

# INDIAN PREMIER LEAGUE (TIMES INTERNET)

Seamless content publication to generate 28 million views on 9 different platforms for IPL in 2011



## Snapshot

Indian Premier League (IPL) selected TO THE NEW to capture, create and package content for multiple digital platforms within the shortest span of time and achieve exponential growth of its YouTube channel. We provided continuous coverage for 78 Matches for 51 Days and high quality highlights with more than 20,000 highlight packages. We helped the client get 28 million views by delivering content on 9 different platforms. Our experienced & highly dedicated team equipped with a state-of-the-art video editing infrastructure ensured best quality content and the crucial turnaround times for IPL Season 4 and 5.

## The Client

IPL, also known as Indian Premier League, is an annual cricket tournament founded by Board of Control for Cricket in India (BCCI), national governing body for cricket in India, held in April each year. It consists of cricket teams named after Indian cities and owned by prominent Indian personalities in a franchise model. It is also the first sporting event to be broadcasted live on YouTube. Times Internet, a popular Times Group brand in India, acquired the digital rights to broadcast IPL matches and sought partnership with a market leader to help them flash match highlights online to a colossal base of cricket crazy fans.

## The Goal

Create and deliver live feed content of matches for multiple screen sizes and devices within shortest span of time to cricket enthusiasts ensuring good quality content and maintain consistency throughout the tournament for 51 days.

## The Approach

- Created and published over 300 packages per match and more than 20,000 highlight packages on YouTube for the season in 2011
- Feed made available on Indiatimes, YouTube and all mobile video platforms
- Created packages using state-of-the-art video editing infrastructure



### Indian Premier League (Times Internet)

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