
ICC UPDATE



EDITION 10

**FROM THE
OFFICE
OF CHAIRMAN**



 **JAY SHAH**
CHAIRMAN

GLOBAL STREAMING RECORD

PEAK CONCURRENCY FOR A LIVE EVENT ON ANY DIGITAL PLATFORM
INDIA v NEW ZEALAND, FINAL, NARENDRA MODI STADIUM




72.5M
HIGHEST CONCURRENT
STREAMS GLOBALLY



ICC MEN'S T20 WORLD CUP 2026:

A TOURNAMENT THAT BROUGHT THE WORLD A LITTLE CLOSER

1.3M+

FANS AT VENUES

72M

PEAK FINAL VIEWERS

65.2M

PEAK VIEWERS
(IND VS ENG SF, JIOHOTSTAR)

When the ICC Men's T20 World Cup 2026 began, the ambition was to make it the **most accessible and global event** the game has seen.

As the tournament concluded across India and Sri Lanka, it became evident that this ambition was not just met, but meaningfully advanced.

Across the two host nations, more than **1.3 million fans walked through the gates** to be part of the spectacle.

Beyond the stadiums, the tournament also demonstrated the extraordinary scale at which cricket continues to unite audiences. The final recorded a **global streaming record of 72 million** concurrent viewers, while the India versus England semi-final saw 65.2 million fans watching simultaneously on JioHotstar alone.



And more encouraging was the engagement in non-traditional cricket countries. More than **2.4M fans** tuned into ICC.tv to watch the event from **emerging markets** such as Japan, Germany, Italy and France.

Playing conditions were characterised by **consistently high-quality pitches** across all eight venues in India and Sri Lanka, contributing to a compelling balance between bat and ball and elevating overall match standards throughout the tournament, a result of a carefully planned pitch rotation plan, developed by ICC in partnership with each venue.

2.4M+
EMERGING
MARKET FANS

8 VENUES
WITH HIGH-QUALITY
PITCHES

STRONG
GLOBAL
COLLABORATION

HIGHLY
SUCCESSFUL
12 MONTH
CYCLE

BREAKTHROUGH
ASSOCIATE
PERFORMANCES

One of the most encouraging aspects of the tournament was the performance of the ICC's emerging Members.

Canada's **Yuvaraj Samra** made history by becoming the **first Associate player to score a century** at a T20 World Cup, and notably the youngest player from any nation to do so. The USA's **Shadley van Schalkwyk** spent **much of the tournament as the leading wicket-taker**, delivering standout spells against India and Pakistan.

None of this success would have been possible without strong partnerships. The **collaboration between the ICC, the BCCI, Sri Lanka Cricket, host associations, governments, broadcasters, commercial partners and ICC staff** once again demonstrated what can be achieved when the game works together.

The success of this event **capped a highly successful 12 months** right across the organisation.



ICC CHAMPIONS TROPHY 2025

6.14B
VIEWING HOURS

+19%
VS 2017

8.7B
VIDEO VIEWS
(DIGITAL)

1B+
VIEWS IN 2
CONSECUTIVE DAYS

This became the **most watched ICC Champions Trophy ever** with 6.14 billion viewing hours, representing a 19% increase compared to the 2017 edition.

Digital engagement was equally strong with 8.7 billion video views, including for the first time two consecutive 24-hour periods exceeding one billion views.



ICC WORLD TEST CHAMPIONSHIP FINAL 2025

2.94B

MINUTES VIEWED

47M

REACH
(STAR SPORTS)

+496%

VIEWERSHIP SPIKE
(SOUTH AFRICA)

2.2B

DIGITAL
VIEWS (+5%)

The final (Australia vs. South Africa) became **the most watched non-India Test match on Indian television** with 2.94 billion minutes of viewing and a reach of 47 million viewers on Star Sports.

South Africa recorded a 496% increase in viewing hours per over compared to 2023, reflecting strong audience engagement around their first ICC senior men's title since 1998.

Digital engagement reached **2.2 billion video views**, representing a 5% increase compared to the 2023 Final.



ICC WOMEN'S CRICKET WORLD CUP 2025

1.5B
GLOBAL VIEWING
HOURS

3x
GROWTH
VS WT20WC 2024

5.2B
VIDEO VIEWS
(RECORD)

FINAL
EXCEEDED 2023 & 2024
WT20WC COMBINED

The event delivered 1.5 billion global viewing hours, **more than three** times the ICC Women's T20 World Cup 2024.

The final alone generated more viewing hours than the entire ICC Women's T20 World Cups of 2023 and 2024 combined.

The tournament delivered record digital engagement with 5.2 billion video views, significantly up from 1.5 billion in the previous edition and believed to be the **highest ever digital engagement recorded for a women's sporting event globally.**





ROHIT SHARMA
T20 WORLD CUP AMBASSADOR



RICKY MARTIN
GLOBAL PERFORMANCE HEADLINER



ANIRUDH RAVICHANDER
OFFICIAL ANTHEM

COMMERCIAL DEPARTMENT

INTEGRATED COMMERCIAL ENGINE

64

GLOBAL MEDIA
DEALS SECURED

450M

GLOBAL TROPHY TOUR
REACH

The results delivered by the ICC Commercial Team over the past 18 months represent one of the most complete and integrated periods of execution in the organisation's history, with Media Rights, Commercial Partnerships, Marketing and Commercial Operations, Broadcast Production, along with our colleagues from Digital and Events, functioning as a **single, integrated unit**.

The ICC Men's T20 World Cup 2026's viewership records mentioned above were a result of all parts working as a whole: a media rights portfolio of 64 revenue-generating agreements with the **JioStar partnership** acting as the anchor; category-leading commercial partners activated at scale; a marketing operation delivering a **Rohit Sharma-led campaign**, an Anirudh Ravichander anthem across multiple languages, a Trophy Tour generating 450 million in reach, and a closing ceremony featuring Ricky Martin; and broadcast production sustaining world-class coverage across every session and every market.

COMMERCIAL PERFORMANCE

\$110M+

NEW DEALS CLOSED

\$30+

MILLION AHEAD
OF TARGET

80+

REVENUE-GENERATING
AGREEMENTS



Commercially, the team **closed US\$110+ million in new agreements**, beating the four-year cycle revenue target by US\$30+ million ahead of schedule with the help of 80+ revenue-generating agreements in place.

More significant than the number is the strategic portfolio transformation it represents. **Hyundai**, one of top three global automobile companies, was secured as the fourth Premier Partner. **Google** and **Unilever** joined as dedicated Women's Cricket partners, with Google subsequently extending and expanding into men's events. **Sobha, Marriott Bonvoy** and **AB InBev** added further depth.

The partner roster - Emirates, Aramco, DP World, Hyundai, Google, Marriott Bonvoy, Unilever, Coca-Cola, AB InBev, Sobha and Pernod Ricard - now stands shoulder to shoulder with the finest commercial portfolios in global sport.

COMMERCIAL PARTNERS

Emirates

aramco

DP WORLD

HYUNDAI

Coca-Cola

SOBHA

Budweiser

Rexona

Google

MARRIOTT
BONVOY

ROYAL STAG



EXECUTION & DELIVERY

Marketing and hospitality gave those partnerships meaning on the ground and on screen, from award winning campaigns to a **Michelin-star curated experience** at the World Test Championship Final and the most immersive T20 World Cup hosting offering to date.

Broadcast Production delivered across a relentless slate - eight tournaments across two years, through geopolitical complexity, late schedule changes and shifting host venues - entirely on or below budget, while **continuing to raise ICC's editorial and technical standards.**



DEVELOPMENT DEPARTMENT

**PAN AM
GAMES**
2027 INCLUSION

700+
ASSOCIATE T20IS

25%
GROWTH IN
PARTICIPATION

42%
WOMEN & GIRLS
PARTICIPATION

Cricket's inclusion in the **2027 Pan American Games**, to be held in Peru, was announced in June 2025. It further reflects the 'halo effect' of cricket's inclusion in the **LA2028 Olympic Games**, providing more international competition for our Associate Members and unlocking funding from governments and Olympic Committees.

There were almost **700 bilateral T20I matches** involving Associate Members (outside of ICC events) in 2025, demonstrating a significant growth in international cricket.

Even more encouragingly, we saw **25% year on year growth in participation** – with 42% of new participants being Women and Girls – again showing that cricket is growing like it has never grown before.



DIGITAL DEPARTMENT

The ICC's innovative use of technology to make our events more inclusive and engaging has helped grow fandom in new markets and new demographics.

Aside from the record-breaking social media engagement noted above, **ICC.tv has become a home of cricket** for fans in non-traditional territories.

For the Men's T20 World Cup 2026, ICC.tv had 5.2M unique users (+30%), watching more than 5.2M hours (+62%).

The ICC's investment in creating and/or distributing broadcasts in Hindi, Urdu, Nepali, Japanese, Indonesia Bahasa and Chinese paid off, with **non-English feeds being responsible for 55% of watch time.**

5.2M

UNIQUE USERS
(+30%)

5.2M

HOURS WATCHED
(+62%)

55%

NON-ENGLISH
WATCH TIME

2.4M+

NON-TRADITIONAL
VIEWERS



精彩绝伦的板球比赛！欣赏最精彩的击球表演！ | ICC Men's T20 World Cup 2026

9.8K views • 2 weeks ago



Cricket der Extraklasse! Erleben Sie Schlagkunst vom Feinsten. | ICC Men's T20...

6K views • 2 weeks ago



Cricket ad alto tasso di adrenalina! Guarda il meglio della battuta | ICC Men's T20 World...

5.2K views • 2 weeks ago



ハイオクタン・クリケット！最高のバッティングを觀よう | ICC Men's T20 World Cup...

6.2K views • 2 weeks ago



Críquete eletrizante! Veja o melhor do rebatimento! | ICC Men's T20 World Cup...

7.5K views • 2 weeks ago

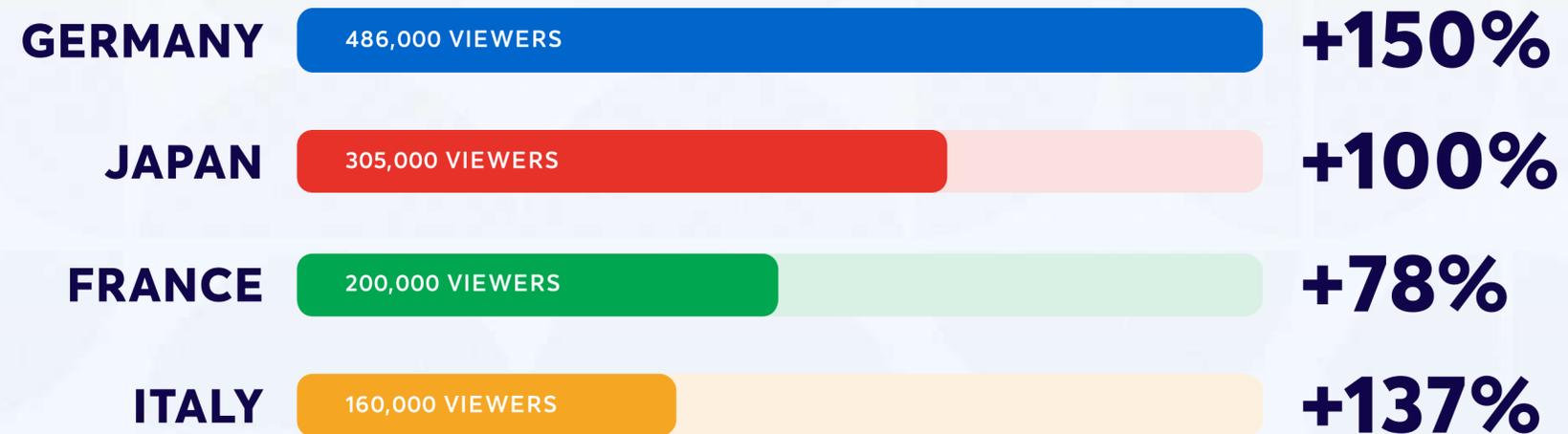


भारत पहुँचा फाइनल में | Hindi Highlights | IND v ENG | Men's T20 World Cup 2026

7.4M views • 2 weeks ago



NON-TRADITIONAL TERRITORIES DELIVERED MORE THAN 2.4M VIEWERS:



For the final and the semi-final, we used AI tools to produce match summaries in **11 languages** and published them on YouTube.





#T20CREATORCLUB

350+

CREATORS ENGAGED

2.5B+

VIEWS GENERATED

JIOSTAR

BROADCAST PARTNER

A key plank of our strategy to reach new fans was working in collaboration with our partners - **including JioStar, Google, Marriott, and others** – to give content creators unique experiences so they could convey the incredible event experiences to their audience.

We engaged around **300 creators across the tournament**, providing them with access to publish their unique view of the tournament, and tell the stories of the event, the atmosphere and the players.

This generated **more than 2B views** across all channels, reaching audiences that would not normally interact with the ICC channels.



ALL-FEMALE MATCH OFFICIALS PANEL FOR WCWC 2025

18 OFFICIALS (4 REFEREES, 14 UMPIRES)

9 COUNTRIES REPRESENTED

The ICC Women's Cricket World Cup India 2025 featured a team of 18 match officials, comprising 4 referees and 14 umpires from nine different countries. The diversity of the panel reflects the recognition of the game's commitment to the ongoing support, development and elevation of the world's best female match officials.



WOMEN'S HIGH-PERFORMANCE OPPORTUNITIES

16 TEAMS (WOMEN'S T20 WC FROM 2030)

2 NEW TOURNAMENTS FOR ASSOCIATE MEMBERS

As part of its continued commitment to **advancing the women's game**, the ICC Board approved the expansion of the ICC Women's T20 World Cup to 16 teams from 2030 onwards.

To support this growth, the High Performance Working Group recommended creating more meaningful competitive opportunities for Associate Members (AMs), helping to raise performance standards.

To enable this, the ICC Strategic Growth Committee allocated a significant budget to introduce two new tournaments for AMs. The first of these, the **Emerging Nations Trophy**, was launched in 2025 and featured eight Associate Member teams, five with ODI status and the three highest-ranked women's T20I sides. Thailand emerged as the inaugural champions.



BROADCAST PARTNERS



COMMERCIAL PARTNERS



SOCIAL RESPONSIBILITY

