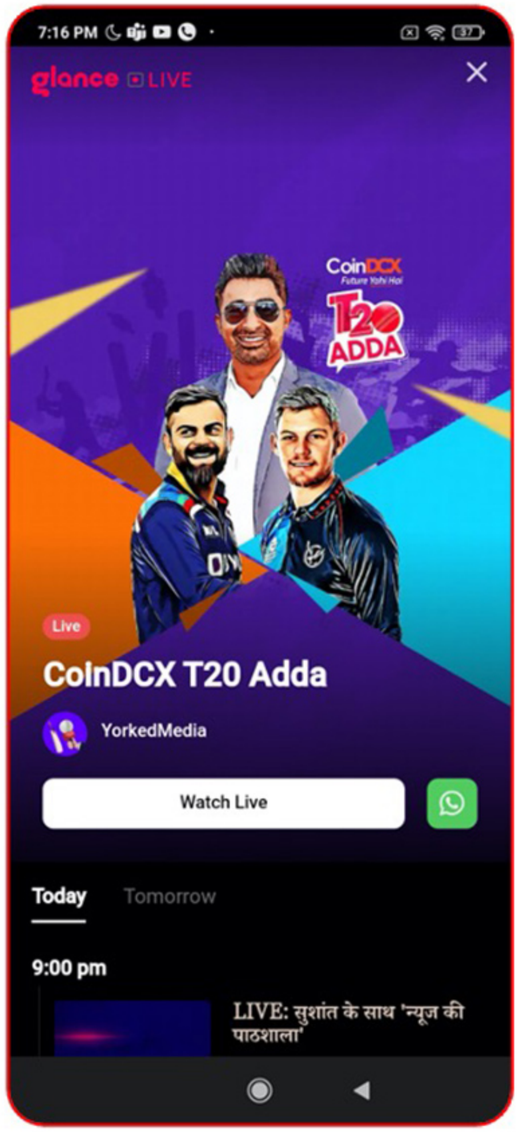
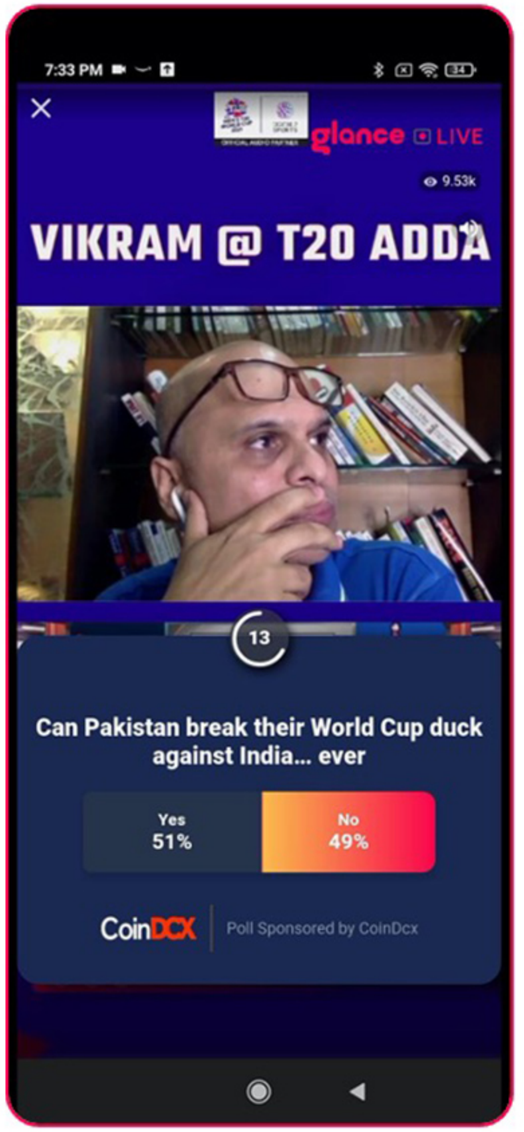
plan a winning innings like CoinDCX

design fun watch-alongs with India's top celebs

24M
unique video views

86K
app installs





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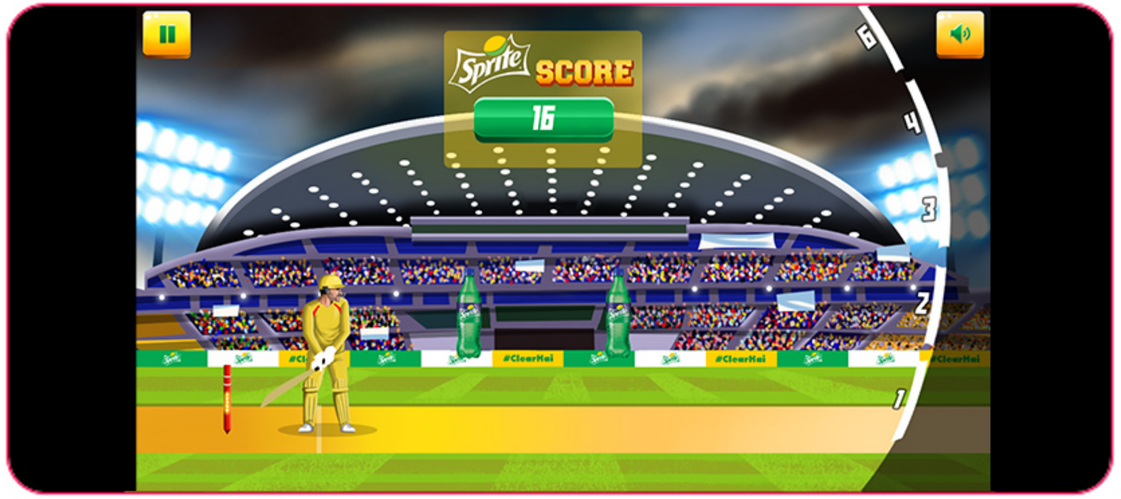
pitch it like Sprite

boost brand love by gamifying the world of cricket



66M impressions

15M unique reach

2.3M engagements

wondering how to take your brand to millions on Glance?

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advertise on the world's only lock screen platform

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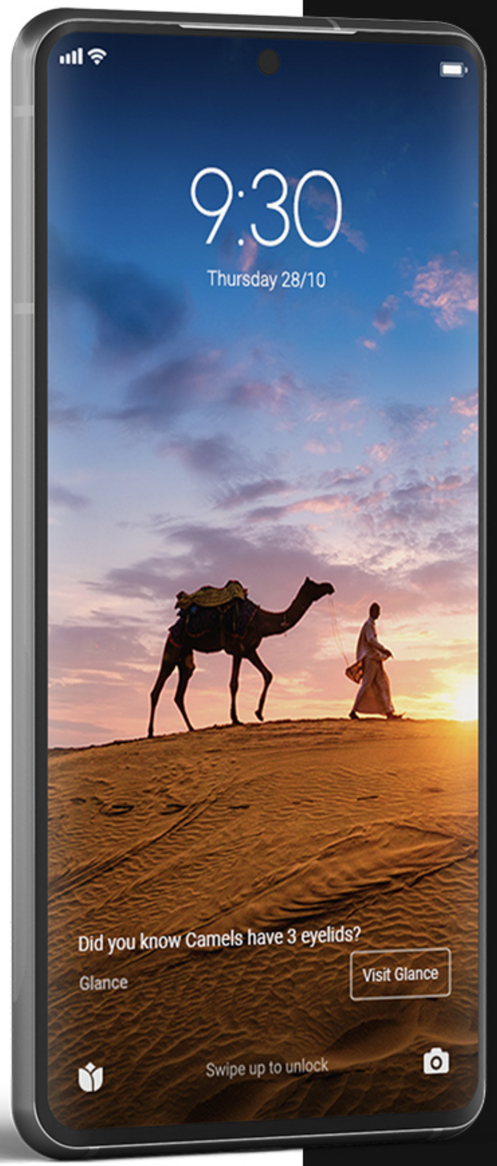

engage with full-screen visuals on 80% of android smartphones

SAMSUNG mi vivo GIONEE oppo

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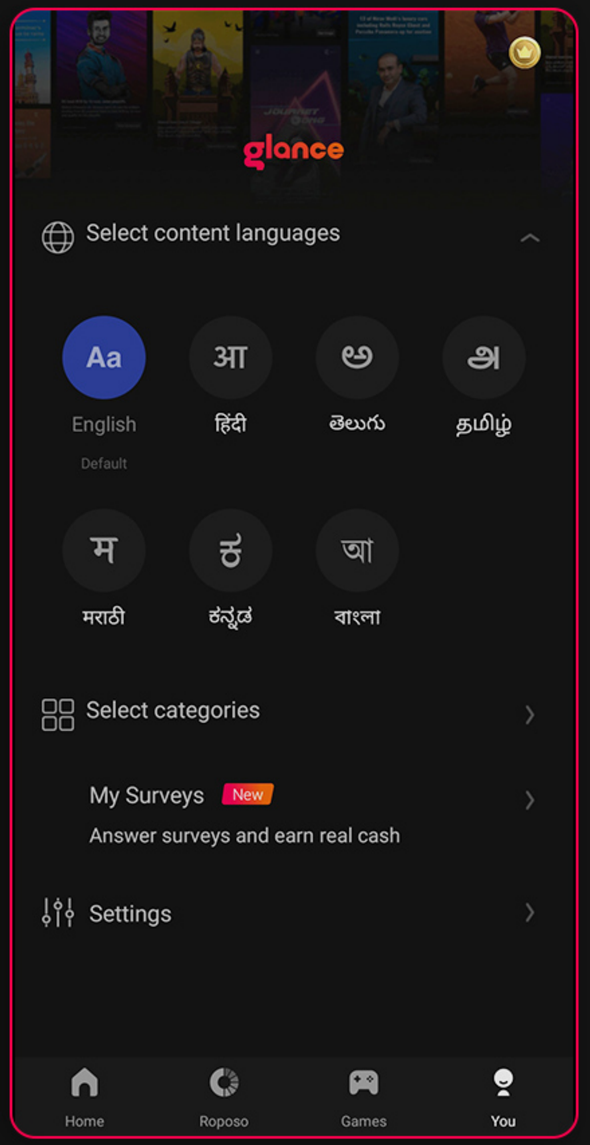

reach 163Mn Indians in 7 languages

English | Hindi | Telugu | Tamil | Marati | Kannada | Bangla

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tap into precise targeting options

geo targeting

city/state level targeting available

interest based targeting

audience targeting on the basis of categories of interest

demographic targeting

age/gender targeting available

language targeting

audience targeting on the basis of language preferences

handset based targeting

audience targeting on the basis of the handset

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leverage time targeted ads, get transparent results

win over millions of
cricket-lovers on the
lock screen
#getonglance
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