

Sale of Media Rights (TV and digital) of domestic and international matches under BCCI for 5 years



INDUSTRY

Sports



GEOGRAPHY

Global Broadcast territories for cricket matches under BCCI



CHALLENGE

First time e-auction of Media Rights of sports matches through online auction



SOLUTION

Evaluation of all viable auction strategies and auction packaging and selection of the best one



RESULTS

The Media Rights were sold for INR 6138.1 Crores, surpassing expectations from the client.

The Client

Board of Control for Cricket in India (BCCI) is the national governing body for cricket in India.

Business Requirement

BCCI required an online auction for the sale of Media Rights of all cricket matches under them across global broadcast territories. The stakes were high as the event had to be successful at one go as the existing contract was due to be over shortly.

The Business Challenge

This was the first time an e-auction for the sports event media rights was being conducted. The auction model had to be framed in such a way as to ensure revenue maximisation through competitive bidding, while ensuring transparency in the auction process.

The Solution and Strategy adopted

- mjunction framed 5 auction strategies for discussion with the client
- Scenario evaluation for deciding on best strategy
- Preparation of the tender document with terms and conditions
- Offering two equivalent packages (one global consolidated rights package vs. one global TV and RoW Digital rights package and one Indian digital rights package) for bidding in the e-auction
- Training imparted to all bidders on the usage of the e-auction platform
- Conducting the e-auction as per set parameters and providing bidder support by means of a secured auction helpdesk during the live e-auction

Result and Achievements

- Auction conducted successfully over 3 days to achieve 48% increase over the starting price of the auction (4134 cr)
- Total auction value of 6138.1 Cr INR surpassed the 60 Cr /match mental barrier, far beyond another similar media rights tender from the client that had brought the benchmark to 54 Cr/match.