

Capturing the Glory

A Social Listening Report on #T20WorldCup

Social chatter highlights of T20 Men's Cricket World Cup '24

India emerges as the most talked about team, playing 4 out of 5 top trending matches

55.9M
Mentions

461M
Engagement

The Tournament

3.6M
Mentions



2.4M
Mentions



897K
Mentions



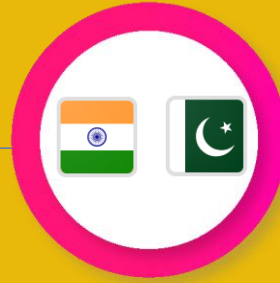
Top Teams

Top Matches



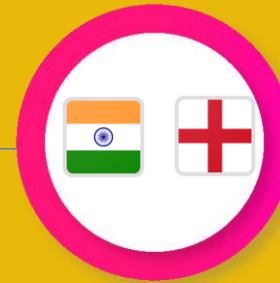
Final

2.2M Mentions
23M Engagement



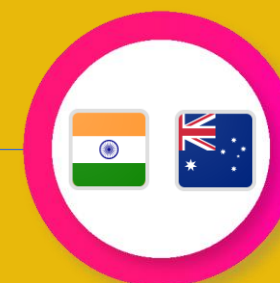
Group Stage

1.7M Mentions
21M Engagement



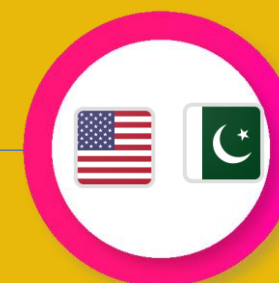
Semi-Final

731K Mentions
10M Engagement



Super 8

722K Mentions
8.9M Engagement

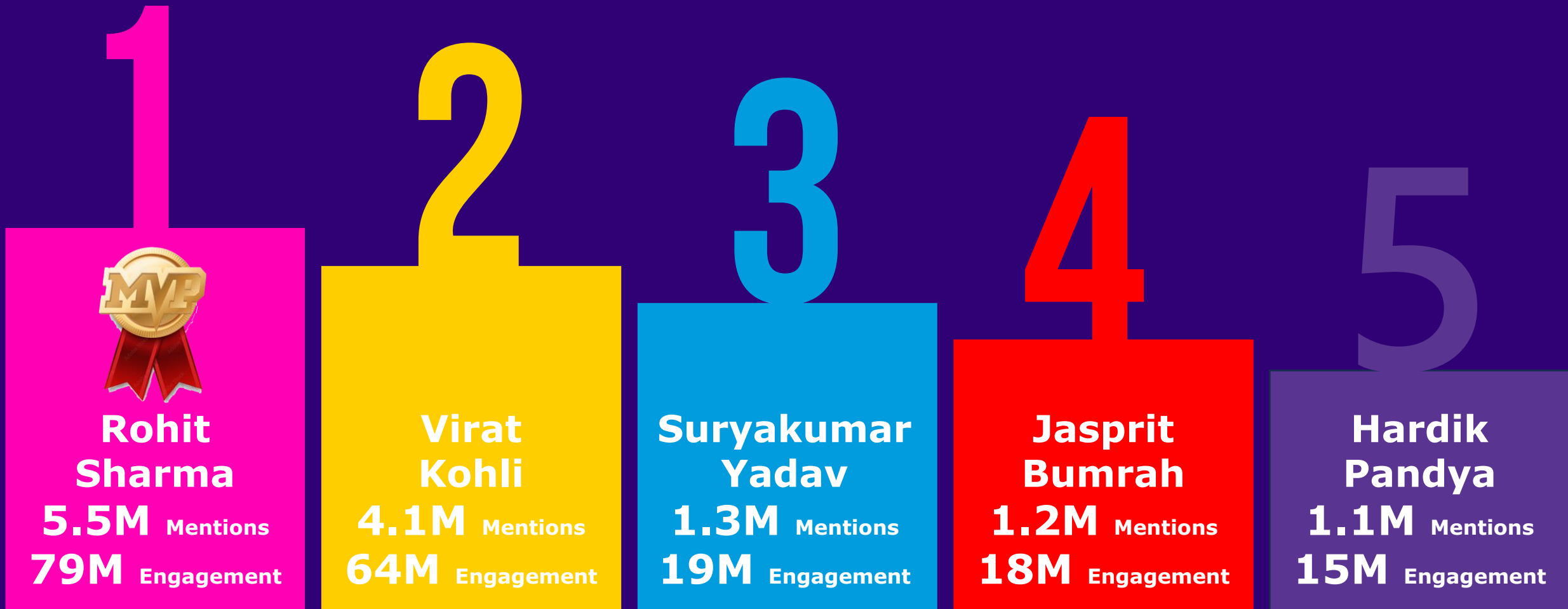


Group Stage

716K Mentions
9.3M Engagement

Top players by popularity quotient

Based on number of social media mentions during T20 WC 2024



Top batters by popularity quotient

Based on number of social media mentions during T20 WC 2024



Rohit Sharma
5.1M Mentions



Virat Kohli
4.1M Mentions



**Suryakumar
Yadav**
1.3M Mentions



Rishabh Pant
692K Mentions



Babar Azam
422K Mentions



Sanju Samson
235K Mentions



**Yashashvi
Jaiswal**
111K Mentions



David Warner
88K Mentions



Jos Buttler
87K Mentions



Mohd. Rizwan
80K Mentions

Top bowlers by popularity quotient

Based on number of social media mentions during T20 WC 2024



Top all-rounders by popularity quotient

Based on number of social media mentions during T20 WC 2024



A tournament of thrilling moments



USA beats Pakistan and qualifies for Super 8

India beats Pakistan by six runs in a low-scoring thriller in New York



Afghanistan makes it to the semi-finals for the first time in T20 WC history

SA struggles in group stage matches against Bangladesh and Nepal, narrowly clinching a last-over victory



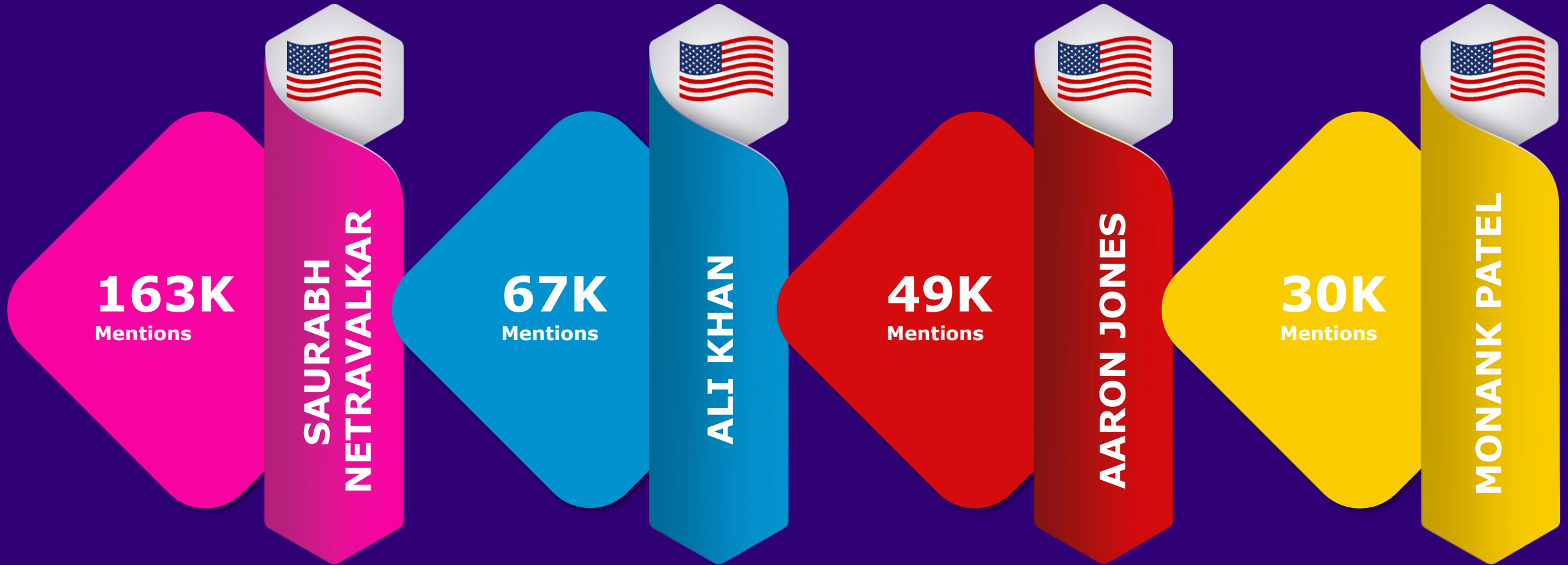
Indian spinner duo, Kuldeep-Axar bamboozle England batters

Suryakumar grabs a title-winning catch at the boundary rope



Top emerging players

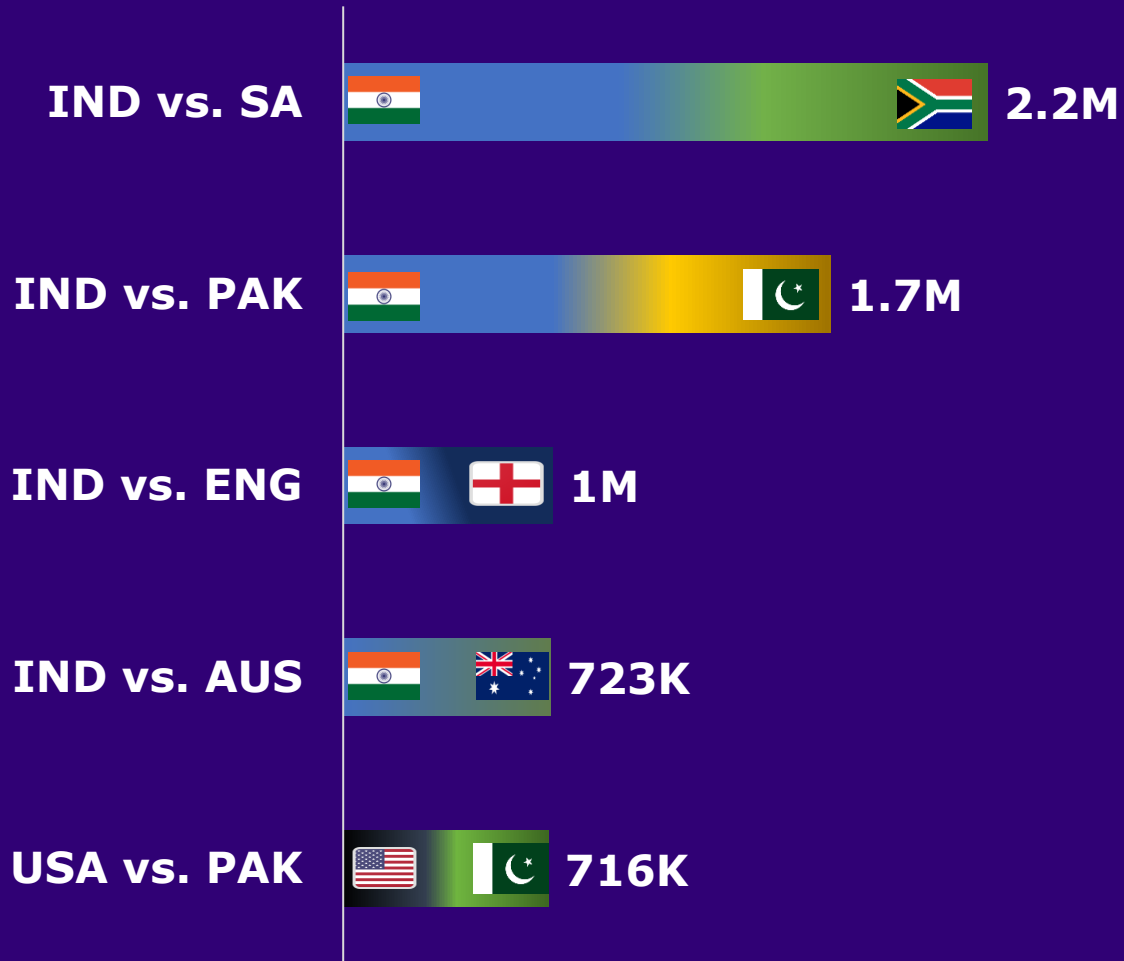
Exceptional performance by Team USA



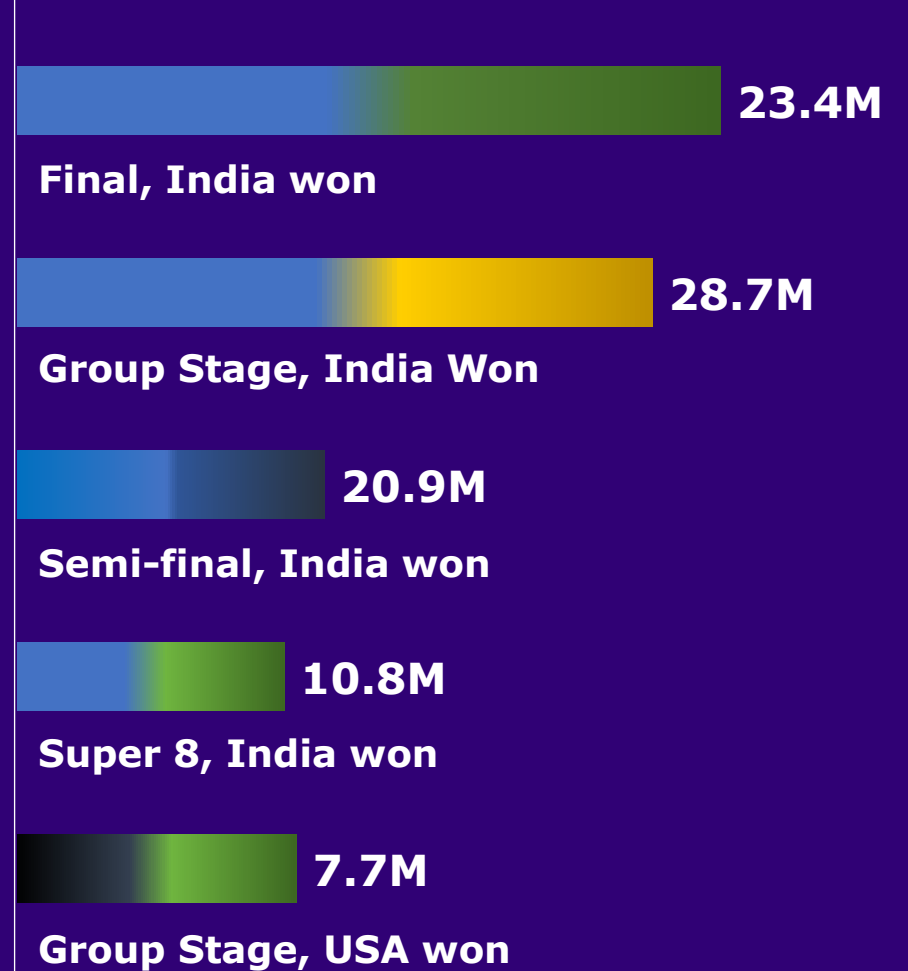
Most talked about matches

Based on number of social media mentions

Mentions



Engagement



Top emotional stories

Mentions

Engagement

BUSINESS NEWS

Rohit-Virat bromance, videos of their journey together

601K 7.1M

BUSINESS NEWS

Rohit & Virat announce retirement from T20 international matches

358K 4.1M

BUSINESS NEWS

Rohit Sharma kisses Hardik Pandya in an emotional moment after India wins the cup

155K 2.3M

Top player applauds

Mentions

Engagement

BUSINESS NEWS

Rohit Sharma's record-breaking knock against Australia in the Super 8 stage

615K 9.1M

BUSINESS NEWS

Jasprit Bumrah's bowling attack against Pakistan: 3/14 and economy rate of 3.50

343K 6.3M

BUSINESS NEWS

Axar Patel's stellar performance helped India win the semi-final against England

159K 2.5M

Top quirky moments

Mentions

Engagement

BUSINESS NEWS

Gulbadin Naib's apparent cramps during Afghanistan's Super 8 game against Bangladesh

105K 1.6M

BUSINESS NEWS

Rohit Sharma forgets he has the coin inside his pocket during the toss

13K 234K

BUSINESS NEWS

David Warner mistakenly enters the Oman dressing room after his dismissal

10K 121K

Top controversies

Mentions

Engagement

BUSINESS NEWS

Furious Haris Rauf charges towards fans in a heated argument, video goes viral

105K 1.6M

BUSINESS NEWS

Michael Vaughan lambasts ICC, says T20 World Cup 2024 designed to benefit India

13K 234K

BUSINESS NEWS

Kamran Akmal hurts Indian sentiments with disrespectful comments on Arshdeep's religion

10K 121K

Top match thrillers

Mentions

Engagement

BUSINESS NEWS

Suryakumar Yadav's stunning catch clinches T20 World Cup 2024 title for India

209K 3.1M

BUSINESS NEWS

Afghanistan makes it to the semi-final for the first time, beating Bangladesh in a low-scoring thriller

156K 3.2M

BUSINESS NEWS

India beats Pakistan by six runs in low-scoring thriller in the group stage match

122K 2.3M

Top underdog stories

Mentions

Engagement

BUSINESS
NEWS

USA defeats former champion Pakistan in Super Over and secures spot in the Super 8

315K 4.7M

BUSINESS
NEWS

Afghanistan dominates T20 World Cup 2024, leads the charts for most runs & most wickets

229K 3.6M

BUSINESS
NEWS

SA struggles in the group stage matches against Bangladesh and Nepal, narrowly clinching a last-over victory

192K 4.2M

End of an era

Five stalwarts hang their boots, retire from T20 internationals



Rohit Sharma

Second Indian captain to win T20 WC
Highest run getter with 4231 runs & 5 centuries to his name



David Warner

Retires with 3277 runs from 110 matches and a single century



Virat Kohli

Player of the match in final against SA
Bows out at 4188 runs with lone century to his name



Trent Boult

Finishes his career with 83 wickets in 61 matches
Economy rate of 7.68 in T20



Ravindra Jadeja

Retires having amassed 515 runs & 54 wickets in 74 matches

Hardik Pandya: From IPL blues to WC cheers

After being the target of fans' scorn during a disastrous IPL, Hardik Pandya turned things around at the T20 World Cup



Fans booed him at every match venue for taking over as the MI captain replacing Rohit Sharma



The boos turned into cheers after his marvellous show in T20 WC 2024

Roles reversed for Rohit Sharma and Travis Head

ODI WORLD CUP 2023

T20 WORLD CUP 2024

Travis Head scored 137 off 120 balls (POTM)

Smashed the entire Indian bowling line-up

Travis takes Rohit's catch

AUS won by 6 wickets (42 balls left), to win the ODI WC

Destructive batting carried the team

Hammered the bowlers

Catches win matches

Match results

Rohit Sharma scores 92 off 41 balls (POTM)

Targeted Starc & Cummins

Rohit takes Travis' catch

India won by 24 runs, to reach the T20 WC semi-final

Overseas players who made a comeback at T20 WC 2024

	IPL 2024 PERFORMANCE	T20 WC 2024 PERFORMANCE
 Glenn Maxwell	52 runs in entire season	201 runs in 6 matches
 Quinton De Kock	250 runs in entire season	243 runs in 7 matches
 Anrich Nortje	7 wickets in entire season	15 wickets in 7 matches

The Blockbuster Finale



Virat & Axar scored crucial runs when the team was struggling

Jasprit & Arshdeep created magic, with an economy of less than 5.00



Klaasen's blitz almost led SA towards their 1st ever T20 WC title, before the game-changing spell by Indian bowlers

Hardik Pandya's overs resulted in the dismissal of key players – Klaasen, Miller & Rabada



Suryakumar's match-winning catch of Miller at the boundary rope

'Ro-Ko' the legends of Indian cricket announce retirement from T20 international cricket



Brands leveraging the world sporting event

~0.9M mentions for the top categories and brands during the month-long tournament

AUTOMOBILE



269K
MENTIONS

MARUTI

258K
MENTIONS

TVS
EUROGRIP

11K
MENTIONS

CONSUMER GOODS



256K
MENTIONS

AMUL

200K
MENTIONS

PARLE
35K
MENTIONS

COLGATE
10K
MENTIONS

FINANCIAL SERVICES



220K
MENTIONS

ICICI BANK

145K
MENTIONS

INDUSIND
47K
MENTIONS

AMFI
28K
MENTIONS

ELECTRONICS



123K
MENTIONS

SAMSUNG

111K
MENTIONS

KENT
12K
MENTIONS

Top brand campaigns

Brands partnered with various celebrities and cricketers during T20 WC 2024

Polls and Q&A contests throughout the event

Unlimited Cricket with Harsha Bhogle

Anthem Buddies Contest

IndusInd Bank



Global Partner

“Snap The AD” contest by Mak Lubes featuring their brand ambassador Rahul Dravid

BPCL Mak Lubricants



Official Partner

#BSNLRunBhoomi
'Predict the winner of the match' contest winners took home fantastic prizes

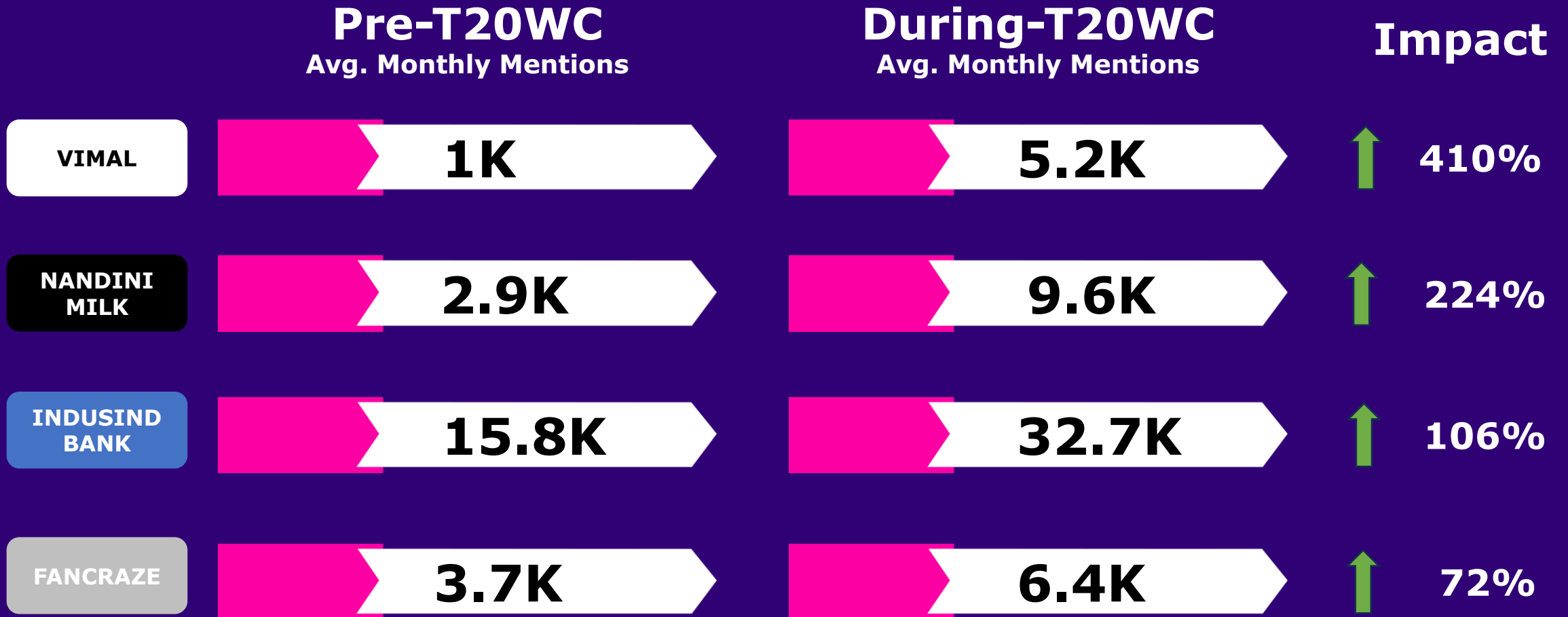
BSNL



Indian Brand

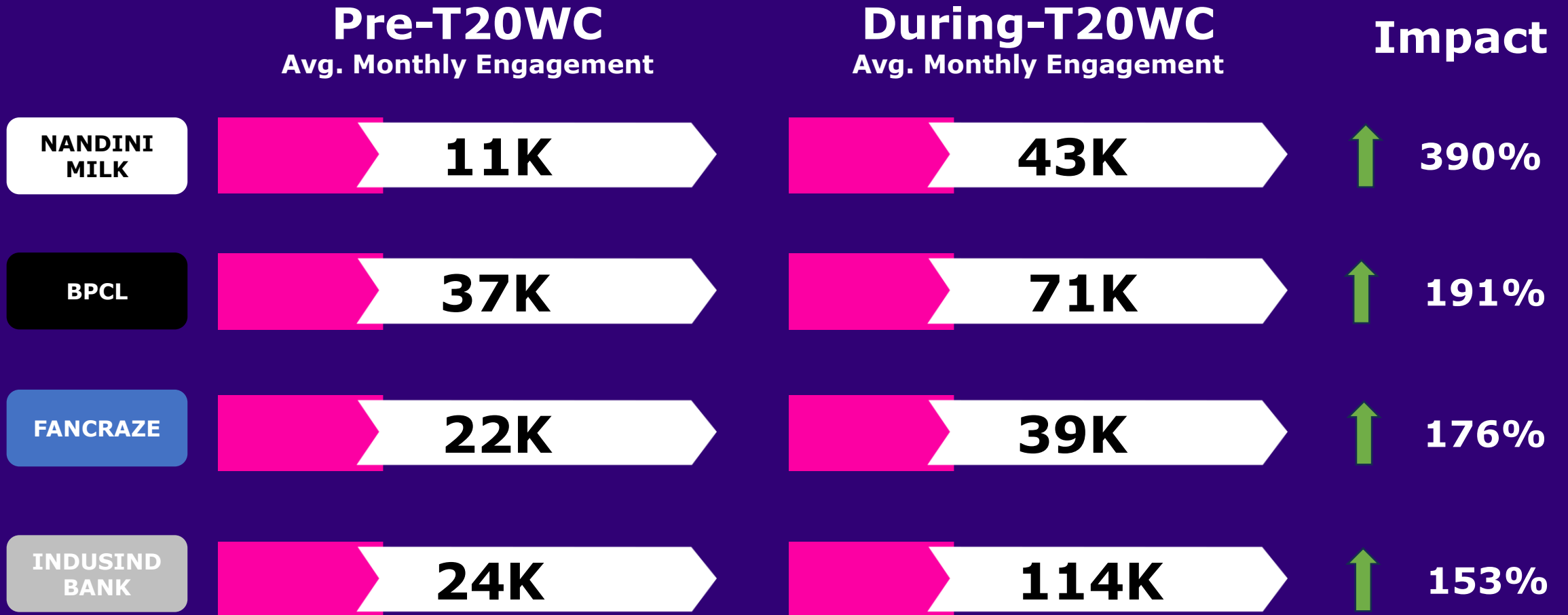
Brands that drove maximum impact in terms of Mentions

Brands partnered with various celebrities and cricketers to support the team during the T20 WC 2024



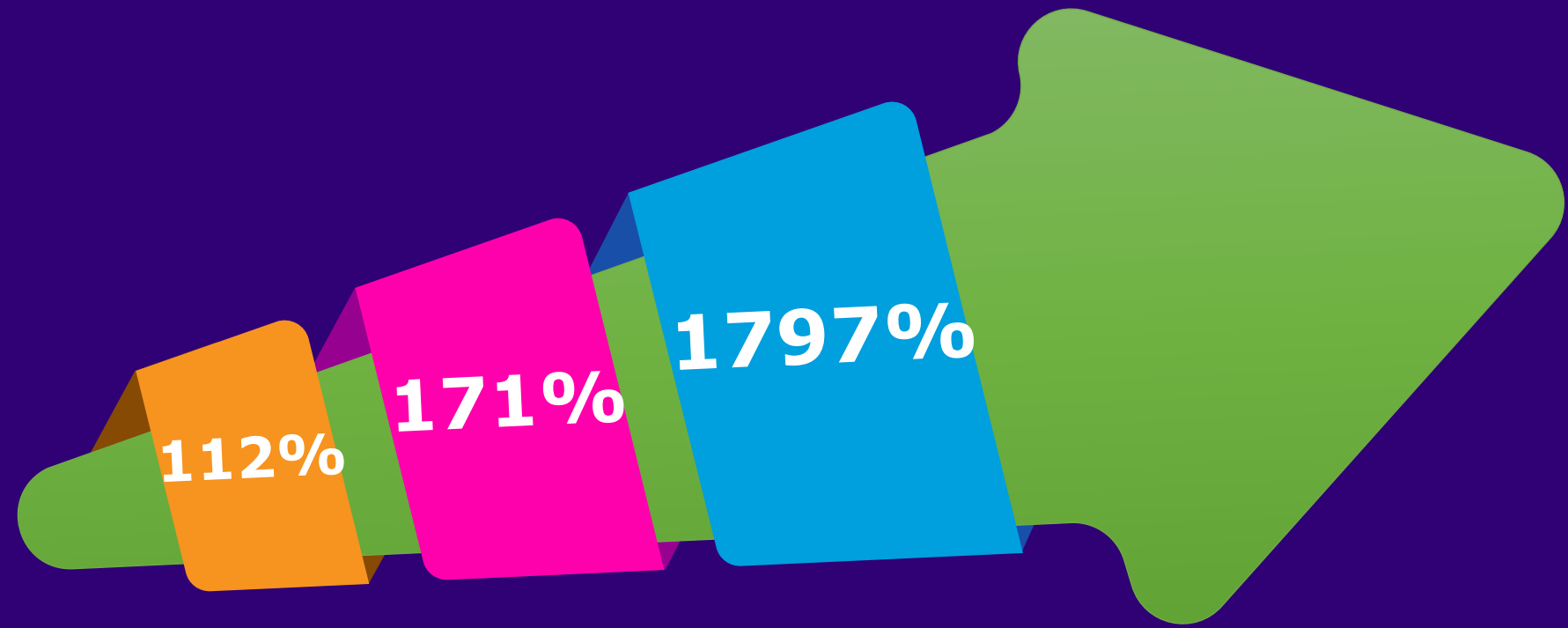
Brands that drove maximum impact in terms of Engagement

IndusInd's #GoLimitless campaign garnered maximum engagement





Brands that drove maximum impact in terms of Sentiments



Colgate		Maruti		Nandini Milk	
Pre CWC	During CWC	Pre CWC	During CWC	Pre CWC	During CWC
28%	59%	23%	62%	5%	86%



Thank You!