

SPORTSCOM is the acronym for
Commerce (COM) through Sports.

It is a not-for-profit apex industry body incorporated to promote the business of manufacturers of sports goods and service providers to the sports sector and make them, globally competitive. It's members will comprise all businesses and professionals who provide goods and services to the sports sector.

VISION

To play a catalytic role in growing the business of manufacturers of sports goods and service providers to the sports sector, make them globally competitive and help them increase their share of the global market.

MISSION

- 1 To advocate for Industry Status for Sports
- 2 To raise the quality standards and cost competitiveness of sports industry to be comparable to global benchmarks
- 3 To provide an all inclusive platform, for sports manufacturers, sports infrastructure developers, sports service providers and media & rights holders, for advocating issues based on research
- 4 To build capacity of the different players in the sports ecosystem and be a knowledge hub for sharing best practices
- 5 To promote a culture of sports in India by advocating for mainstreaming fitness and sports in schools
- 6 To build and nurture talent pool of sports persons
- 7 To advocate for investments in sports through maximizing business participation
- 8 To profile and create databases of manufacturers of sports goods and service providers to the sports sector

SPORTSCOM

www.sportscom.in

SPORTSCOM

Business through sports



SPORTS IN INDIA

AN OVERVIEW

01

Indian sports sponsorship market grew 19.3% to \$0.95 billion (INR 64 billion) in 2016¹

02

1.33 million youngsters are likely to take up sports professionally by 2017¹

03

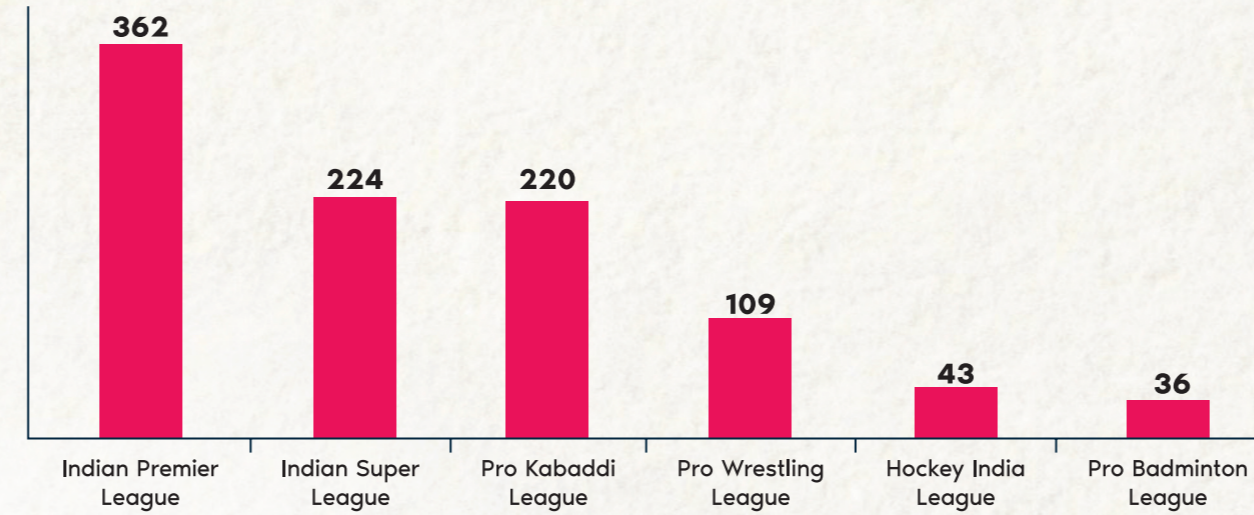
Of total sponsorships, media spends accounted for 54.8% share followed by on-ground advertising/ sponsorship (18.2%), team sponsorships (10.9%), franchise fees (8.5%) and endorsements (7.4%)¹

04

Whether looking at yearly figures or at four-year cycles, the sports market is booming. Between 2009 & 2013, revenues increased 7 percent annually²

VIEWERSHIP OF SPORTS LEAGUES : Unique viewers (M)³

SEASON 2016 - BARC COVs



DIGITAL VIEWERSHIP FOR MAJOR LEAGUES³

26 M



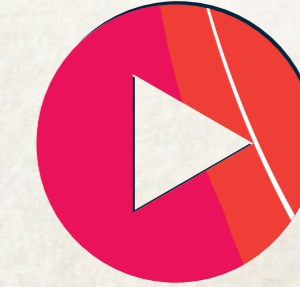
Pro Kabaddi League

32 M



Indian Super League

110 M



Indian Premier League

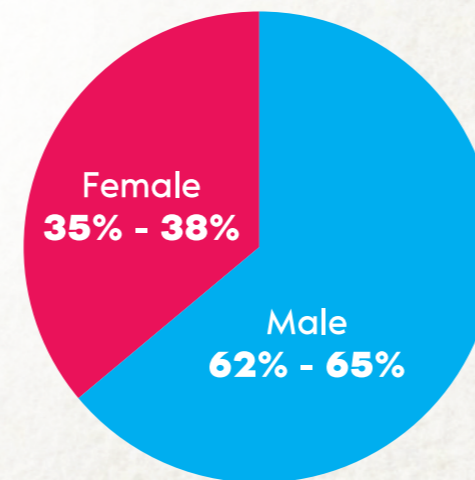
IPL DIGITAL VIEWERSHIP

62%

Growth rate of IPL's digital viewership over last 3 seasons

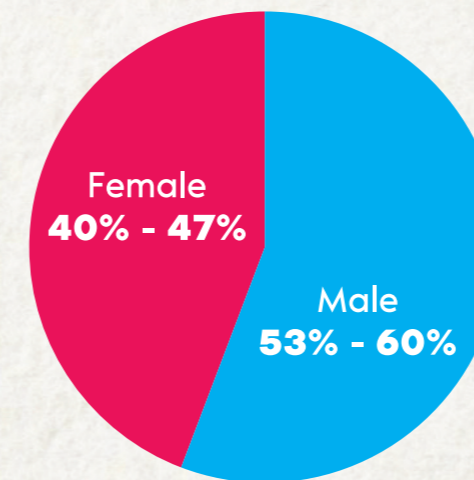
FEMALE VIEWERSHIP FOR MAJOR LEAGUES³

(IPL, ISL & PKL)



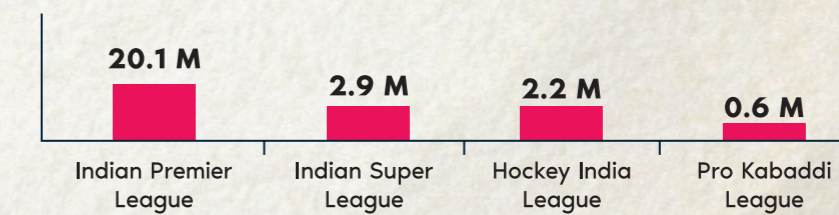
RURAL VIEWERSHIP FOR MAJOR LEAGUES³

(IPL, ISL & PKL)



FAN ENGAGEMENT THROUGH SOCIAL MEDIA³

Total social media following for major leagues*



*Social Media following includes Facebook & Twitter in 2016 as per industry report

¹ Source: Deloitte-CII report April 2017: www2.deloitte.com/content/dam/Deloitte/in/Documents/industries/in-india-services-sector-ges-2017-noexp.pdf

² Source: AT Kearney report 2014: www.atkearney.in/documents/10192/5258876/Winning+in+the+Business+of+Sports.pdf/ed85b644-7633-469d-8f7a-99e4a50aad8

³ Source: Sports in India - EY report July 2017: <http://www.ey.com/Publication/vwLUAssets/ey-sports-newsreel/Sfile/ey-sports-newsreel.pdf>