

YouTube scores in viewership with IPL

Our Bureau

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YouTube has emerged the leader in the online space reaching out to 32 per cent of India's online audience, according to Vizisense, India's online measurement platform. IPL's official Web site, *ipl20.com*, makes it to the top 100 sites for Vizisense, at the 73rd position in March with 10 million page views and 1.7 million unique users (a visitor who has seen the site at least once) for Indian audiences during the third edition of IPL.

Mr Amit Bhartiya, Business Head, Vizisense, The highly talked about deal between YouTube and IPL to stream live matches online for the entire tournament delivered results with YouTube

increasing its unique users by 25 per cent month-on-month, almost hitting the 15-million mark.

In the same vein, *castrolcricket.com* saw a 500 per cent surge in visits to its pages. The frenzy was across genres with franchisee sites also delivering their best – *chennai-superkings.com* and *delhidaredevils.com* saw record high traffic inflows.

"We are looking forward to releasing the second part of this report when the ICC T-20 world cup culminates in May. It would be interesting and insightful to see how these sites perform during a similar event at an international level and monitor the changes in the online content consumption patterns," said Mr Amit Bhartiya, Business Head, Vizisense.