

SNTV INSIGHTS

ICC Men's T20 Cricket World Cup 2024

The ICC Men's T20 Cricket World Cup, held in the USA and West Indies from 1 - 29 June, saw India crowned champions.

1

USAGE FAST FACTS

- 83 media outlets
- 40 different markets
- 26 hours media exposure recorded
- 139 stories published



2

MARKET USAGE

43% Media Exposure was recorded in Asia/Australia, 23% in Africa, 20% in Europe, 8% Americas and 6% Middle East.

The Top 5 markets were:



3

MOST POPULAR STORIES

1. Afghanistan fans celebrate in Khost after team reach Twenty20 World Cup semis
2. Afghanistan reach semis after dramatic win over Bangladesh at T20 World Cup
3. 'It's a big day for USA cricket' Patel on huge win over Pakistan in T20 World Cup
4. 'I am upset' Azam on shocking defeat to USA in T20 World Cup
5. Hurricane delays world cup champions India's departure from Barbados



TOTAL STORY USAGE BY MARKET

