

CRICKET WORLDWIDE

presented by **ESPNcricinfo**



16.3 BILLION

Minutes spent with ESPNcricinfo (5.7 billion of them via mobile devices) in 2013

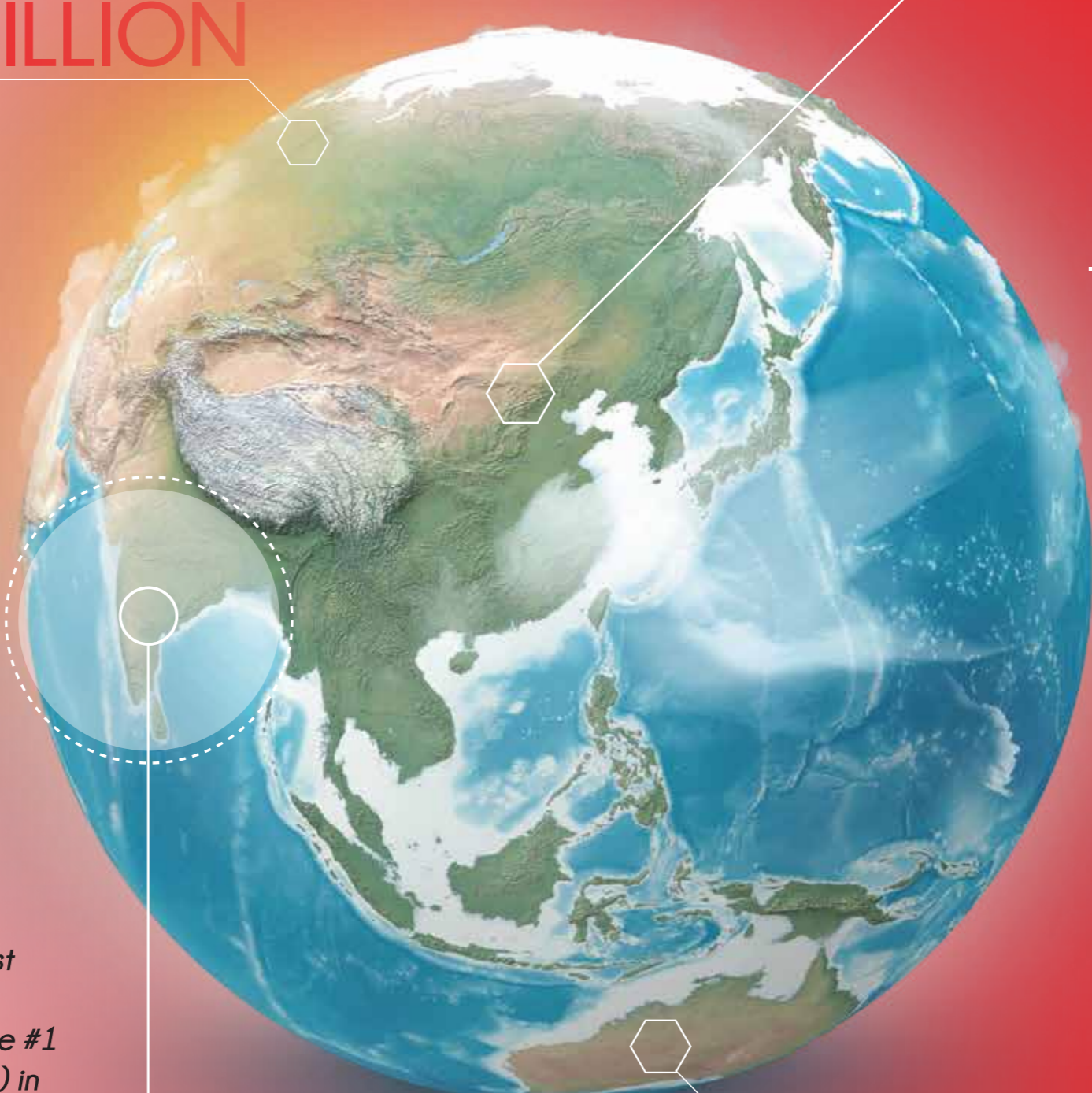
TWO BILLION

Visits to ESPNcricinfo in 2013 - up 23 percent compared to 2012

THE INCEPTION



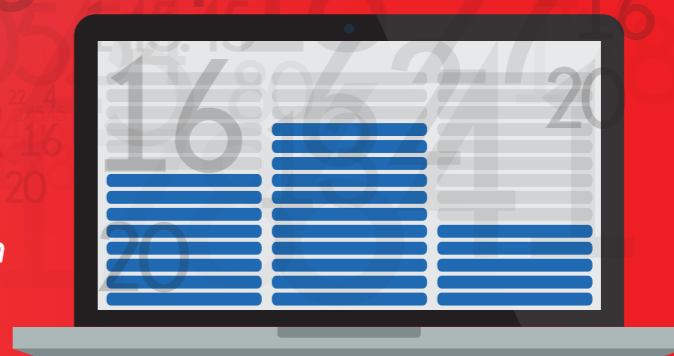
In 1993 the Cricinfo "bot" launches on the IRC channel #cricket, powered by Simon King and a group of expat cricket enthusiasts based at US universities. ESPNcricinfo now reaches as many as 13 million unique users per month.



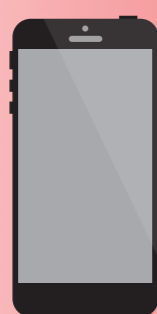
ESPNcricinfo is the most popular digital cricket brand globally, and the #1 sports site (of any kind) in India

THE DATABASE

The ESPNcricinfo Statsguru database contains the match statistics for every International match ever played - 5992 matches in all as of March 24, 2014 (dating to March 1877)



SOCIAL PRESENCE



ESPNcricinfo has 2.82 million Facebook fans globally; the US ranks 8th among 46 countries with fans

CRICKET

IN THE UNITED STATES



SEVENTY FOUR

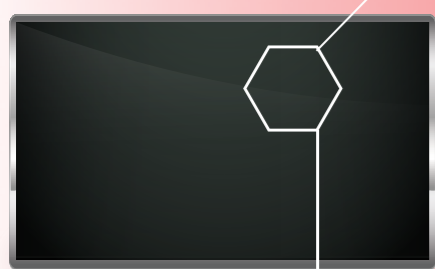
30

TUNE IN

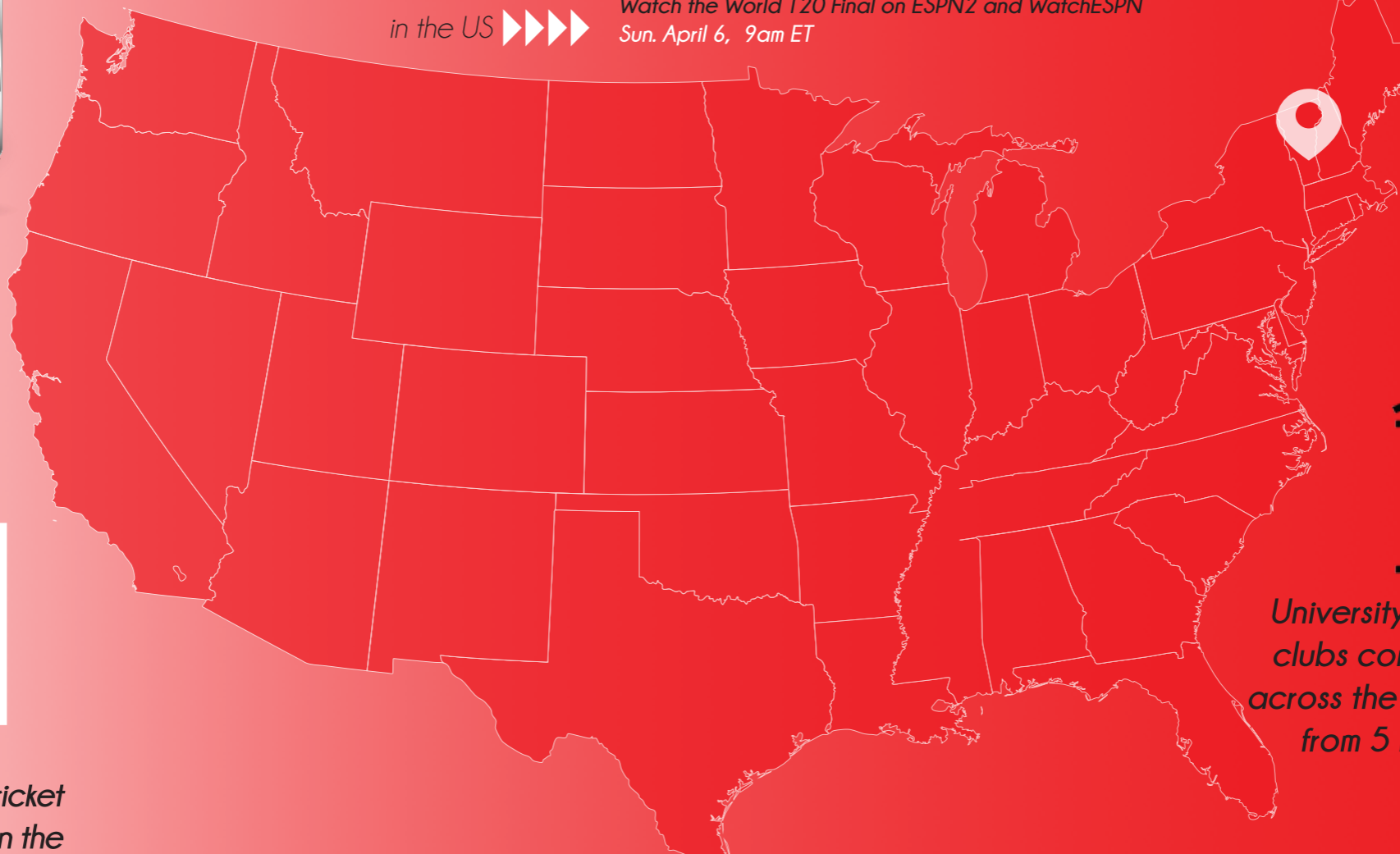
Watch the World T20 semi-finals on ESPN3 April 3 & 4, 9am ET
Watch the World T20 Final on ESPN2 and WatchESPN Sun, April 6, 9am ET

in the US ▶▶▶▶

of New York area schools playing varsity cricket, up from 13 in 2008



minutes spent per viewer watching the India v Pakistan match on March 21st



University cricket clubs competing across the US - up from 5 in 2009

70

1709

year of the first reference to cricket being played in the present-day United States