

## FROM THE CHAIRMAN'S DESK



John Loffhagen: Chairman, FIFS

With less than 3 weeks, the 13th edition of India's highest viewed league IPL is all set to storm sports fans across the country. However as per recent developments, the industry might be impacted from the outbreak of Corona virus.

Recent stats also indicate that organizers have stopped ticket sales and are awaiting final updates from IPL governing council. The Maharashtra state cabinet unanimously agreed to host IPL only in empty stadiums.

The pandemic coronavirus has impacted the sports ecosystem across the globe. Various Sports leagues & tournaments have been postponed, for instance ISL finals, Football matches across Europe, Indian Open Badminton is now being held without spectators.

As per BARC 462 million viewers watched IPL last year, there was not just an increase in viewers but also the engagement witnessed a stupendous growth. IPL season 12 garnered 337.7bn viewing minutes, a 13 percent increase in live viewership. With multiple sponsorship & advertising opportunities for brands, IPL is a platform for businesses to grow & unify to strengthen the sports ecosystem in India. However, according to sports industry experts, IPL, where international players are a big draw, is at risk of taking a financial hit of around ₹10,000 crore. This includes gate receipts, sponsorship and media rights, franchise revenue and players fees as well as hospitality and travel-related costs. The big hit will be taken by BCCI (Board of Control for Cricket in India), the organizer of the tournament.

Expected relief measures and a supportive monetary policy should lend the overall support to the community. We are continuing to monitor the situation and will update industry stakeholders on our response to this issue."

## GAMEPLAN 2020

# GAME PLAN 2020

The third edition of GamePlan themed 'Good for Sports, Good for India' which was earlier set to happen on 5th March 2020 had to be postponed due to the recent development with regards to Coronavirus. However, we aim to reschedule GamePlan between April-July 2020. We shall keep you posted on the further developments.

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