A REVIEW PAPER ON CRICKET FEVER APPLICATION
BY IMPLEMENTING THE MOBILE ANDROID
TECHNOLOGY

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Abstract-

The Indian Premier League - IPL launched in 2008 has achieved a very high level of popularity with more than 140 million TV audiences and a brand valuation of more than 4 billion USD· The high publicity and glamour filled the franchisee-owned cricketing event has also seen unprecedented money paid as franchise fees, players fees and through advertisement revenue along with scandals of match-fixing·
The business model needs appreciation for integrating a number of complex processes such as entertainment, glamour, marketing, pricing, and hard-hitting cricket· However, the recent couple of seasons indicate a decreasing trend in TV Ratings, reduced audience, fall in advertising rates and withdrawal of franchises· This paper conducts a detailed analysis of the IPL case and examines 10 key issues that threaten the viability of the IPL strategy, the revenue model and if the event can sustain itself· The results indicate that the very high-cost burden for franchise owners means that they undergo losses making their ventures unprofitable· Thus, there is a danger that the event would be forced to shut down or forced to radically alter its avatar· The paper provides some strategic recommendations to overcome these issues and ensure that rational cost structures and expenditures are implemented to make the event viable· Index Terms- IPL strategy, model, workflow, revenue model, viability, sustainability, franchisee I· PAST INTRODUCTION he IPL T20-20 event has become very successful in cricket-crazy India· It represents a fast paced, growing and emergent India that seeks glamour, entertainment, and good cricket· The game has seen an unprecedented amount of player fees, high franchise fees, glamour and entertainment, and its success is widely accepted· However, the sheen seems to be wearing off as seen in reduced viewership and TV ratings· This case study examines the event from the business lens· The paper raises and answers ten key issues about the game, its viability and the future· Also covered in this case study is an analysis

of its unique features, the business and revenue model and entertainment aspects· The case study has four parts and part one and two presents ten issues· Part one provides a background and literature review, part two gives the business analysis of IPL, part three gives answers to the 10 issues that have emerged from the discussions and part four gives the conclusions and recommendations·

Introduction-

Overview -

Cricket is a religion in India and people of all faiths, caste creed and language remain glued to the TV or

the radio to watch international level matches· It is also the richest sport in India and top players have

star status and earn millions of rupees through game appearance fees and

endorsements· The Indian Premier League - IPL is a 20-20 version of Cricket where professional club teams from different cities

play about 80 games with a final game deciding the champion· The traditional

format is the Test match format with the match of 5 days and two innings·

The relatively recent format of one-day 50-50 series

has 50 overs bowled by each team· In the Twenty20 game, each team plays 20 over & Millions of people around the world watch the games and after the Olympics, FIFA World Cup and Euro Cup, cricket is one of the most watched

games· Started in 2008, IPL series and the brand valued at 4·13 billion USD

in 2009·

About Cricket

The game of Cricket in India is a passion that binds people from different

religions, political affiliations, languages, and economic background· Introduced by the British when they ruled India, the game is played by

across the globe by a handful of common-wealth nations such as India, Pakistan, Sri Lanka, Australia, New Zealand, South Africa, West Indies, Zimbabwe, Bangladesh, Britain, and other new

entrants· The number of people who watch and follow cricket in these cricket-

playing nations is collectively more than a billion· Millions of people watch matches between rivals such as India and
Pakistan and between England and Australia

About IPL

Based on Major Base Ball League matches of the USA and the English Premier

League football cup of UK, the business model plans to create a win-win situation. Mr Lalit Modi, the former Chairman of IPL designed and introduced

the IPL format for in 2008· Team members from national and state level cricket associations of India and top players from other cricket playing

nations play in the event· A Franchise

owns a team and the players are purchased for a season at an auction· Each player commands a price based on his playing record and current form· The bidding follows specific rules with a cap on the total amount that each team can spend· Round Robin Plays the system is used in the initial stages along with knock out stages in the semifinals and finals· The objective for the game is to score as many runs as possible in an Over and big hits increase viewer interest· The game is a version of the new format of Twenty 20 Cricket

Literature Review

Literature linking premier league matches and general sports growth in developing nations such as India is scant· This case study will attempt to fill this vital gap· Mangan have written about IPL franchising, investment, and other commercial terms· Sufficient literature exists to link sports, premier leagues and social development in developed nations· This section presents a brief literature review of important subjects· Sports development and involvement of youth is a vehicle for social development and helps to improve socially deprived youth, to reduce juvenile crime and promote health and wellbeing· The United Nations has recognized the impact of sports as a means for people to reach their true potential and to reach personal and community objectives· Professional league sports such as football help to develop the overall sports involvement of children and school students in nations such as the UK, Germany, France, and Japan· In these nations, professional league clubs often take up social development as a part of the corporate social responsibility· In the developing world, women look at sports as a method to converge their interest for growth, in creating safe places and building social assets for young women· Sports are a tool in community regeneration, social inclusion and reconstruction efforts in conflict situations· Poor regions of Kenya, Egypt and Nairobi have shown this progress· The involvement of international agencies and NGO activities tend to help girls from conservative backgrounds to take up sports since sports now acquire legitimacy and social acceptance that was not present before· Rattan have discussed how international marketing principles can be used to market sports events· Sports at the local levels are linked to CSR, tourism, entrepreneurship and this is an optimum area that needs to be further examined when the success of IPL has to be replicated in other sports· McDonald presents details of research in Australia on a study of 3700 season ticket holders of football games· The research shows that interest in overseas football league games had an important role in the successful development of local Australian soccer league· Adichie has researched the manner in which Premier English Soccer sees globalization with a number of foreign players and even foreign owners of clubs accepted by English fans· Obviously, good and skilled football players and huge investments, made fans ignore the foreign origins of the players· Even IPL

games of India show this pattern where foreign players of a franchise are

cheered when they score against star Indian players of another franchise·
Obviously, club allegiance for the fans becomes more important than national

patriotism· Coates and Humphreys, however, do not agree that professional

league games help a community or a city to increase revenue· Their argument
is that the huge expenditure incurred in the construction of stadiums and
other

infrastructure offset any gains made by the community in renting out the
stadium and other facilities to

other event managers·

Issue 2: How can the IPL success be used to make other sports grow in India
and other developing
nations?

Issue 3: Is funding the only problem and solution or do other factors such
as motivation and recognition
encourage people to take up sports other than popular games

Application Features and Functionality

Contestant / Application user

Registration / Log-in: User can register and log-in to the app using the
username, email ID, contact number, password, and mention referral code (if
provided by friends)·

Home Screen: This is the main/default screen that the user will land on
after logging in to the app· The entire match misting is displayed here· A
user can filter a search

by Matches, Sports Type (Cricket, NBA, Football), Match Category (Upcoming

match, Ongoing/Live match, Results)· Match listing includes Tournament Name,

Team 1 (Name with Image), Team 2 (Name with Image) & Match Timing (Date

& Time)· Once the user has selected the desired match from the listing,
a user will be

redirected to the contest screen·

Contest: At this section, the user can view the entire contest listings for
the respective
match with details like Filter Contest by Entry Fee Range, Winning Range,
Contest Type, Contest Size; then on Contest Listing includes Contest Type,
Contest Name, Entry Fee, Total winning amount of the contest, Winners Count

(here the user can view the winning criteria according to their rank), Total

Team Count (a team that can join)·

A user can select their desired contest and join·

Join Contest: Under this section user will require to pay the respective
entry fees

and join the contest·

Payment Mode: Online payment modes are provided such as Credit/Debit Card, Paytm Wallet, Application wallet, Referral cash bonus points.

Create your own contest: With a single tap, the user will be able to create their own contest by submitting the following detail such as

Contest Name, Total Winning Amount (Min & Max), Contest Size (Min 2 & Max 100), Allow multiple team (yes/no),

Entry fees (Entry fee is calculated on the basis of total price amount & contest size

selected), Join Contest, here contest creator need to join the contest first, before creating), Invite their friends to join the contest

My Contest: Under this section, the user will able to view the list of joined contestants. Here s/he can view & Edit their picked team players and filter search by Match types (Upcoming, Live, Results)
(Note: User can only update their team players before a certain time limit before match play time. Then it will be managed by the owner of the application.)

My Profile (Dashboard): Under this section, the user will able to view & update their profile details. This section will also include: Your reward points, Account details (such as Total balance, User winning amount, User cash bonus (By referral), View transaction, Manage payments, Add Cash, Withdraw winning amount (Add your bank account or add your pan card detail*), Rankin (Overall ranking), My friends, Invite & earn (Explained below), Logout:

(Note: Admin will verify the account detail and update user accordingly)
Settings (More): Under this section, the user can view other required features of the
an app such as:
ï. Invite & Earn: Under this section user will share app URL to their friends with app link and their referral code. On joining the contest with referral code shared by the user, he/she will get a bonus amount for the same. Also, a user will get rewarded with some cash bonus into their app wallet whenever they're referred friends join any contest.
(Note: Reward points and cash bonus will be managed by the owner of the system.)
ï. CMS section: This section will include, About us, Help, Contact Us, Point System

Admin User *(Backend Panel)*

Admin login*:* From here Admin has to login to the app using, Username & Password·

Dashboard*:* This section will give the stats of fields, such as Total Matches *(*Upcoming, Ongoing, Played Matches*)*, Total Contestant, & Entire Earnings

User Manager*:* Admin can manage the entire user account, like Edit*/*Delete*/*Add*/*Active*/*Deactivate accounts·

Manage matches*:* Admin will able to manage entire matches of the application and can Edit*/*Delete*/*Add*/*Active*/*Deactivate matches·
Manage Games

Category*:* Admin can manage the games categories·

Contest Manager*:* Admin will able to manage entire match contests of the application and can Edit*/*Delete*/*Add*/*Active*/*Deactivate match contest·

Earnings*:* View entire earning from the application with various filters·

Manage Payment*:* Admin will able to manage various mode of payments of the application·

Manage Reward Points*:* From here, the Reward Points offered to the users can be managed by Admin·

Manage Cash bonus*:* Admin will be able to manage the cash prizes and cash bonus

offered to the participants·

Manage Reports*:* Admin will be able to generate reports such as Contest reports, Contestant reports, Match report, Earning Report, Player Ranking reports

Manage Bank Withdraw request*:* Admin will able to view entire request from the contestant to withdraw their winning amount into their respective bank· Admin is authorized to*:* Accept*/*Reject bank detail, Accept*/*Reject Pan card detail, View Entire Contestant list *(*Approved as well as Rejected*)*, Send money to the contestant·

Manage CMS pages*:* Admin can manage sections like, About us, Contact Us, Help, Points System Related Why 2019 20 is the best season to launch a Fantasy Cricket App

Additional Features*:*

· Live Match Score*:* User will be able to watch live scores for a variety of matches and sports, apart from game highlights, expert analysis, and original video programs·

· Live Score API Integration*:* The Fantasy Sports App API provides easy to use, ready-made data for the developers that can be easily integrated into their platforms·

· CRM integration*:* The app is integrated with the back-end service provider and helps in managing tickets, user-location, send emails, push notification and proves useful in many other ways.

· Push Notification*:* Alerts and messages are sent to the users to inform them when it time to create a team, when the match will begin .

· Real-time Analytics*:* This technology proves to be critical in apps like these when the data needs to be captured in real-time. The data is constantly stored and updated in real-time.

· GPS Location Tracking*:* This feature is effective in sending alerts and push notifications to the app users about the upcoming or ongoing leagues and matches nearby their location.

· Custom Mail Reminder System*:* Custom Mails will be sent to the participants to inform them about upcoming matches, or information related to their picked players or team.

· Payment System*:* There are various payment modes and users can easily make payment using a Debit/Credit card, Net banking, or e-Wallet.

Objectives

· To evaluate the IPL sports success and asses viability of the event
· To analyze the financial, commercial and the business models used for IPL
· To study various controversies and problems that have beset the event and to inspect the sustainability of the event

Methodology

This section explains the methodology proposed for the case study. The case study approach with secondary data gathering is used. Descriptive research tries to describe the situation, issues and problems and attempts to identify the main issues by analyzing the data. Exploratory research is used when not much is known about the subject. The proposed research on IPL would be the first of its kind.
Case study approach finds use when the research is restricted to a specific organization or event. As seen from the previous sections, the research involves describing and analyzing the research data.
While IPL is a success, previous attempts to research the event from the perspective of the public sector are not available. The case study approach is used since the study is restricted to the specific sporting event of IPL and not BCCI activities in general or the sports sector in India. Secondary data gathering methods find use since the author of this paper cannot contact IPL organizers and BCCI mainly because these are government sector bodies and the clearances, permissions needed would take a lot of time.

Some of the information sources such as franchise owners and top players are not approachable. The following data gathering methods will be used

· Media reports of reputed publication houses will be accessed, reviewed and the contents analyzed and
interpreted for the case study

· Reliable websites of public sector bodies such as IPL, BCCI and the Ministry of Sports will be accessed

· Peer-reviewed journals such as ProQuest and Emerald will be accessed to obtain articles related to
premier league sports events and other such events

ANALYSIS OF IPL STRATEGY

This chapter raises some important issues related to IPL· The event runs for about a month and a half and the logistics of running the operations

are complex· The event attracts huge advertisement money, the players are given a star status and the game has its share of beautiful cheerleaders,

celebrities, movie stars, and controversies· This section discusses these

topics·

Workflow and Event

Franchises and players form the core components of the IPL matches· While

franchises buy teams and manage them, players play in the matches· Rest of the entities and stakeholders such as IPL management BCCI, crowds, and

advertisers are supporters· For 2013, there were eight franchises as three

from previous seasons faced termination· Franchises are selected as per certain norms and

appointed after they pay franchise fees to IPL· Each franchise can bid for

33 players for a season including a maximum four foreign players· An auction allows franchises to bid for individual players

screened and selected by the BCCI and listed for the auction· Each team

plays on a round robin basis with each team playing 8-10 matches· The winning team from each match accumulates points and after the round robin matches

are over, four teams with the highest score play for the knock out semi-

finals, and finals matches· The first three teams have guaranteed prize

money while others do not get any prize money· Individual players are purchased at a high price in the auction and players earn up to 8 Million INR or more per season of about one and half months, depending on their

ranking· The business model and

the revenue generation depend mainly on advertisements and sponsors· Advertisement revenue depends on TVR ratings, viewership and the global

interest in the game· Please refer to the following figure that indicates the workflow The IPL Business Model

The model is both profit and entertainment driven· Profit comes from the audience who watch the matches on TV and in stadiums· A number of entities and process are involved in the business model·
These include players, teams and franchises, infrastructure, the actual gameplay, models and cheerleaders, revenue flows and games allocation· Unique selling points - USP indicate the main points that

have made the game popular· As seen in section 1·4, a number of cricket tournaments are played in
India, however, IPL games have consistently gained very high response and tickets are sold out& in a few minutes of the counters open· There is also the element of glamour with top Indian movie actors and

business leaders being franchisee holders· The presence of cheerleaders from the West also adds to the glamour· The game is very fast and keeps the audience entertained· Hence, the business model is a combination of glamour + beautiful girls + fast game following figure illustrates the business mode

Conclusions

The IPL has achieved a very huge amount of success in just six seasons· However, as statistics indicate, the game is losing its popularity· Overexposure to cricket, decreasing TV audience, a decrease in TV

sponsorship fees and reduced ads point to the waning interest· A number of reasons are attributed to this decrease and some of them are scandals such

as spot-match fixing where a number of leading players and franchise owners were caught, the presence of bookies who try to fix the matches, other scandals involving molestation, infighting among the BCCI management and

other scandals· Such incidents are few but they have managed to erode on

the credibility of the IPL tournament· The revenue model indicates that a large amount of money is involved in players wages, fees that franchisees pay to
BCCI and other expenses· Revenue generation is mainly from advertisements and sponsors and these people are interested as long as there is an assured

audience for TV so that they get sufficient exposure· With TV viewership

reducing and audience interest waning, the revenue model is under pressure· Franchises have not made any profits and operate under loss since they pay franchise fees to the BCCI,

pay for players wages and take care of other expenses· The prize money for

winning teams is still inadequate to compensate for the losses· With this

analysis, the IPL event is not sustainable· Important

stakeholders such as franchises and advertisers/ sponsors are making losses·

With very high costs, the IPL model seems to be non-sustainable· There is a great danger that after a few more seasons, the game
will lose its viability and attraction and the event may have to close down or it will have to change its

present format of high-cost structures·

Recommendations

Considering the above challenges and issues, the following recommendations are made to make the IPL
event viable,
· BCCI should institute an expert body of finance experts and accountants to analyze various cost structures make predictions about revenue generation

and then place a cap on the franchise fees and wages paid to players·
· The intention of this analysis is not to take away the glamour but to keep the game viable and ensure that it continues
· It is possible that wages will be reduced drastically and foreign players

who are attracted by the high fees may choose to drop out ï,· Once a rational and acceptable fees structure is created then one can

design the game formats, a number of matches to be played and so on·
· Another recommendation is to play the game every two years, as this will

revive flagging interest·

Regarding developing of other sports, some recommendations follow· Please refer to the below

suggestions·

· Field athletics and sports in non-cricket areas need development from the

primary school level· This
requires sufficient funds, dedicated government interest, and a will to abstain from corruption and

infighting·

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