

IPL 2024
UNVEILING
THE FAN PULSE
A Social Listening Report



Player controversies fueled social media, former captains led the buzz, and umpiring decisions received huge criticism in IPL 2024.

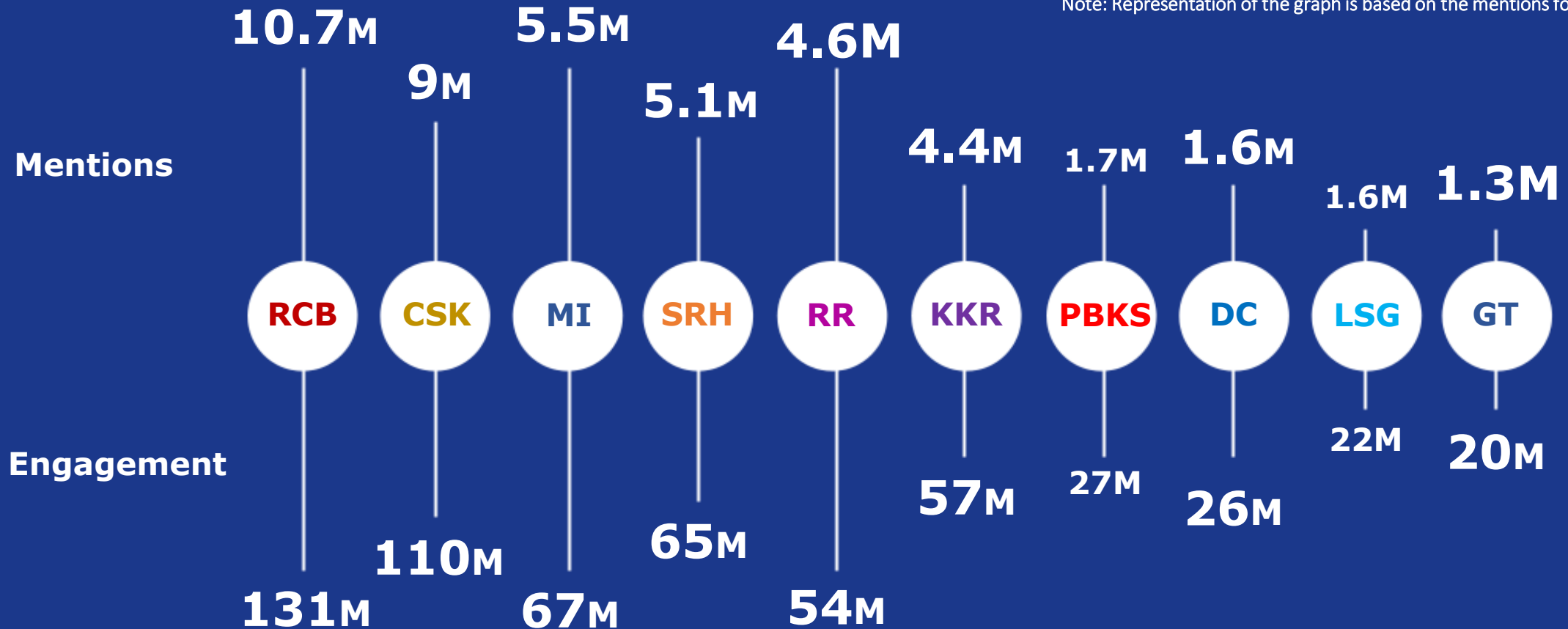
IPL 2024: Social Chatter Summary

46M
Mentions

621M
Engagement

66%
Net Sentiment

Note: Representation of the graph is based on the mentions for each franchise



IPL 2024 vs IPL 2023

↑ 10%

2024

46M

2023

42M

↑ 35%

2024

621M

2023

460M

↑ 10%

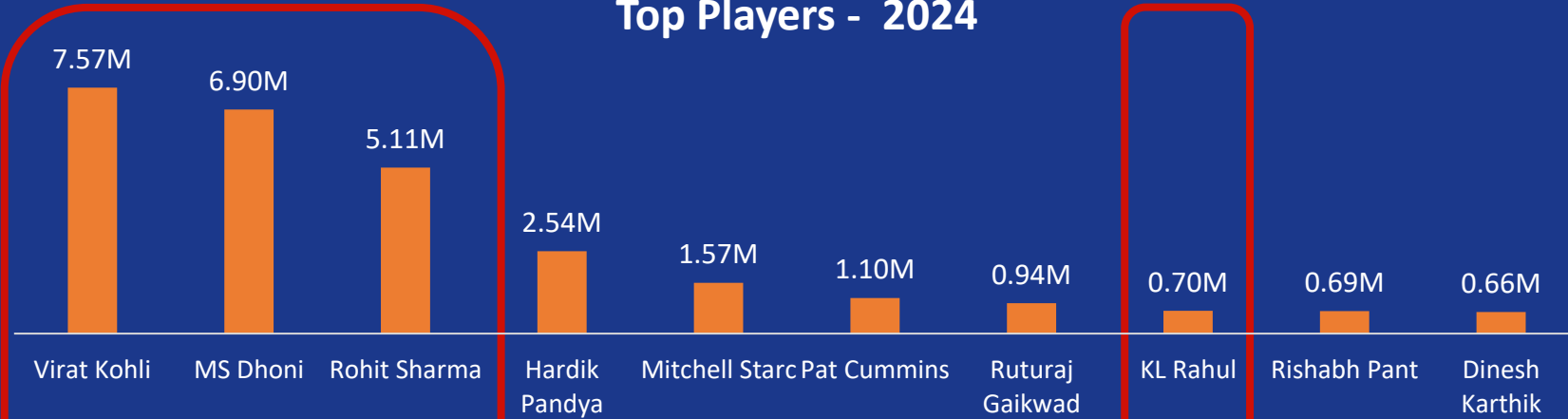
2024

66%

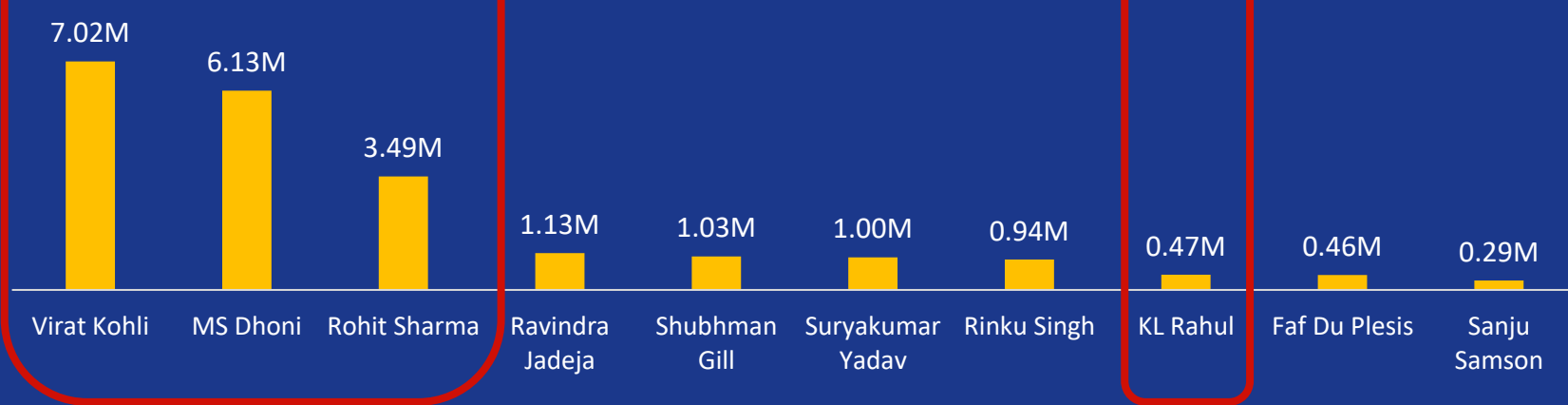
2023

60%

Top Players - 2024

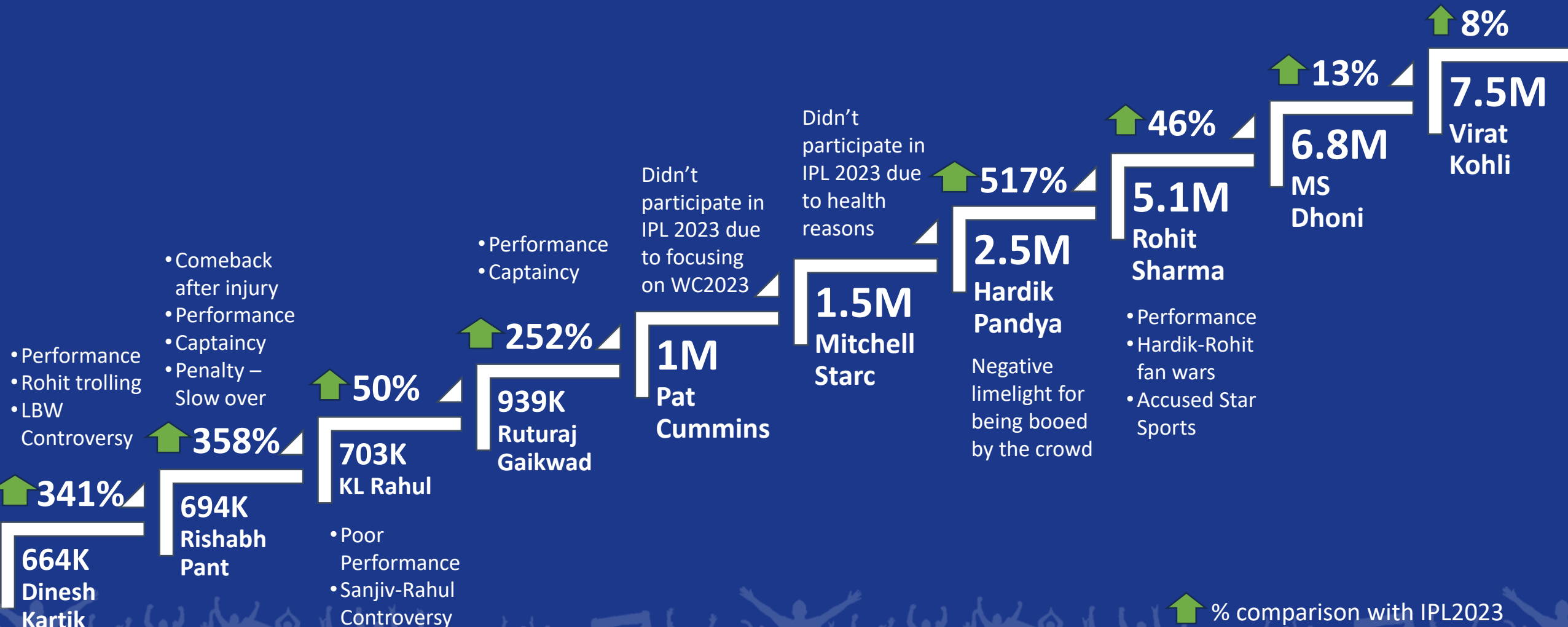


Top Players - 2023



Top Players by Popularity Quotient

Top players based on the number of social media mentions across IPL 2024



↑ % comparison with IPL2023

Most Liked & Disliked Moments

Audiences' point of view during IPL 2024

Hardik Pandya booed 22%
Fans booed him at every match venue

Rohit bashed broadcasters 12%
Rohit accused Star Sports of breaching privacy

Boring IPL finale 10%
Worst finale in the history of IPL

Umpiring decisions 9%
Umpires fail to give right decisions

Code of conduct breach 6%
Unethical behavior of players

Base: 1.1M

Dhoni's entry & performance 21%

Virat Kohli's consistency 18%

Travis & Abhishek's destructive partnership 11%

Will Jack's fastest 100* 8%

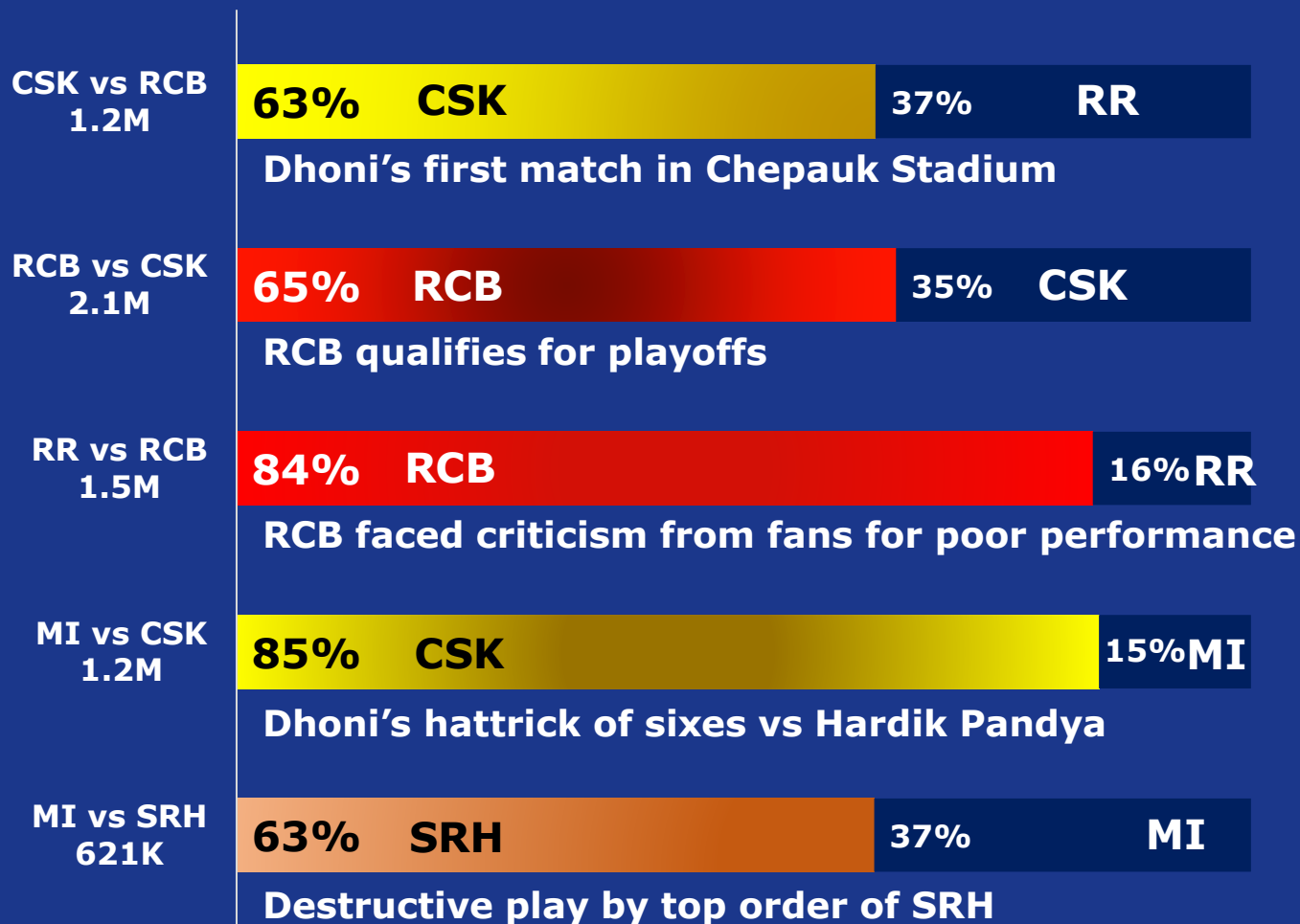
Rohit Sharma's 100 in 63 balls 7%

Base: 4.2M

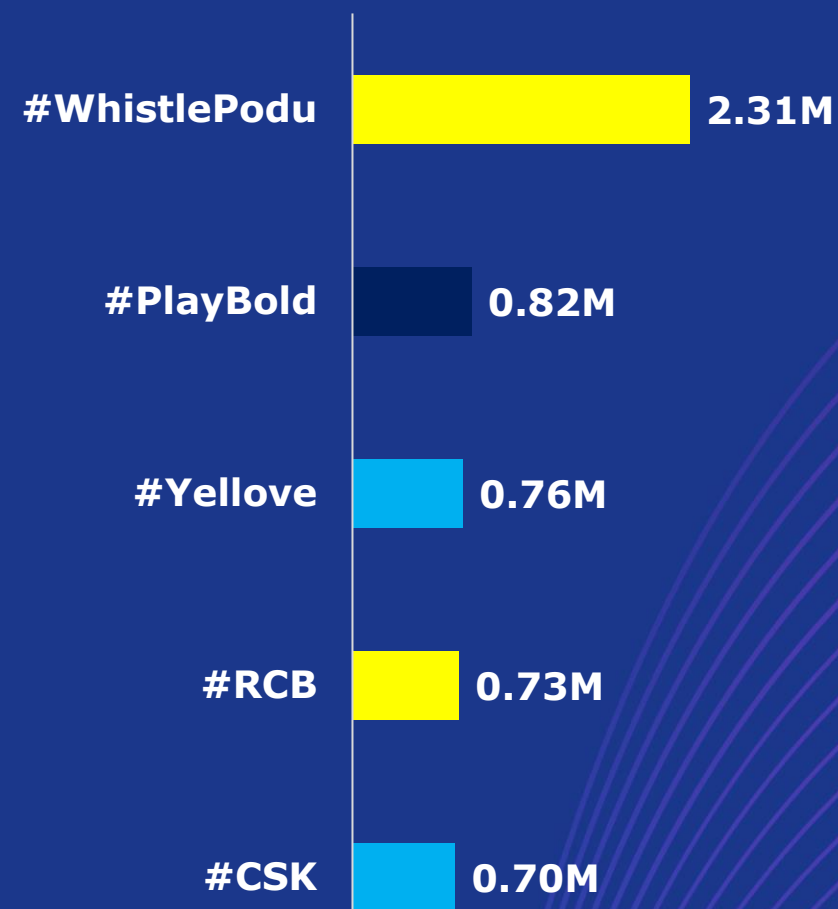
Top Rivalries

CSK mentions spiked whenever MS Dhoni came to bat

Top Matches



Top Hashtags



Top Influencers

Johns and Mufaddal Vohra each contributed 1.7K posts, resulting to engagements of 20M and 16M, respectively



Posts: 1733 Engagement: 20M

Top Engaging Post:
DK's dressing room masterclass



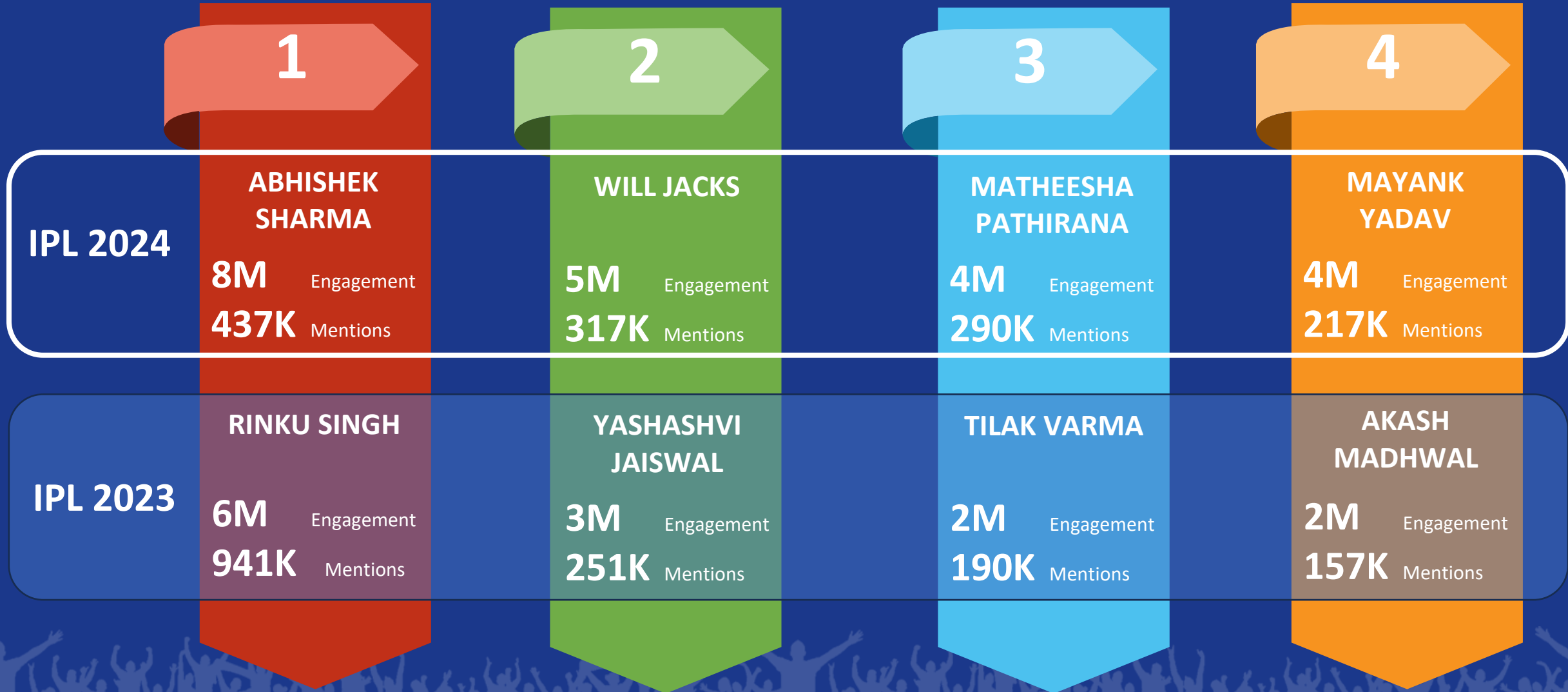
Posts: 1711 Engagement: 16M

Top Engaging Post:
DK's retirement news announcement

TOP PLAYERS OF IPL 2024

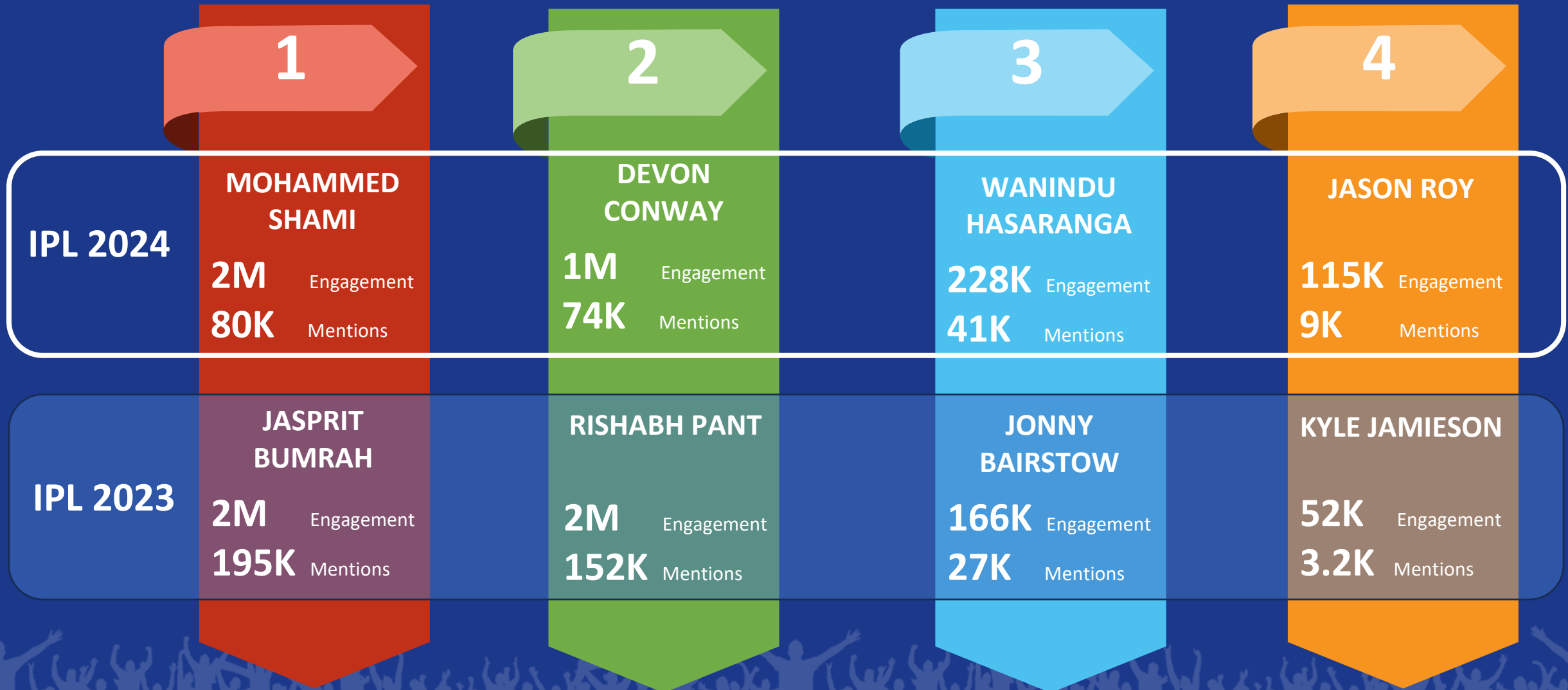
Top Emerging Players

Exceptional fighting spirit for the team made these players stand out



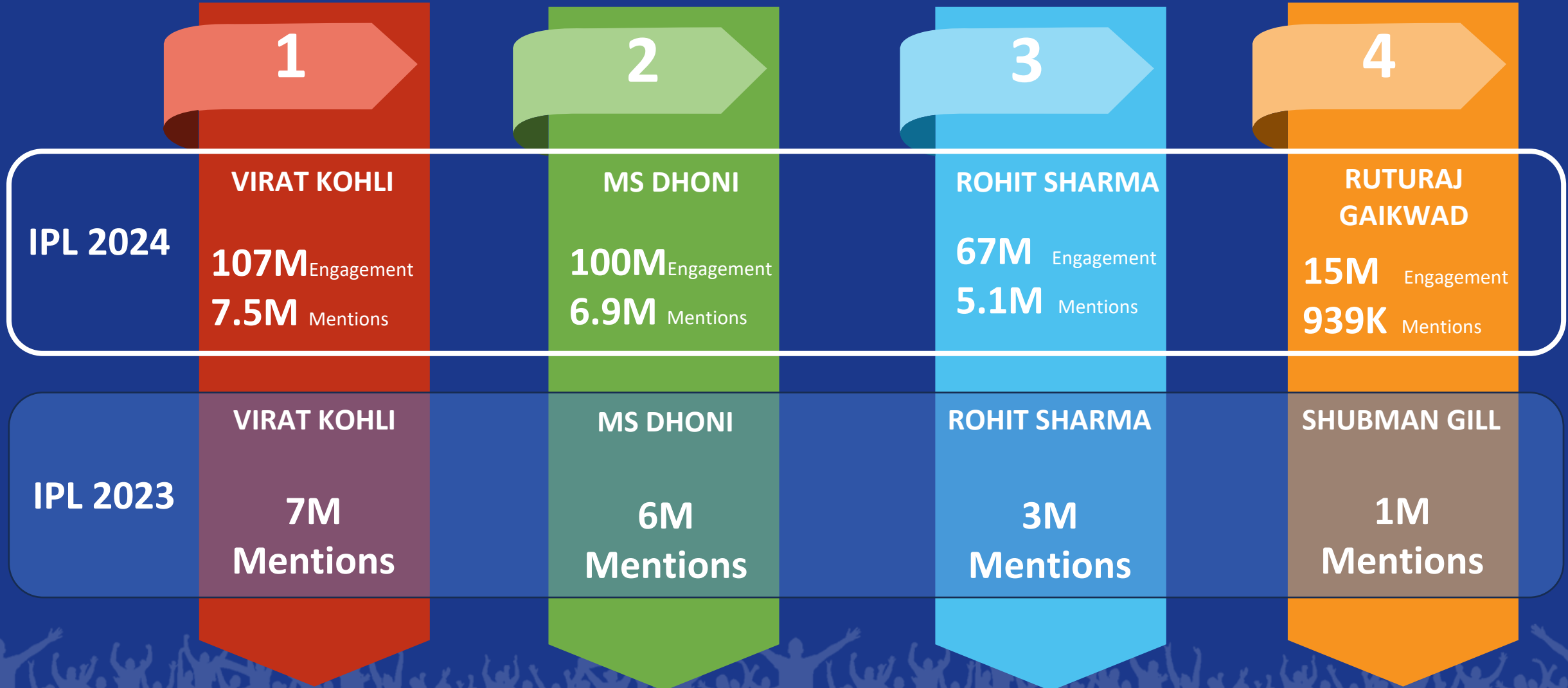
Players Missed This Season

Fans were disappointed with the news of Jasprit Bumrah being ruled out this season



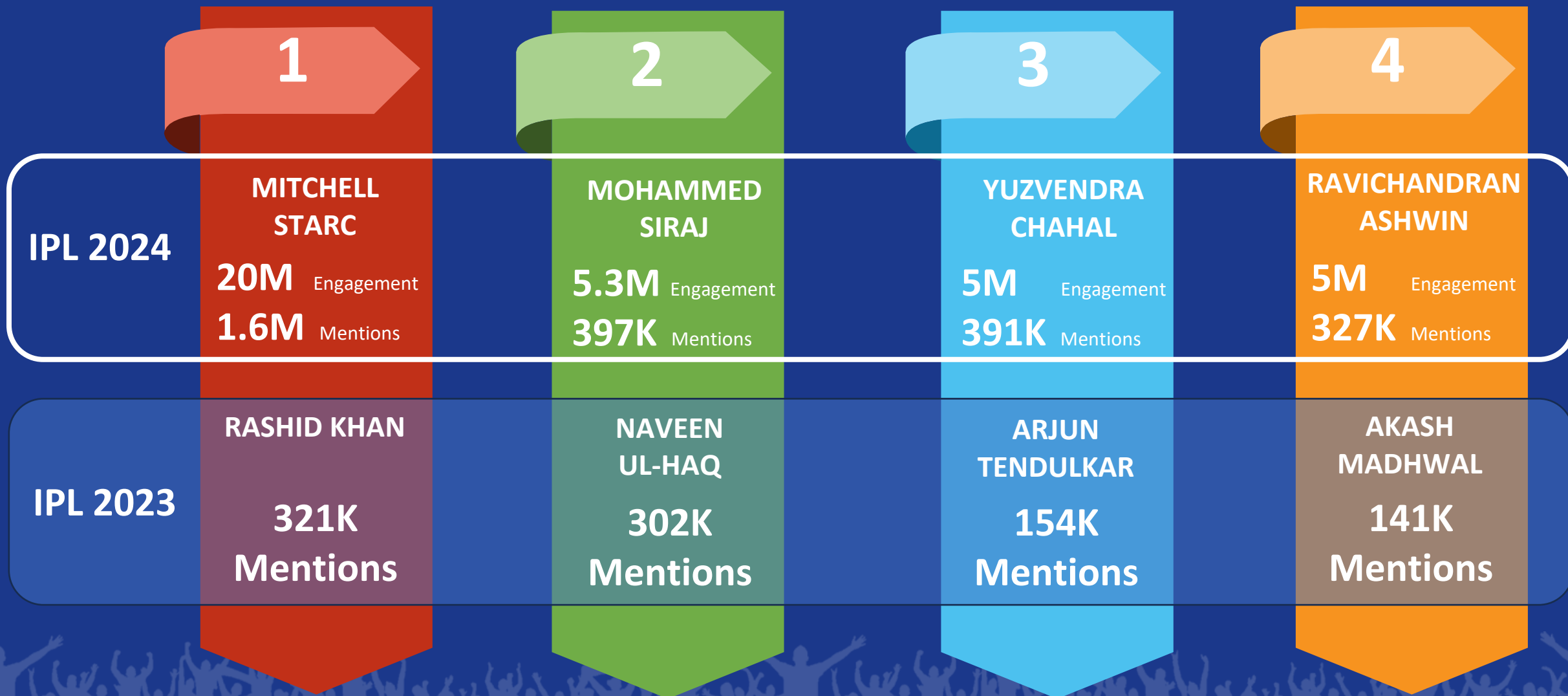
Top Batters

Virat Kohli, the Orange Cap holder, led in both highest runs and social media buzz



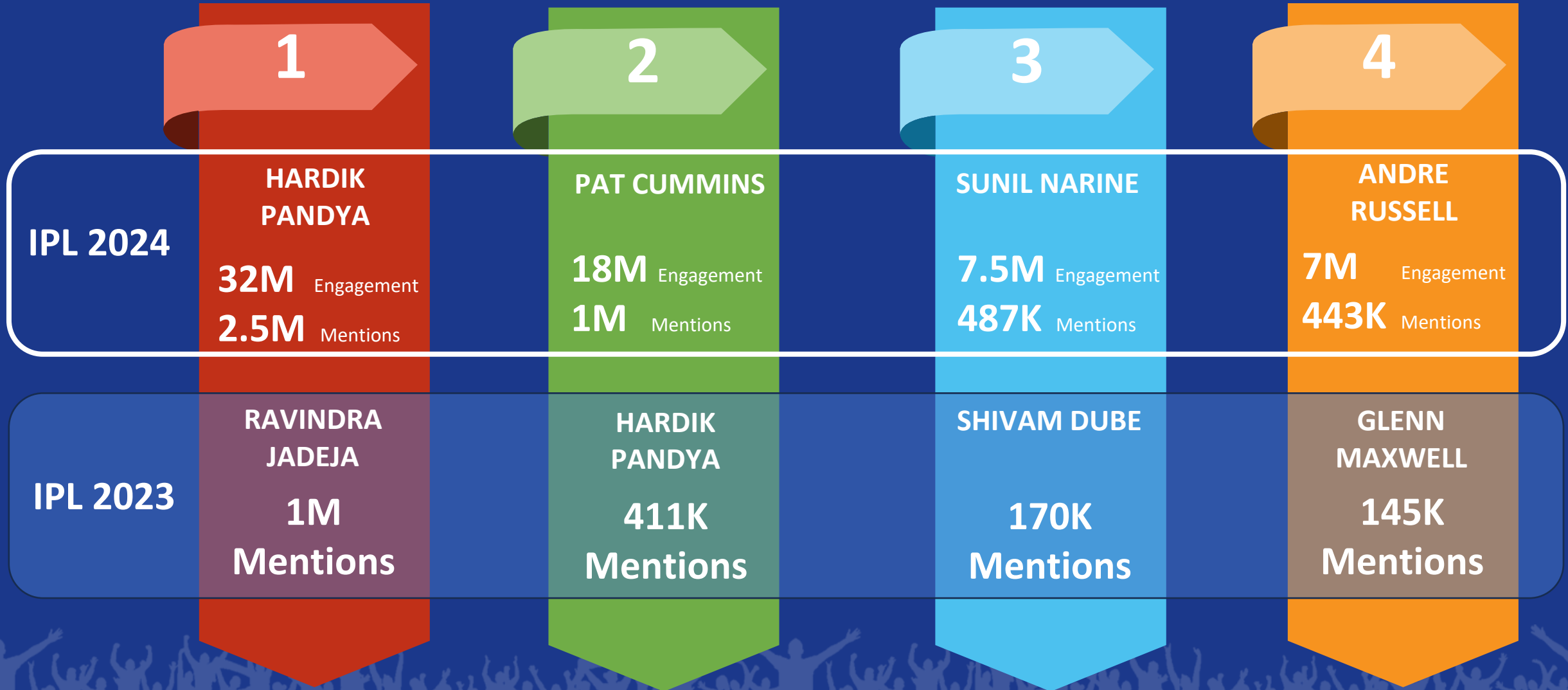
Top Bowlers

Mitchell Starc was the highest paid player in IPL history and highest discussed bowler this season



Top All-Rounders

Negative limelight for being booed by the crowd spiked mentions for Hardik Pandya



TOP MOMENTS OF IPL2024

Top Controversies

Rohit Sharma-Star Sports Controversy

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19 May: Rohit Sharma expresses strong disapproval regarding the "breach of privacy"; asks Star Sports not to air his chat



68K



472K

Media spat between Virat Kohli and commentator Sunil Gavaskar

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RCB vs GT: Sunil Gavaskar hits back at Virat Kohli after his strike-rate critics rant



46K



541K

MS Dhoni sends back Daryl Mitchell, who completes 'two runs'

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CSK vs PBKS: MS Dhoni slammed for denying single to Daryl Mitchell in final over



42K



395K

Players Criticized

MI Captain (Hardik Pandya) booed by the crowd in almost every match venue

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Fans were upset and disappointed by the abrupt decision to replace Rohit with Hardik, leading them to boo the new captain



174K



3M

Hardik's captaincy decisions were disliked by the audience

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GT vs MI: On-field decisions made by Hardik and his casual behavior towards the game received a backlash



81K



821K

SRH top order unable to stay grounds

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SRH vs RCB: SRH's top order collapse helps RCB claim revenge in 35-run win



17K



133K

Top Player Applauds

Crowd goes crazy with Dhoni's Entry – noise touches 125DB

Will Jack's batting performance - 100 (41)

Virat Kohli strikes at 200, misses century by 8 runs

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CSK vs KKR: CSK Fans Disrupt Chepauk with stadium-shaking chants on MS Dhoni's mass entry



212K



3.1M

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RCB vs GT: Will Jacks' thumps GT, keeps RCB's playoff hopes alive



171K



2.7M

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RCB vs PBKS: Virat Kohli strikes at nearly 200, misses century in quest for big shot as RCB stay alive in playoff race



140K



1.6M

Team Owners in Talks

Kavya Maran was left stunned by the quick fall of wickets

Kavya Maran memes shared by fans after SRH qualifies for the finals

Public spat between KL Rahul and Sanjiv Goenka

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Kavya Maran's expressions trolled after batters struggling to play vs RCB

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Meme Celebration Begins As SRH Sails into IPL 2024 Finals After Defeating RR

NEWS

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Sanjiv Goenka seen 'publicly scolding' KL Rahul; netizens fume, "can't humiliate a senior Indian player like this"



26K



174K



19K



116K



18K



91K

Umpiring Decisions Letdown

Virat Kohli criticizes umpires for 'ridiculous' missed no-ball

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RCB vs KKR: Virat Kohli's controversial no-ball decision divides former cricketers



54K



617K

Controversial catch - Samson's dismissal

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RR vs DC: Sanju Samson's controversial dismissal puts umpires in line of fire.



32K



637K

Controversial LBW decision: Dinesh Karthik

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RCB vs RR: Dinesh Karthik benefits from controversial leg-before decision by TV umpire



19K



233K

Funny Moments

MS Dhoni's bottle-throwing act from the dressing room

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CSK vs LSG: Dhoni snapped at a cameraman, triggering a bottle-throwing act that left social media in splits



78K



355K

Dinesh Karthik's dressing room speech

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RCB vs CSK: 'Best thing to happen today was Dhoni hitting that six': Dinesh Karthik



24K



1M

Rohit Sharma trolls Dinesh Karthik behind the stumps

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MI vs RCB: Twitter in splits as Rohit Sharma hilariously trolls Dinesh Karthik with witty World Cup jibe



13K



175K

Players Breaching Code of Conduct

Kohli was accused of violating Article 2.8 of the IPL Code of Conduct

Harshit Rana suspended for a game after breaching Code of Conduct

Harshit Rana fined 60% of his match fees for giving Mayank Agarwal a send off

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RCB vs KKR: Virat Kohli found guilty of showing dissent during IPL game



12K



154K

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KKR vs DC: Harshit Rana dismissed Abishek Porel and gave the batter a bit of a send-off



11K



151K

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KKR vs SRH: Harshit Rana was fined 60% of his match fees, when he gave a flying-kiss send-off to SRH batter Mayank Agarwal



9K



166K

Top Roars of the Season

Dhoni's batting entry and cameo performances was lauded by the fans



MI Captain (Hardik Pandya) booed by the crowd at almost every match venue



Umpiring controversies added an extra layer of intrigue in IPL 2024



RCB qualified for the playoffs after beating CSK in their final group-stage game



Record breaking season: High scores, high scoring partnership, maximum boundaries, Jio garners 71.5 Cr views during MI vs CSK



INITIATIVES BY FRANCHISES & BRANDS

Green Crusaders: RCB Players Join Forces for 'Go Green' Campaign



14K
Mentions

278.1K
Engagement

- Fans express admiration for RCB's green jersey, indicating its unique appeal
- Users request cricket platforms like Cricbuzz to include details of teams wearing special jerseys, (such as RCB's green jersey), in their updates, suggesting it enhances the viewing experience

Pink Pioneers: Rajasthan Royals Empower Women with 'Pink Promise' Initiative

13.8K
Mentions

274.4K
Engagement

#Pink Promise

Support for empowered women from rural Rajasthan

Donating solar power to six homes for every six hit by both teams

They committed to donate ₹100 for every ticket purchased for the #PinkPromise match

- *Users are eagerly requesting for Rajasthan Royals jerseys, expressing their desire to support the Pink Promise initiative*
- *Fans are actively engaging with the Pink Promise campaign, sharing posts and expressing excitement for the match against RCB*

Green Guardians: BCCI and Tata Group Team Up to Plant Trees for Dot Balls in IPL 2024

3.4K
Mentions

75K
Engagement

**Dot
Ball!**

BCCI implemented a
green initiative during
IPL 2024 playoffs

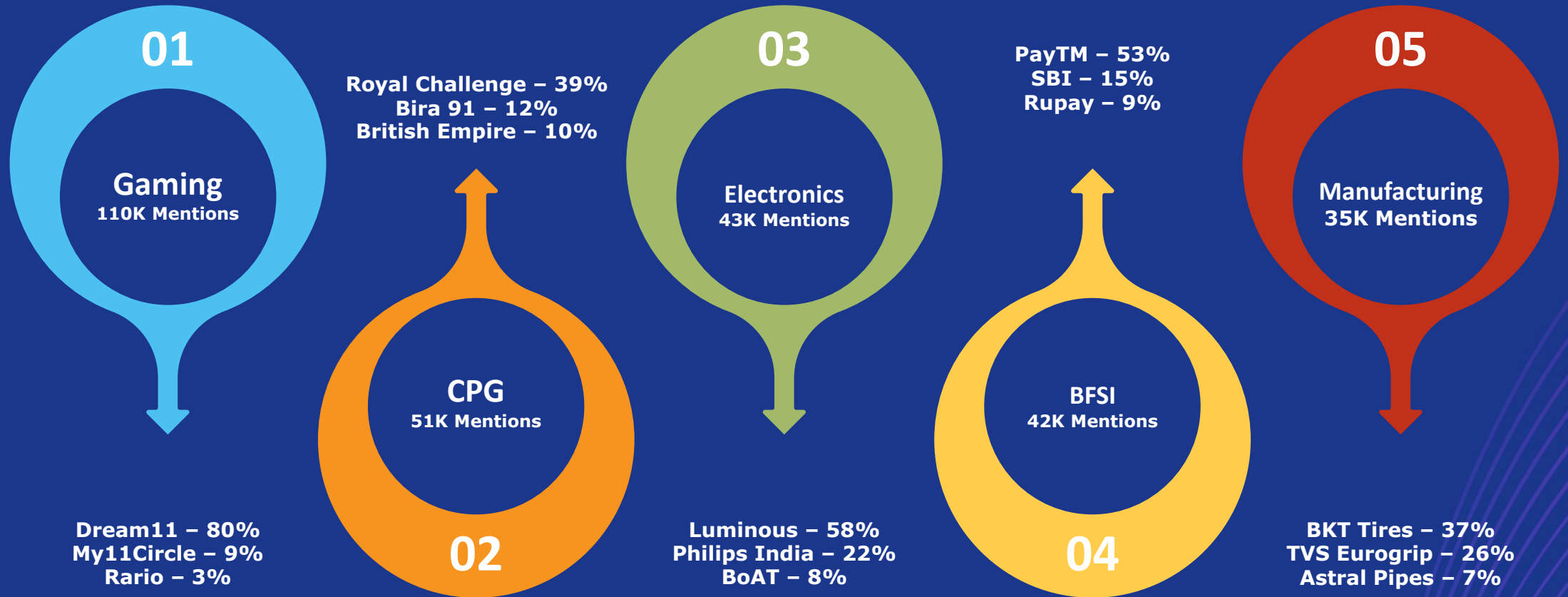
In partnership with the Tata
Group

Pledges to plant 500 trees for
each dot ball in the three
Playoff games and Final

- BCCI's green initiative to plant 500 trees for every dot ball bowled in IPL 2024 playoffs was widely praised by users, who called it a great gesture towards environmental conservation*

Leveraging one of the largest festivals in India: IPL has become a strong catalyst for elevating brand perception

Gaming was the biggest category, primarily because of Dream11's tournament level partnership, followed by CPG & Electronics



IPL 2024 became a game-changer for brand perception

Dream 11

Pre - IPL
Positive Mentions

15%

11% higher

During - IPL
Positive Mentions

26%

Luminous

24%

12% higher

38%

TVS Eurogrip

25%

26% higher

51%

Bira 91

50%

11% higher

61%

Positive Chatter
up by **15%**

Negative Chatter
down by **3.5%**

Pre - IPL
Negative Mentions

13.4%

5.4% fall

During - IPL
Negative Mentions

08%

7.2%

0.3% fall

6.9%

4.2%

1.5% fall

2.7%

10%

07% fall

03%

Partnerships helped brands grow their social chatter exponentially during IPL 2024



Top Roars for Brands

Partnerships helped brands double their chatter and improve brand perception



MS Dhoni drove maximum impact for brands like SBI & AMFI

Brands in the CPG and Electronics sectors gained significant traction



CSR activations helped brands go a long way

Thank you

