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A status survey in IPL match on television advertisements & comparative study print media coverage in different news paper

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Abstract

The mass media are an essential part of today's social life became the media created and transmit important cultural information. Cricket is the most popular sports in India by far. It is played in almost every states of India. The IPL is the most-attended cricket league in the India and all over the world and in 2014 ranked sixth by average attendance among all sports league. In 2010, the IPL became the first sporting event in the world to be broadcast live on You Tube. The purpose of the present study was to compare between two playing situation match and areas network status of advertisements given by the various companies through television considering an individual match and compare the effect of this two match on next day newspaper and collected some specific information about area of news cover (ANC) and area of pictorial coverage (APC) which covered by mass media. For the present study collected television advertisement, area of news cover (ANC) and area of pictorial coverage (APC) were selected as the measuring criteria. Mean and standard deviation were calculated for each variables and comparison was done between the male and female coverage using T-test. Only 0.05 level of significance was considered for the present study. Statistical mean data showed KKR vs RCB match received significantly higher ANC and APC than KXIP vs DD in the leading print media of West Bengal.

Keywords: news coverage, pictorial coverage, print media, IPL

Introduction

Since sports can be watched on a variety of platforms, sports marketing can take many different forms. Teams sell advertising space inside their stadiums to marketers who want to purchase billboards and other print advertisement, while TV networks sell airtime during the events. Famous athletes also sign contracts to work as celebrity endorsers and lend their images to marketers.

Now 2018 the Indian Premier League (IPL), officially Vivo Indian Premier League for sponsorship reasons, is a professional Twenty20 cricket league in India contested during on from April to May of every year by teams representing Indian cities and some states. The Indian Premier League (IPL) is an annual Indian Twenty 20 cricket tournament, founded in 2008 by the BCCI. IPL is the most watched Twenty20 league in the world and in 2010 became the first sporting event to be broadcast live on YouTube. The last year brand value of the 2017 Indian Premier League was estimated to be around US\$5.3 billion.

From 2008 to 2012, the title sponsor was DLF, India's largest real estate developer, who had secured the rights with a bid of ₹200 crore for five seasons. After the conclusion of the 2012 season, PepsiCo bought the title sponsorship rights for ₹396.8 crore for the subsequent five seasons. The BCCI then transferred the title sponsorship rights for the remaining two seasons of the contract to Chinese smartphone manufacturer Vivo for ₹190 crore. In June 2017, Vivo retained the rights for the next five seasons (2018–2022) with a winning bid of ₹2199 crore, in a deal more expensive than Barclays' Premier League title sponsorship contract between 2013 and 2016.

Sports marketing is a subdivision of marketing which focuses both on the promotion of sports events and teams as well as the promotion of other products and services through sporting events and sports teams. It is a service in which the element promoted can be a physical product or a brand name. The goal is to provide the client with strategies to promote the sport

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Or to promote something other than sport through sports. Sport marketing is also designed to meet the needs and wants of the consumer through exchange processes.

In modern society media becomes an inseparable part of the social life in which one of the most stimulating factor is sports. It is a medium in creating public views by providing information, description and analysis of various social activities, including politics, business, economics, culture, and sport. Media and sport are the part and parcel of our day to day existence. They create a synthesized bonding which gives us immense entertainment and learning. Thus, it is important to understand the relation between sports and media. Media creates public opinion and alertness by providing information through news and photos. Sports always a factor of public interest having its own market to be in the news of different event and thus always have a relationship with media. In modern professional sport the source of funds are Sponsorship, Merchandizing of sport through Advertisement and Broadcasting.

Objectives

The objectives of the present study was to compare between two playing situation match and areas network status of advertisements given by the various companies through television considering an individual match and compare the effect of this two match on next day newspaper and collected some specific information about area of news cover (ANC) and area of pictorial coverage (APC) which covered by mass media.

Methodology

The data about the time span of advertisements were taken from the television as the primary sources. Only two match in a day was considered for the present study. We have considered first match King XI Punjab vs Delhi Daredevils two innings total 40 over of the match and second Kolkata Knight Riders vs Royal Challenge Bangalore two innings total 40 over of the match. The advertisement played after each over, wicket fall and when strategic time out taken by team only those time slots were considered for the study. Time slots of each advertisement were measured in terms of approximate values i.e. in seconds. Some of the advertisements were regularly not played fully, so for the time being we considered it as it displayed in the television. In

respect this two match news print media coverage data was collected from three leading daily newspapers on 09th April 2018 for IPL respectively were considered for the present study (list of the papers considered are attached in Appendix). This list includes selected leading newspapers published in English in Kolkata, West Bengal. Variables measured for this study were area of news coverage (ANC) and area of pictorial coverage (APC).

Statistical Analysis

Simple geometric scale was used as tool of measurement. Mean and standard deviation were calculated as descriptive statistics and difference between two means was measured by t-test.

Significance level was set only 0.05 levels in this study.

Resuelts and Discussion

Even as Star India claims signing up 11 advertisers for the upcoming season of the Indian Premier League (IPL), many usual names are missing from the list so far as advertisers are finding the broadcaster’s asking price of Rs 10 lakh (per 10 seconds) too high. Sanjay Gupta, MD, Star India, could not be reached for his comments. However, sources say that out of 11 sponsors, only Vivo, Coca Cola, Poly Cab, Parle Biscuits and Association of Mutual Funds in India (AMFI) are for live telecast on TV. Other sponsors like Elica kitchen and Dream11 are too small and may have taken spots on Hotstar or wrap-around shows (Star has not disclosed the advertisers’ spots).

Star India had put an astronomical bid of Rs 16,437.5 crore to buy the global media rights for five years starting with the 2018 edition of IPL. To recoup its investments, Star has come out with an exhaustive telecast plan encompa.

STAR India won the Indian Premier League (IPL) global media rights from 2018-2022 with a consolidated bid of Rs 16,347.5 crore. Initially, 24 companies picked up rights papers to contest for the several rights up for grabs in the auction organized by the BCCI. Several big companies like Facebook, Amazon, Twitter, Yahoo, Reliance Jio, STAR India, Sony Pictures, Discovery, Sky, British Telecom and ESPN Digital Media purchased the bid. The bids were divided into television and digital rights. For better understanding KXIP vs DD and KKR vs RCB

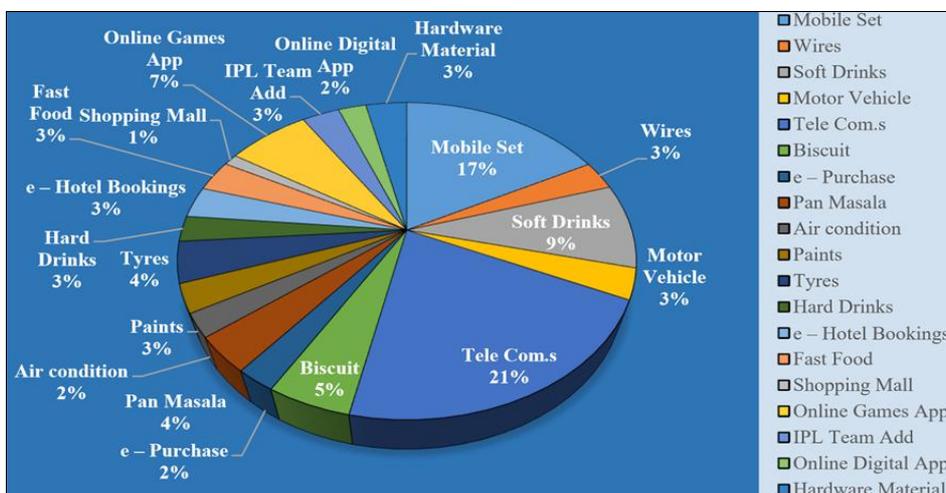


Fig 1: showing total time taken by Different sectors of kxip

DD Match

As from the graph-1 it was evident that the leads sponsored

were acquired by tele. Com.

Partners (21%), mobile set companies (17%), soft drinks

(9%), online games (7%), biscuits (5%) etc. this companies are advertisement given more than 5% in total time. Other companies or sectors have their impacts on advertisements but

not as much as mobile set manufacturing and tele. Com. Partners companies. There were many companies who appeared in the specific advertisement time

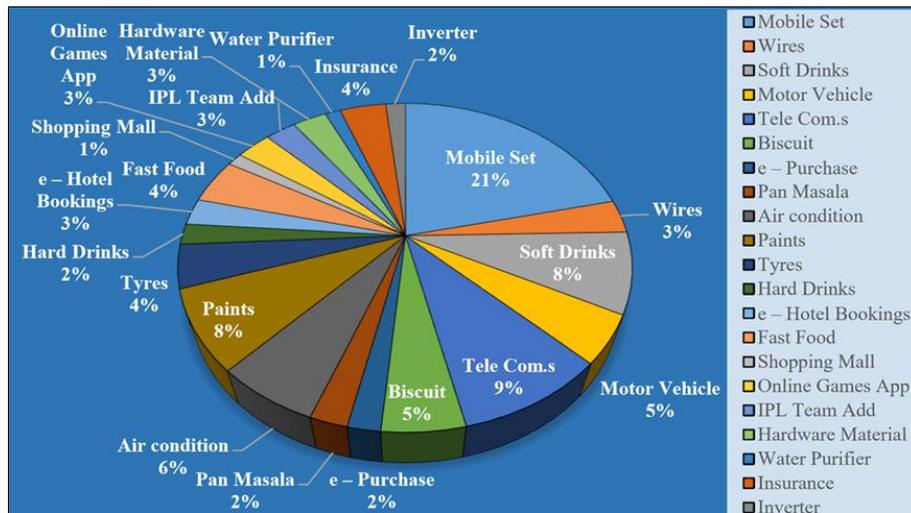


Fig 2: showing total time taken by different sectors of KKR vs.

RCB Match

As from the graph-2 it was evident that the leads sponsored were acquired by mobile set companies (21%), tele. Com. Partners (9%), paints (8%), soft drinks (8%), air conditioner (6%), biscuits (5%) etc. this companies are advertisement given more than 5% in total time. Other companies or sectors have their impacts on advertisements but not as much as mobile set manufacturing companies. There were many companies who appeared in the specific advertisement time slots like when wickets falls, time out taken by batting team or fielding team etc.

Table 1: Analysis of mean, SD and t-test results of ANC and APC between K XI P VS DD KKR VS RCB Total coverage areas of five different newspaper (09/04/2018).

Print media variables	K XI P VS DD		KKR VS RCB		t - test
	Mean	± SD	Mean	± SD	
ANC	259.93	144.5678	340	239.0239	0.64091
APC	137.77	148.0529	434.44	531.1289	1.20314

Table value of 't' at 0.05 level

From Table no 01, it was found that the Mean and standard deviation of area of news coverage (ANC) and area of pictorial coverage (APC) between KXIP vs DD and KKR vs RCB match. KXIP vs DD match ANC mean and SD 259.93 and ±144.5678 and KKR vs RCB match ANC 340 and ± 239.0239. KXIP vs DD match APC mean and SD 137.77 and ±148.0529 and KKR vs RCB match APC 434.44 and ±531.1289. The results of t-test of two variables between the two match have also been presented in the Table no.1. Result shows that the mean values for both two variables were higher for KKR vs RCB match and the mean differences between two match (t-values) for ANC and APC were statistically not significant.

09.04.2018 ANC and APC measured for KXIP vs DD and KKR vs RCB match in print media have presented graphically in Figure-2 in which it has found that KXIP vs DD and KKR vs RCB match in this variable with much higher values. For better understanding it was presented

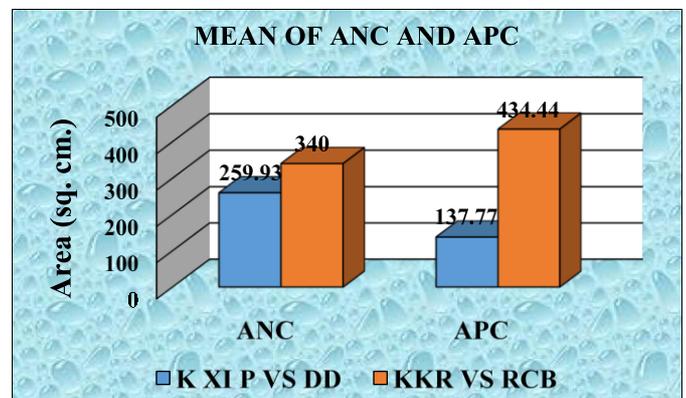


Fig 3: graphical presentation the mean of ANC and APC OF two match

Discussion

Cricket is very much popular in India and all IPL team is very popular in India and all over the world. So event that includes any of one match received much attention of public and it depends on the team popularity. Newspaper also published more news and picture for this game. KKR and RCB Cricket team is immensely popular in India because KKR two times IPL champion team 2012 and 2014 and RCB team popular for team captain who is Indian famous and world famous person Virat Kohli then KXIP and DD team. So school boys and young people all over the India and also all over the world very much loved KKR and RCB team they also have chosen others team as their second favorite team. This may be one of the cause of getting much more coverage of KKR vs RCB match in print media then KXIP vs DD match. But these are not the real cause of this fact. There are many more causes behind this reason of getting more print coverage of KKR vs RCB match in leading newspapers. These might be due to the (i) players more mileage, (ii) owner popularity, (iii) depend on franchise, (iv) direct involvement of many celebrities and film stars etc. When compared these factors between KKR vs RCB match and KXIP vs DD match, it has found that KKR vs RCB match beat KXIP vs DD in each areas. Some of the film

Artist has ownership of team in IPL also KKR owner Shahrukh Khan is a world famous artist. Using the name of a city with 'team-name' covered the sentimental part of the city's population and attracted more attention of the city's sports Area (Square cm) International Journal of Research & Review (www.gkpublication.in) 502 Vol.2; Issue: 8; August 2015 lovers. This might be another important cause for high popularity of KKR and RCB team in India. Present study also revealed that KKR vs RCB match beat KXIP vs DD in each and every aspect and received significantly higher news and pictorial coverage in daily newspaper of West Bengal.

Conclusion

Here from the present study it is clear that the information Technology and telecommunication are the fastest growing sectors especially the wireless globe. The advertisement picture of KXIP vs DD match in all respect agreed with that and the advertisement regarding the mobile set, soft drinks, telecom's, online app, biscuits are provide maximum time for the promotion of these category products than others. The advertisement picture of KKR vs RCB match in all respect agreed with that and the advertisement regarding the mobile set, soft drinks, motor vehicle, telecom's, biscuits, air conditioner, paints are provide maximum time for the promotion of these category products than others. KKR vs RCB match received significantly higher ANC and APC than KXIP vs DD in the leading print media of West Bengal.

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Appendix

Name of the television channel considered for the present study:

Star Sports 1 in Hindi television network.com

List of the Newspapers considered for the present study:

Bengali Newspapers: Anandabazar Patrika, Bartaman.

English Newspapers: The Times of India, The Telegraph, The Statesman.