

A Comparative Study of Television and Digital Advertising During the Cricket World Cup 2026

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Abstract

The Cricket World Cup is one of the most influential global sporting events, attracting millions of viewers across television and digital platforms. This study examines the effectiveness of television advertising and digital advertising during the Cricket World Cup 2026. The research compares reach, audience engagement, cost efficiency, and consumer influence between these two advertising mediums. With the rapid growth of digital media and social platforms, advertisers are increasingly shifting their marketing strategies. This research aims to evaluate how both advertising channels perform during a major sporting event and how they influence consumer behavior and brand awareness.

Keywords: *Sports Advertising, Television Advertising, Digital Advertising, Sports Marketing, Consumer Engagement, Brand Promotion, Advertising Effectiveness, Consumer behavior.*

Introduction

Sports events have long been powerful platforms for advertising and brand promotion. Among global sporting events, the Cricket World Cup holds a unique position, particularly in cricket-loving nations such as India, Australia, England, and Pakistan. With millions of viewers watching matches live, companies invest heavily in advertisements during such tournaments to increase brand visibility and consumer engagement.

Traditionally, television has been the dominant medium for sports advertising because of its massive reach and real-time viewership. Advertisements broadcast during live matches often attract large audiences, making television one of the most effective platforms for brand promotion during major sporting events.

However, the rapid expansion of the internet, smartphones, and streaming platforms has significantly transformed the advertising landscape. Digital platforms such as YouTube, social media, OTT platforms, and mobile apps now provide advertisers with new opportunities to reach audiences in more targeted and interactive ways. Digital advertising allows brands to personalize content, track audience behavior, and engage consumers through interactive campaigns.

The Cricket World Cup 2026 provides a valuable opportunity to study how advertisers utilize both television and digital platforms to reach consumers. While television continues to provide mass reach, digital advertising offers precision targeting and measurable engagement. Therefore, comparing these two mediums can help understand changing advertising trends in the sports marketing industry.

This study aims to analyze the effectiveness of television advertising and digital advertising during the Cricket World Cup 2026 and evaluate their influence on audience engagement and consumer behavior.

Significance of the Study

This research is important because advertising strategies are rapidly evolving with technological advancements. Understanding how television and digital advertising perform during a global sporting event can help marketers design more effective campaigns.

The study also contributes to sports marketing research by examining the role of different media platforms in influencing audience engagement. Furthermore, it provides insights into how brands allocate their advertising budgets between traditional and digital platforms during major sports tournaments.

Objectives of the Study

1. To compare the effectiveness of television advertising and digital advertising during the Cricket World Cup 2026.
2. To analyze the impact of both advertising platforms on audience engagement and consumer behavior.

Review of Literature

Previous studies have highlighted the importance of sports advertising in influencing consumer behavior and brand perception.

Kotler and Keller (2016) emphasized that sports events provide high visibility and emotional engagement, making them effective platforms for advertising.

Shank (2009) studied sports marketing strategies and highlighted the importance of sponsorship and advertising during major sporting events.

Smith and Stewart (2015) examined how sports media consumption has shifted from traditional television to digital platforms due to the growth of online streaming and social media.

Belch and Belch (2018) discussed integrated marketing communication and emphasized the increasing importance of digital advertising in modern marketing strategies.

Funk (2017) explored consumer engagement in sports marketing and suggested that digital platforms enable stronger audience interaction compared to traditional media.

These studies indicate that both television and digital advertising play important roles in sports marketing, but further research is required to compare their effectiveness during major events such as the Cricket World Cup.

Research Methodology

This study uses a descriptive and comparative research design to analyze the effectiveness of television and digital advertising during the Cricket World Cup 2026.

Data for the study is collected through primary and secondary sources.

Primary data is collected using surveys conducted among viewers who watched the Cricket World Cup through television or digital platforms. The survey measures audience engagement, advertisement recall, and purchase intention.

Secondary data is obtained from marketing reports, advertising industry publications, and previous research studies related to sports marketing and advertising.

The collected data is analyzed using comparative analysis techniques to evaluate the performance of television and digital advertising.

Data Analysis

Table 1: Comparison Between Television and Digital Advertising

Advertising Medium	Reach	Engagement	Targeting	Cost Efficiency
Television Advertising	Very High	Moderate	Limited	Expensive
Digital Advertising	High	Very High	Highly Targeted	More Cost Efficient

Interpretation

The table indicates that television advertising has a broader reach during live matches, making it effective for mass brand awareness. However, digital advertising provides higher audience engagement and better targeting capabilities. Digital platforms allow advertisers to reach specific audience groups and measure campaign performance more accurately.

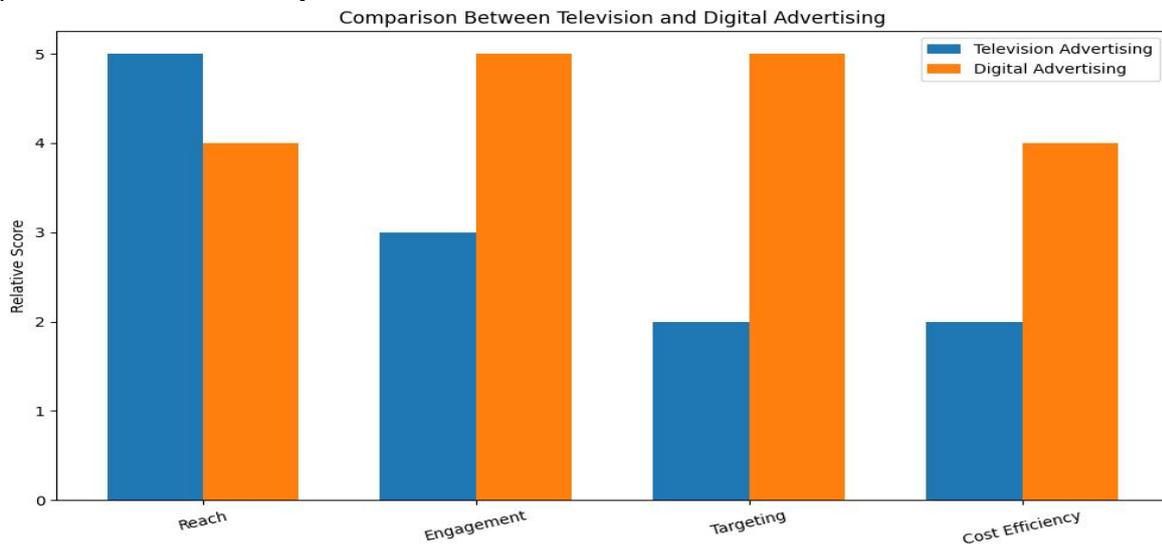
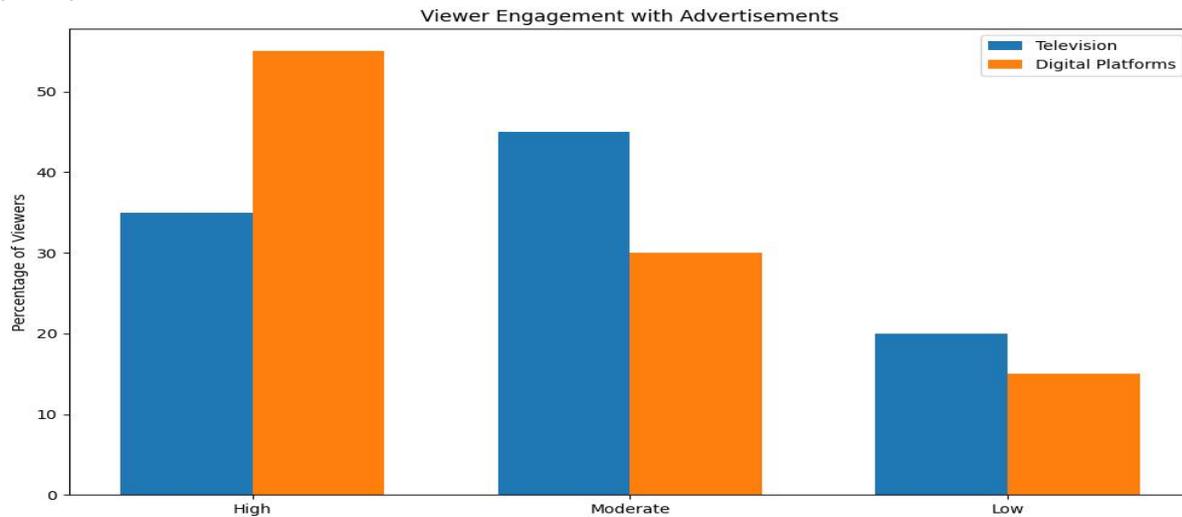


Table 2: Viewer Engagement with Advertisements

Medium	High Engagement	Moderate Engagement	Low Engagement
Television	35%	45%	20%
Digital Platforms	55%	30%	15%

Interpretation

The data suggests that digital platforms generate higher audience engagement compared to television advertising. Interactive features such as clickable ads, social media sharing, and personalized content increase audience participation and attention.



Findings

The study reveals that television advertising remains a powerful medium for reaching large audiences during live sporting events such as the Cricket World Cup. However, digital advertising provides greater audience interaction, better targeting, and measurable performance metrics.

The findings also indicate that younger audiences are more likely to engage with digital advertisements through social media and streaming platforms. In contrast, television advertising continues to attract a broad demographic audience.

Conclusion

Conclusion with respect to Objective 1: To compare the effectiveness of television advertising and digital advertising during the Cricket World Cup 2026

The comparative analysis of television and digital advertising during the Cricket World Cup 2026 indicates that both platforms play significant roles in sports marketing, but their effectiveness varies depending on the advertising goals. Television advertising continues to be highly effective in providing mass reach and brand visibility due to the large number of viewers who watch live cricket matches on television. Advertisements broadcast during live matches attract the attention of a broad and diverse audience, which helps brands achieve widespread recognition and awareness.

On the other hand, digital advertising has emerged as a powerful medium due to its ability to deliver targeted advertisements and measurable results. Digital platforms such as social media, streaming services, and mobile applications allow advertisers to reach specific audience segments based on demographics, interests, and online behavior. Therefore, while television advertising remains effective for large-scale brand exposure, digital advertising offers greater flexibility, personalization, and cost efficiency.

Conclusion with respect to Objective 2: To analyze the impact of both advertising platforms on audience engagement and consumer behavior

The study also reveals that digital advertising has a stronger influence on audience engagement and consumer interaction compared to television advertising. Digital platforms provide interactive features such as clickable advertisements, comment sections, sharing options, and personalized content, which encourage users to actively engage with advertisements. This interaction increases the likelihood of consumers remembering the brand and responding to advertising messages.

Television advertising, although less interactive, still plays an important role in shaping consumer perception and building brand credibility. The visual impact of advertisements during live sports broadcasts creates strong brand associations among viewers. However, the ability of digital advertising to track user engagement and provide real-time feedback gives it a significant advantage in influencing modern consumer behavior.

Therefore, the study concludes that the most effective advertising strategy during major sporting events such as the Cricket World Cup 2026 is an integrated approach that combines both television and digital platforms. This combination allows advertisers to achieve wide reach through television while simultaneously enhancing consumer engagement through digital media.

Overall Conclusion

The study concludes that both television and digital advertising play significant roles during major sporting events like the Cricket World Cup 2026. Television remains effective for large-scale brand exposure, while digital advertising provides better audience targeting and engagement.

In the future, advertisers are likely to adopt an integrated marketing strategy that combines both television and digital platforms. Such a strategy can maximize reach while also improving consumer engagement and campaign effectiveness.

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