

# IPL: Incredibly Popular League



A replica of the IPL trophy during the opening ceremony of Indian Premier League (IPL) 2024.

## Synopsis

The IPL has become a global phenomenon since its inception in 2008, growing in stature and popularity with each passing season. Its success lies in its ability to deliver high-octane entertainment within a cricketing framework that appeals to both purists and casual fans alike. The T20 format ensures fast-paced action, while the inclusion of international stars creates a sense of spectacle and rivalry in every match.

IPL's magic has been captivating the imagination of millions since 2008. It has grown to a stature that rivals the world's most popular and long-established sporting events. Every season, **IPL** grows in leaps and bounds, whether in **viewership**, pricing of rights, **sponsorships**, **teams** or **players**.

But what makes IPL tick? Why has the magic not faded after 17 years? How does it manage to raise the adrenaline level year after year?

**T20** is specifically designed for high-octane **entertainment** and nail-biting viewing. Under 4 hrs, it's marginally longer than a blockbuster Hindi film, offering a heady cocktail of fast-paced action, drama, suspense, thriller, comedy, tragedy, heartbreak and an ending that's nothing short of electric. Moreover, it's certified 'for all audiences'.

Every 'IPL film' is 'live', filled with stars not just from India but the best from all

over the cricketing world. And each game is seen as a 'Clash of the Titans'.

While it may be entertainment, it doesn't disappoint the **cricket** purist either. The quality of cricket is exceptionally high, featuring dynamic batting, strategic bowling and athletic fielding. The highly tactical nature of the game, including team selection, match strategy and in-play decisions by captains and players, add a robust layer of intellectual engagement for the audience.

Knife-edge finishes are one of IPL's most attractive propositions. Designed efficiently and improved year after year, IPL creates evenly poised cricketing matches. The win-probability is very close to 50:50 at the start of almost every match. Strategic player acquisitions and better talent scouting have led to well-balanced teams across the board, ensuring competitive **matches**, enhancing unpredictability of the league.

IPL has introduced several new rules to boost EQ - excitement quotient. For example, the 'impact player' rule, which amplifies both batting and bowling strengths of a team, tech advancements and real-time analytics are top-notch.

The ground atmosphere is electric and comparable to any high-profile concert. Outside the field of play, TV channels and streaming platforms push the entertainment content beyond cricket with elements like live performances, celebrity appearances and cultural showcases. From pyrotechnics and cheerleaders to state-of-the-art graphics and instant multi-angle replays, IPL packages cricket in a cinematic style, taking the viewing experience to a new level.

IPL has also given a dazzling platform to some incredible domestic talent. IPL 2023, for instance, saw the rise of Yashasvi Jaiswal, Tilak Varma, Rinku Singh, Dhruv Jurel - all going on to play for India and making their mark.

**IPL 2024** has shattered many records - highest-ever aggregate runs in a T20 match (549 runs), highest innings total in IPL (287 runs), and highest number of sixes in any IPL innings (22).

Off the pitch, the league's immense popularity has a rub-off across media. Aggressive ad campaigns, social media interactions and celebrity endorsements keep IPL in the public eye. IPL is the flagship event for fantasy cricket leagues, and their subscriber base has more than doubled in the last three years with around 180 mn users.

IPL also generates significant economic opportunities in the form of sponsorships, advertising and merchandising that underscores its importance to the local economy. Its franchise model, inspired by the likes of NBA and EPL, has been financially viable, providing a steady income stream through sponsorships, advertising and broadcasting rights. Like in NBA, the most creative ads are made for the IPL season.

IPL is also a social event in its own right. Families and friends gather to watch matches, sometimes turning these viewings into festive occasions. Timing of the matches - late afternoons and evenings - makes it convenient for professionals and students to watch.

The league, with its teams based in different cities across India, acts as a catalyst for regional pride. Fans passionately support their local teams, fostering a sense of community and belonging.

IPL is much larger than just a sporting event. It's a gigantic extravaganza of comprehensive entertainment and competitive sport. It taps into India's passion for cricket, turning it into a full-on festival. 17 seasons and counting, this Indian super-show promises to fly higher and bring joy for years to come.

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