A PROJECT ON

The Future Of Cricket : The Rise Of T20

BY

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BY

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DECLARATION

I wish to state that the work embodied in this dissertation titles analysing **The Future Of Cricket : The Rise Of T20** is my own contribution. The dissertation is carried out under the guidance of prof. Anand Limaye and prof. Sakshi Chandak in this academic year 2023-2024

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This is to certify that **Mr. Yashkumar Baldevbhai Patel** has successfully completed the Dissertation as a part of the Semester IV syllabus titles **The Future Of Cricket : The Rise Of T20** under the guidance of **Prof. Anand Limaye** during the Academic Year 2023-2024

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ABSTRACT

Many nations from the British Commonwealth, as well as those from Europe, the Americas, Africa, and Asia, play cricket. This study aims to examine the trend of T20 and its growth as a format in the game of cricket.

An overview of the paper's findings is given in the abstract, which highlights the growing significance and allure of Twenty20 cricket in comparison to One-Day Cricket and Test cricket. It talks about how Twenty20 cricket has affected the game, highlighting how TV-friendly it is, how it has affected India's standing in the world of cricket, and how it has acted as a catalyst for cricket's evolution.

The approach of quantitative research was selected for this thesis. The questionnaire asked ten questions about the future and rise of cricket in context of T-20. Athletes from cricket clubs and the general public were the intended audience.

Every classified section's results have been carefully reviewed.

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CHAPTER -1

INTRODUCTION

Cricket, a sport steeped in tradition and history, has undergone a transformative evolution in recent decades with the emergence of Twenty20 (T20) cricket. The accelerated pace, strategic innovations, and explosive gameplay characteristic of T20 matches have not only captivated the attention of cricket enthusiasts but have also reshaped the landscape of the entire sport. This research paper delves into the fascinating realm of the "Future of Cricket" by focusing on the meteoric rise of T20 cricket and its profound impact on the global cricketing landscape.

In the early 21st century, cricket administrators sought a format that could inject newfound excitement into the game and attract a broader audience. The result was the birth of T20 cricket, a condensed and electrifying version that condensed the essence of the sport into a thrilling, high-octane spectacle. As we embark on a journey to understand the trajectory of T20 cricket and its implications for the future of the game, it is essential to explore the historical context that gave rise to this innovative format.

This paper aims to explore the key factors contributing to the exponential growth of T20 cricket, ranging from its inception in England to the establishment of premier leagues worldwide, with a particular focus on the revolutionary impact of tournaments like the Indian Premier League (IPL). By analysing the unique characteristics that distinguish T20 cricket from traditional formats, such as Test and One Day Internationals (ODIs), we seek to uncover the elements that have made T20 cricket a dynamic force capable of shaping the future direction of the sport.

As I navigate through the pages of this research paper, we will delve into the economic, social, and cultural implications of T20 cricket, examining how it has not only altered the dynamics of the game on the field but also influenced the business of cricket, player dynamics, and fan engagement. In doing so, we aim to paint a comprehensive picture of the "Future of Cricket" and the indelible mark left by the rise of T20 cricket on the ever-evolving canvas of this beloved sport.

1.1 ABOUT THE SPORT CRICKET



Figure 1 : The game of Cricket (Source: Google)

1.1.1 Origin

Cricket is thought to have originated as a pastime in which village lads would bowl at a tree stump or at the hurdle gate of a sheep corral as early as the 13th century. This gate was made up of two uprights, a crossbar that rested on the slotted tops, and a wicket, which was the name given to the entire gate. The fact that the bail could be dislodged when the wicket was struck made this preferable to the stump, whose name was eventually assigned to the hurdle uprights. The wicket, which added a third stump in the 1770s, is described in various early documents as being different lengths; but, by 1706, the pitch, or space between the wickets, measured 22 yards.

1.1.2 Ball

The solid, hard ball required to play cricket is called a cricket ball. The construction of a cricket ball is governed by first-class cricket law and comprises a cork core coiled with thread and a leather cover sewed on. While the fielding side plays a crucial role in preparing the ball for cricket to be in ideal condition, the bowler's action and the pitch's condition also have an impact on the trajectory of the ball as it moves through the air and off the ground.

From the 17th century forward, the ball—which was formerly probably a stone—has seldom changed. It was determined in 1774 that its current weight, which ranges from 5.5 to 5.75 ounces (156 to 163 grammes)



Figure 2 : The evolution of Cricket ball in the game of Cricket (Source: Google)

1.1.3 Bat

Safe to say that the earliest bat was a tree branch shaped like a hockey stick today, although much heavier and longer. Adapted with cricketers in Hambleden, a tiny community in southern England, the straight bat was changed to protect against length bowling. For forward play, driving, and cutting, the bat's handle was shortened, and its blade was straightened and widened. Up until the 18th century, bowling was dominated by batting because bowling technique had not developed much during this time.



Figure 3 : The evolution of Cricket bat (Source : Google)

1.2 THE EARLY YEARS

Until the Marylebone Cricket Club (MCC) in London rose to prominence in the second half of the 18th century, the cricketing powerhouse in the second half of the century was the aforementioned Hambleden Club, which played on Broad halfpenny Down in Hampshire. Originating from a cricket club that used to play at White Conduit Fields, the MCC moved to Lord's Cricket Ground in St. Marylebone borough in 1787, when it changed its name to the MCC and released its first amended code of laws the same year. Over its existence, Lord's—named for its founder, Thomas Lord—has operated out of three locations. Lords became the global cricket headquarters after moving to its present location in St. John's Wood in 1814.



Figure 4 : Cricket in the early year of its start (Source : Google)

1.3 OVERVIEW

Often referred to as the "gentleman's game," cricket is a bat-and-ball game that was first played in England in the sixteenth century. Ever since, it has become one of the most watched and well-liked sports in the world, winning over millions of fans on all continents. On an oval-shaped field known as the pitch, two teams—each with eleven players—play the game.

The contest between the bat and the ball is what makes the game what it is. While bowlers work to eliminate batsmen and limit their opportunity to score runs, batsmen try to score runs by striking the ball that is bowled by the opponent. By making an effort to catch the ball or run out batsmen, fielders are vital in helping the bowlers.

Beyond the pitch, cricket has a profound cultural impact because of the ardour and devotion of its supporters. Overcoming both geographical and cultural barriers, it acts as a unifying factor. Popular rivalries, such as the Ashes series between Australia and England, give the game a distinct flavour and encourage fierce rivalry and team spirit.

In recent years, the development of franchise-based T20 leagues, such as the Indian Premier League (IPL), the Big Bash League (BBL) and Caribbean premier league has further popularised the game, garnered a global audience and displayed cricket's capacity to adapt to changing times.

1.4 ORGANIZATION

1.4.1 International cricket council (ICC)



Figure 5 : official logo of ICC (Source: Google)

The International Cricket Council (ICC) oversees the game of cricket worldwide. It was established as the Imperial Cricket Conference in 1908 by representatives from South Africa, Australia, and England. In 1969 and 1989, it renamed itself as the International Cricket Council (ICC), then as the International Cricket Conference. Dubai, United Arab Emirates, is home to its headquarters. As of November 24, 2020, Greg Barclay is the current chairman of the international cricket council(ICC).

ICC has 108 total members divided in permanent members and associate & affiliated members.

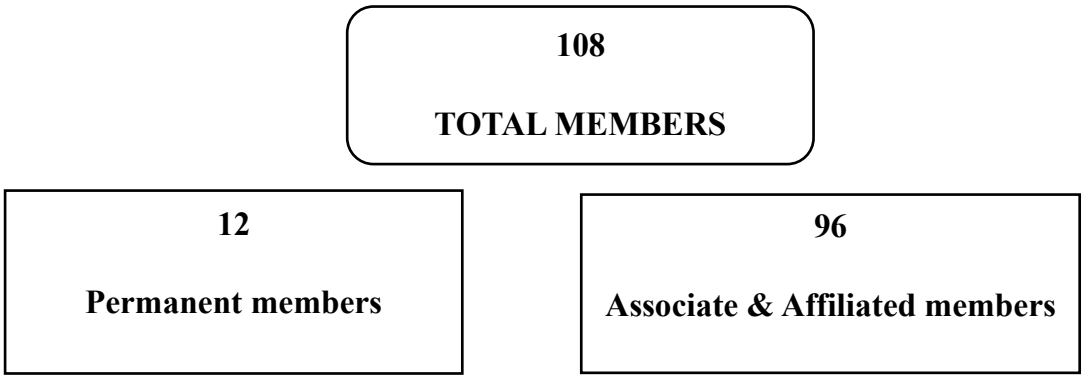


Figure 6 : Members list of the ICC (Source: Google)

1.4.2 Functions

- Principal cricket competitions like the Cricket World Cup, ICC T20 World Cup, ICC Champions' Trophy, and others are organised by the ICC.
- Umpires for international T20, One Day, and test matches are also appointed by it. Within the ICC umpires panel, there are three different categories of umpires: Elite, International, and Associates members.
- In addition, the ICC's code of conduct establishes rules of behaviour for international cricket. Using its Anti-Corruption and Security Unit (ACSU), it can also take action against illicit cricket activities including match-fixing, doping, etc.
- The decision review system (DRS), bowling action review, and other cricket-related regulations are monitored.
- By planning thrilling international cricket events, it is committed to promoting the game and broadening its appeal.

1.5 DIFFERENT FORMS OF GAME

The highest-level games, both nationally and internationally, are those featuring teams and players of recognized excellence. Modern domestic cricket includes first-class cricket, List A cricket, and top Twenty20 leagues for men and women.

Test cricket, One Day Internationals (ODIs), and Twenty20 Internationals (T20Is) are international versions of those formats. With two innings each team and a maximum duration of five days, test cricket is the most traditional and extended format. T20 cricket is a faster-paced, even shorter variant of the game where each team is only permitted 20 overs. Limited-overs matches, or ODIs, are played with 50 overs per side.

There are three primary forms of cricket:

Test cricket

Twenty20 (T20)

One Day Internationals (ODIs)

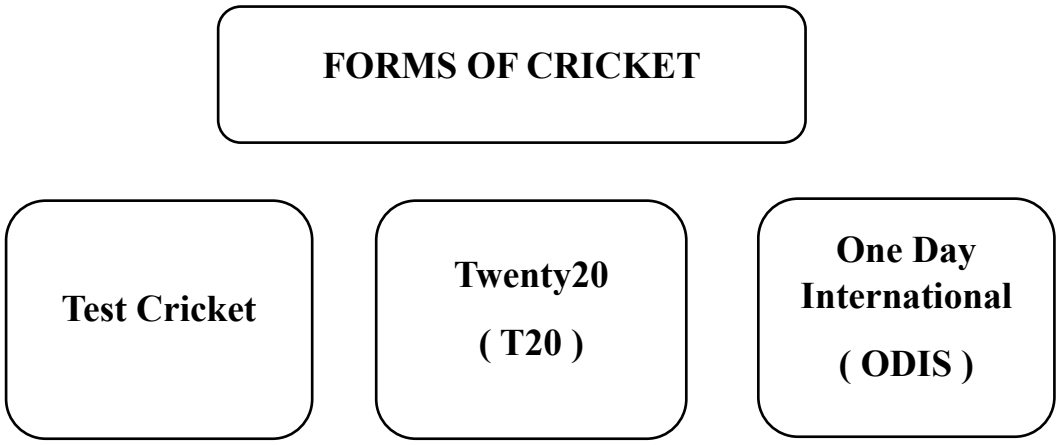


Figure 7 : Type of Cricket (Source: Google)

1.5.1 Test Cricket

The oldest and most traditional version of the game is called Test Cricket; it is distinguished by its longer format and emphasis on strategy and endurance. which is frequently regarded as the sport's peak. Test cricket's long innings allow for a multitude of subtleties and variations, and the game's ebb and flows tell stories that take days to complete. Test matches use a red ball most of the time, and players dress traditionally in white, which adds to the format's traditional and respectable atmosphere. Two innings are allotted to each team to bat and bowl during a five-day maximum duration Test match. The length of Test matches allows for ebbs and flows, comebacks, and stunning turnarounds, making it a true test of a team's spirit and resilience. Cricketers' skills and mental toughness are put to the test in Test matches, which are renowned for their strategy, endurance, and long-standing traditions. Test cricket has a rich history Test cricket is significant, and historical series like "The Ashes" between Australia and England or the intense matches between India and Pakistan serve as prime examples. Fans' collective memories are carved with these interactions, which turn into cricket sagas.



Figure 8 : The game of Test Cricket (Source : Google)

In Test cricket, batsmen must demonstrate technique, patience, and resilience while constructing innings over long stretches of play. On the other side, bowlers use smart periods to try and take advantage of the situation and wear out the opposition batsmen. When fielding in Test cricket, one must always be on the lookout because every run prevented or catch made can have a significant impact on the outcome of the game.

With the introduction of a league system and a final to decide the world's best Test team, the International Cricket Council (ICC) created the Test Championship, which gives Test cricket a competitive edge.

1.5.2 One Day Internationals (ODIs)

In One Day, Internationals (ODIs), each team plays a specified number of overs, usually 50, in a single inning. ODIs are a shortened and fast-paced form of cricket. Original Test matches (ODIs) were designed to be more spectator-friendly and time-efficient than standard Test matches when they were first introduced in the early 1970s.

Providing a well-balanced blend of excitement and strategy, One-Day Internationals (ODIs) have grown in importance in international cricket. Contributing to its broad appeal, the format has created memorable events, fierce rivalries, and high-scoring matches. The ICC Cricket World Cup, a magnificent competition that takes place every four years and draws ardent fans from all around the world, is the summit of one-day international cricket. ODIs are timed and over slotted, which means there's a rush to bat aggressively, bowl strategically, and play aggressively in defence. The flexibility of the structure has also contributed to the development of the sport, influencing changes like fielding restrictions and powerplays. ODIs continue to have a significant role in the cricket world and captivate fans everywhere because of their accessibility and exciting character.



Figure 9 : The game of ODI (One Day Internationals) (Source : Google)

1.5.3 Twenty20 (T20)

The shortest and most exciting version of the game, Twenty20 (T20) cricket, was created to breathe fresh life and enthusiasm into the age-old game of cricket. The England and Wales Cricket Board (ECB) developed the idea in 2003 with the goal of drawing in bigger audiences and a younger fan base.

With the establishment of the Indian Premier League (IPL) in 2008, India gained a great deal of popularity for Twenty20 cricket. International and domestic players competed in a glamorous, high-profile event, and the IPL introduced franchise-based T20 leagues. Success in the league gave players a chance to show off their abilities on a worldwide scale in addition to increasing T20 cricket's appeal.



Figure 10 : The game of T-20 Domestic League of India Indian Premier League

A significant period of innovation in the game occurred as a result of the introduction of Twenty20 cricket (T20) and the IPL's phenomenal success in the first ten years of the twenty-first century. Somewhat by limiting fielder positioning and lowering the borders, the new, abbreviated version of the game gave preference to batting. Bowlers developed an extensive repertoire of varied deliveries to counterbalance heavy-hitting batsmen who scored freely.

A vital component of the bowler's equipment is now disguise. Unlike fast bowling, which adds more force to the batsman's swing, slow spin bowling requires the hitter to create "pace," or the majority of the force needed to move the struck ball. This made slow spin bowling an incredibly potent tool. One of the novel strokes that batsmen started to take regularly

First time the game of T-20 was played

The English counties of Surrey and Warwickshire played their first-ever T20 encounter at The Oval in London on June 13, 2003. Each team was limited to 20 overs every inning, meaning that matches could be finished in a few hours. This fast-paced concept attracted interest right away. The inaugural T20 international (T20I) between Australia and New Zealand was held in Auckland on February 17, 2005, as a result of the earlier T20 experiments' success in England. The concept gained additional traction, and the first ICC World Twenty20 event was staged in 2007 in South Africa, comprising national sides from around the world.



Figure 11 : The first ever T-20 game of Cricket (Source: Google)

Inventor



Figure 12 : The inventor of T-20 games of Cricket (Source: Google)

Stuart Roberston is the inventor of twenty 20 cricket. Robertson is far too humble to claim full credit for inventing cricket's abbreviated version, which is altering the game and offering never-before-seen wealth and chances. At the England and Wales Cricket Board in 2001, Stuart Robertson held the position of marketing manager. There was a noticeable fall in county cricket, but international cricket was doing well. He had the responsibility of addressing the lack of crowds.

Effects

Because T20 cricket is faster-paced and has more scoring than traditional cricket, it may be more exciting for some viewers, especially younger ones. More money has been invested in T20 cricket as a result of its popularity, which is advantageous for cricket boards, players, and industry professionals. Players' abilities in other cricket formats have also improved as a result of T20 cricket, as they have become more inventive, flexible, and aggressive.

The biggest benefit of T20 is the increase in the number of young players participating at the national level. All players now need to be versatile players.

Weak fielders are no longer positioned in fine leg or third man positions. All players now have to be proficient fielders. In Twenty20, fielding is a bonus.

Players of the Twenty20 format have created new versions. The Batsman is the one who has found creative shots. People find it to be quite entertaining. Considering that a T20 match typically lasts three hours. More money and investment have been drawn by T20 cricket.

When the first T20 international was played in the early 2000s, cricket's dynamics underwent a seismic upheaval. Originally conceived as a more spectator-friendly, shortened version of the game, it quickly became a worldwide craze. With its explosive blend of athleticism, strategic cunning, and entertainment value, T20 cricket has grown to become a major international event.

Players from different cricketing nations are combining in different leagues across the globe, demonstrating how T20 cricket is becoming a truly global sport. For spectators and players alike, the format's intrinsic attraction stems from its briefness as well as its capacity to highlight cricketing skill in brief bursts. Famous stadiums throb with the intense energy of Twenty20 matches, and the customary subtleties of the game are reimagined to meet the demands of this exciting format.

T20 cricket has transformed the cricketing ecology with its commercial juggernaut, which goes beyond its on-field thrill. In addition to cricket fans, leagues have grown to be multibillion dollar businesses that draw in foreign investors, sponsors, and advertising who want to be associated with the glitz and thrill of Twenty20 cricket.

A new breed of cricket superstars with impact well beyond the boundary ropes has been created by this commercial bonanza, which has elevated players to the rank of sports and entertainment celebrities.

The advent and rise of T20 cricket have significantly impacted viewer preferences in several ways:

Entertainment Value: With matches usually lasting three hours, T20 cricket delivers a fast-paced, action-packed format. Viewers who might not have the time or patience for longer formats, like Test cricket or even ODIs, would find this shorter duration appealing. T20 cricket is more interesting to watch for many fans because of the constant excitement and possibility for high-scoring matches.

Accessibility: A wider audience can see T20 matches because to their shorter duration. While Test matches require viewers to dedicate a full day or several days, T20 matches tend to draw in viewers who aren't exactly ardent cricket enthusiasts. Due to its accessibility, cricket has drawn in more viewers and new enthusiasts.

Commercialization: More investment, marketing, and sponsorship opportunities have resulted from T20 cricket's commercial success.

T20 match production values have increased as a result, with better broadcasting quality, creative camera angles, and greater experiences.

Priority Shift: As T20 cricket has grown in popularity, viewers' tastes have shifted to include higher-scoring, faster-paced matches. Although there is still a devoted following for conventional cricket formats like Test and ODIs, T20 cricket's popularity has changed spectators' expectations and tastes for shorter, more entertaining matches.

In this research, we examine the various ways that Twenty20 cricket could impact the game going forward. We hope to clarify the nuances of this cricketing revolution, from its effects on globalisation and the economy to the development of playing styles. We aim to comprehend how T20's ascent is influencing cricket's future course and whether it signifies a significant turning point in the history of the sport as we make our way through its maze-like growth

CHAPTER -2

REVIEW OF LITREATURE

Cricket's newest format, Twenty20, has yet to take the cricketing world by storm, but it's already changed the game in significant ways. Not only has it made cricket more accessible to millions of television viewers, it's also strengthened India's position as an economic and media powerhouse in the world of cricket. More than the skyrocketing salaries of cricketers who are lucky enough to be part of the Indian Premier League (IPL), the rapidly growing number of Twenty20 tournaments around the world, and the traditional six-hitting-versus-the-ball contest being transformed into a six-out-of-hand-versus-in-the-back-of-the-hand contest, the biggest transformation of cricket that Twenty20 has brought about is the strong hold that Indian cricket – and the powerful media and business interests that underpin it – now have on the game.

Twenty20, an edition of the game that has shown to be both commercially successful and well-liked by fans (though not always). Due to its shorter format, Twenty20, which can be completed in three and a half hours, cricket has been able to capitalise on its popularity as a mass media sport. Despite being more formulaic than the 50-over game and less nuanced and varied than Test cricket, Twenty20 has its own "rhythms" that are nonetheless unique and captivating. Not every story in Twenty20 follows a formula. Twenty20 cricket matches are easily adapted to the standards of traditional cricket, with the intricate storylines that add to the spectacle and leave spectators with unforgettable memories. approaches to bowling. With one notable exception—the "Dilshan scoop," named for Sri Lankan batsman Tillakaratne Dilshan, an early proponent of a stroke that necessitates the batter to drop to one knee and knock the ball squarely over his own (ducked) head—Twenty20 has not

innovated much in terms of batting. Twenty20 bowlers have tried more creative ways to reduce the rate of scoring. Twenty20 cricket is usually won by pace bowlers who can produce accurate Yorkers, or deliveries that pitch on the toes of the batsman. Unexpected in its success, the slow bouncer is a surprising idea. The gradual full toss is similar. Like bowling in other leagues, the key to success in Twenty20 is everything else: precision, diversity, and a dash of unexpectedness. **Rumford, C. (Ed.). (2013).** The study tells that Lead by the Indian Premier League, Twenty20 cricket transforms with mainstream appeal and compelling stories in a three- and one-half-hour format that is both accessible and commercially successful. While there have been few improvements in batting, bowlers have shown inventiveness; the Dilshan scoop is one example of how they emphasise success with precise yorker's and unorthodox tactics.

The introduction of Twenty20 cricket can be linked to changes in the way test cricket is currently played, including a decline in four-percentage, an increase in six-percentage, different run rates for certain teams, and a reduce in draw percentage, as this study illustrates for both coaches and players. Thus, enhancing the capacity to hit a higher amount of It is the responsibility of coaches and players to concentrate on hitting boundaries, boosting the total run rate, and enabling strike rotation. Future developments will be important to follow, particularly if young players who have grown up playing and watching T20 cricket are among those who may be joining the Test team. **Nicholls, S, et.al. (2023).** This study examines the effects of T-20 cricket on variables related to Test match performance and finds some interesting differences since the competition's inception. The requirement for coaches and players to concentrate on boundaries hitting and strategic advancements is highlighted by the changes, which include a decrease in four-percentages, an increase in six-percentages, diversified run rates, and decreased draw percentages. Future developments are worth keeping a close eye on, particularly in light of the

impact of T20 participation on young players joining Test teams. Since the beginning of Australian colonization, cricket became a popular sport there. Without a doubt, other sports now fiercely compete with cricket for players, viewers, and sponsorship, and cricket does not have the same automatic place in the Australian sporting schedule as it had in the past. Whether Twenty20 cricket is a passing trend or a long-term fixture on the international and domestic schedule is one of the key questions determining the sport's future. Although it's possible that the format will be added to the international schedule, there are serious concerns about player workload that will surface if it stays a regular feature of international cricket. It may also not significantly boost income.

The amount of money that may be generated at that level, however, may be significantly impacted by Iwenty20 as there are no such concerns around player workload in respect to cosmetic cricket. Increasing revenue from the currently losing domestic season and offering a way to keep the current player payments in place could then help to address one of Cricket the nation's known problems and still leave Cricket Australia with enough cash for the game's continued development. Because it will likely draw viewers who haven't been drawn in by cricket's two current formats, the new style itself may serve as a promotional tool.

Twenty20 is undoubtedly still riding high on novelty, and in the decades to come, its flaws may become more glaring. But a three-hour game of cricket also seems to have some legitimate attraction. Therefore, **Davies, C. (2007).**This research tells that Twenty20 cricket may offer an additional avenue for cricket to amuse audiences in a more convenient time period and may also give cricket a chance to compete with other sports on the Australian athletic calendar.

Cricket is now played as a one-day (50 overs) match instead of a thorough five-day (Test) battle. The Twenty-20 version has entered the cricket scene more recently, yet cricket, the world's second-most popular sport after football, is played in all three formats, with each format having equal importance.

The Cricket World Cup, which was never the spectacle of the previous format, test cricket, was replaced as the premier cricket event since its inception in 1975 by one-day cricket, which snatched the content from the latter. Because they took home the first two World Cup titles, West Indies became the dominant team early on. 75th and 1979th editions. Australia won the title for the third edition in 1987, after India did it in 1983. Under the leadership of Imran Khan, Pakistan won the title in 1992. That was in 1996 when Sri Lanka won. In addition to winning the following two World Cups in 2003 and 2007, Australia's victory in 1999 marked the country's second victory overall. The year 2011 saw India win their second title. Remarkably, it was thought that Test cricket would benefit from the outcome-driven one-day format. The players' experience to relatively quick one-day matches made test matches more competitive and began to irritate the players more regularly.

However, the significance of the three various formats has increased since the introduction of Twenty-20 cricket and the ICC World Twenty-20 Championship in 2007. Because of the fast-paced, action-packed game play of Twenty-20 cricket, it appears that the previous forms are in danger. Twenty-20 cricket is also briefer and more interesting. The analysts belong to the contrasting opinions about what kind of structure would last longer than the others. Even if the T20 is perceived as having appeal, this is just a bubble that will soon burst. The more athletic formats of one-day internationals and Tests are reserved for real cricket players.

Nonetheless, there is a large fan base for Twenty-20 cricket and modern cricket. **Subhani, et.al. (2012).** The purpose of this study is to investigate if the Twenty-20 format will eventually alter the current state of the ODI Leading Test. The study would provide insight into the future route that cricket would follow. This study also revealed the preferences that sports event sponsors should expect from their supporters in the near future, as well as a sound financial measure.

With roots in the 16th century, cricket is a long-standing sport. Twenty20 cricket, also referred to as T20 cricket, is the most recent variation of the game. It started in 2003 with matches between domestic English and Welsh sides. With five World Cups held (in 2007, 2009, 2010, 2012, and 2014), Twenty20 cricket has seen an explosive rise in popularity since 2003. Known as the showcasing for Twenty20 cricket, the Indian Premier League (IPL) debuted in 2008. In terms of the quantity of teams, television deals, pay scale, etc., the IPL is still becoming more and more popular.

Twenty20 cricket mirrors many of the characteristics of one-day cricket, with a few minor exceptions (such as fielding limitations and bowler overcapacity caps). The 1960s saw the introduction of one-day cricket, a limited overs variant of the game similar to Twenty20 cricket. One-day cricket and Twenty20 cricket vary primarily in that the former gives each batting side 50 overs, while the latter gives each side 20 overs. Thanks to this distinction, Twenty20 matches may be completed in about three hours, which is about the same amount of time as matches in a number of professional sports.

A variety of complex system types have benefited from the development of simulation approaches. Mathematical models have long been used to simulate weather systems, for example, in order to predict climate change and provide short-

term weather forecasts (Lynch 2008). There would also be use in a T20 cricket match simulator. Cricket lovers are clearly interested in making predictions about match results. Exploring different aspects of matches for which there aren't enough real matches would also be made easier with the use of a match simulator. Consider a T20 squad that is thinking about switching up their batting order. The breakdown of hits scored by the fictitious lineup might be of relevance to them. Obviously, a realistic and accurate simulator that reflects the intricacy of the game is ideal for Twenty20 cricket. We are unaware of any realistic Twenty20 cricket simulators that have been created. **Davis, J., Perera, et.al. (2015).** This study tells Since its inception in 2003 and because to tournaments like the Indian Premier League, twenty20 cricket has developed quickly. While the shorter format, which is similar to one-day cricket, offers a chance for simulation techniques, realistic T20 simulators have not yet been investigated.

The Indian Premier League (IPL), a Twenty20 cricket competition, was launched in 2008 by the governing body BCCI, giving the sport a new dynamic. To correspond with eight of the biggest Indian cities, eight franchises were developed. Franchisee motivation drove the teams. A pool of available players was used to choose the participants through competitive bidding. IPL T20 cricket tournaments are annually organised by the BCCI. The ninth edition of the Indian Premier League is slated to commence in April 2016 and has now featured eight editions. A comprehensive picture of every aspect of cricket is provided by the statistics, which play a major role in the game.

All IPL players have had their IPL performance data collected through IPL 7, as well as their total T20 career data through the end of IPL 8. Batsmen are only ranked depending on how well they bat if they have played in more than 25 matches and scored over five hundred runs in T20 cricket internationals with a strike rate of more than 100. Included in this endeavour are 89 batsmen in all who meet these

requirements. For the same reason, bowlers are only ranked if they were part of the IPL 8 and have bowled over 30 overs during their T20 cricket international careers. 120 bowlers in all are thus taken into consideration. **Prakash, C. D. et.al. (2016).** This study tells that with franchise-driven competition, the IPL changed the dynamics of cricket when it began in 2008. A thorough assessment can be obtained by statistical analysis that includes both T20 career data and IPL performance. Rankings of players are determined by particular standards, highlighting the league's importance in developing cricket talent.

T20 cricket has gained enormous popularity since its launch. In three international T20 World Cups, India, Pakistan, and England have been victorious in 2007, 2009, and 2010, respectively. Although international Twenty20 cricket matches occur frequently, T20 cricket has primarily benefited from the expansion and enthusiasm brought about by the Indian Premier League (IPL). In 2008, 2009, 2010, and 2011, the Indian Premier League concluded four successful seasons. Across India, major cities host IPL matches, with the exception of the second season, which took place in South Africa. From eight to ten clubs participated in the 2011 Indian Premier League (IPL), with particular measures made (such as player retention) to foster regional support. The league has also been pushed by its connections to Bollywood ownership and patronage, and salary caps on teams have been implemented to preserve a competitive balance. The IPL season usually starts in the spring.

It takes six weeks to finish and is finished in March or April. Because the Indian Premier League season moves quickly, international players can return home to continue training with their national team. Fans are said to be captivated by the rigorous schedule as well. Canada, a country with a little history of cricket, watched all 74 of the 2011 IPL matches live due to the league's immense popularity.

T20 is a restricted overs form of cricket that shares many characteristics with one-day cricket. In one-day cricket, both batting side is allotted 50 overs, whereas in Twenty20, every team is given 20 overs. This is the primary distinction. T20 matches, as a result, typically last three hours. More in line with the widely watched professional sports leagues in hockey, football, rugby, basketball, and baseball. **Perera, H. P., & Swartz, et. al. (2013).** The research tells that the further effect of T20's fewer overs is that the manner of Batting is more forceful. Due to the ease with which 10 wickets can be maintained over fewer balls, batters are less concerned about dismissals (i.e. overs).

The England County sides squared off in their inaugural T-20 contest on June 13, 2003. It had the T-20 Cup name . In 2005, Australia defeated New Zealand in a match that saw the format gain recognition on an international scale. Being the inaugural Men's Match played on February 17, 2005, amongst international Twenty20 players. With the debut of the 2007 ICC World Cricket Twenty20, this format became more well-known. Inaugurated by the International body of cricket ICC , it was the inaugural T-20 Cricket World Cup, held in South Africa. With each passing year, the competition's success grew to the point where 16 teams, including three new teams, competed in its fifth season in 2014.

India created the Indian Premier League as a result of their stunning success at the 2007 T-20 World Cup, which piqued the attention of BCCI in this aspect of the game. First, the Indian cricket team's victory in the inaugural Twenty20 World Cup in September 2007 was the sole reason for the IPL's existence. The BCCI exploited the league as a marketing tool to profit from this victory. However, in a relatively short time, it gained acceptance among Indians. Everyone appreciates the India Premier League (IPL) for its business model, which consists of many intricate

procedures like competitive cricket, marketing, price, glamour, and most importantly, entertainment. However, many have criticised the IPL from the outset for what they see as the direction of Test cricket going forward. The new format, according to many, has made batsmen impatient and negatively impacted their defensive strategy. IPL was also blamed by many critics, old cricket players, and fans for the Indian team's defeat in the Twenty-20 World Cups in 2009 and 2010. **Rana, A. S., & Bagchi, et.al.(2020).** The research tells that the major turning point was reached in 2007 with the ICC World Cricket Twenty20, which brought international legitimacy to the 2003-born sport of T20 cricket. The IPL's quick development and success were facilitated by India's victory in that competition, which served as inspiration for its inception. Its effect on player strategies and Test cricket, however, continues to draw criticism.

The results of this study showed that the ball-hitting patterns of flying 6-run scoring strokes were substantially correlated with bowler length, bowler line, bowler type (style), and power plays. of all the variables examined, bowling length was shown to have the biggest effect based on effect sizes. Intimidating pitches, like the short ball and the back of a length deliveries, caused more 6's behind square than anticipated. When the half-volley length was bowled, more offside sixes were scored than anticipated. On the off-side to balls bowled beyond the line of off-stump, more sixes than anticipated were struck. Quick bowlers let up more sixes behind square than anticipated. Moreover, powerplay overs produced higher than anticipated 6′s. This investigation provides insight into the interdependencies between hitters and bowlers. The findings indicate that hitters have more opportunities to score six runs when pitchers pitch shorter pitches and use shorter half-volley lengths. As a result, bowlers may want to use alternate lengths more frequently and restrict their use of short pitched and half-volley pitches.

If a batter wants to score as many runs as possible, they should go for the shorter ball, the half volley, or balls delivered wide outside off stump line. Additionally, since the field constraints seem to be advantageous, batters should try to maximize their opportunity to play powerful shots during powerplay overs. **Jamil, M., et.al. (2022).** The study highlights the advantage that hitters have with shorter pitches by demonstrating the strong relationships that exist between ball-hitting tendencies and bowling length, line, method, and power plays. For maximum strategic benefit, bowlers should think about using different lengths.

Twenty20 cricket, sometimes known as T20 cricket, is a type of short-format cricket that has grown in popularity across the globe. 2003 saw the debut of Twenty20 cricket, which included domestic matches amongst English and Welsh teams. The idea behind Twenty20 was to offer a more thrilling form of cricket, with matches lasting no more than three hours. Nowadays, there are numerous professional T20 leagues in which the Indian Premier League is thought to be the most prominent. Every IPL match is aired live on television, even in Canada, which isn't exactly famed for its cricketing tradition.

Twenty20 cricket is similar to one-day cricket in many aspects, with a few minor exceptions (such as fielding restrictions, overs-per-bowler limitations, powerplays, etc.). Created in the 1960s, one-day cricket is a variation of cricket played on small fields, similar to Twenty20 cricket. The primary distinction between one-day cricket and Twenty20 cricket is that in the former, each batting side is given 50 overs, whereas in the latter, 20 overs are granted.

For this reason, a lot of one-day cricket tactics have been carried over into Twenty20 cricket. The selection of teams, batting orders, and bowling orders for Twenty20 teams are the subjects of this study. It's ideal for clubs to field their best players, however in order to do so, a conclusion about how important hitting is in comparison to bowling. **Swartz, T. B. et.al. (2016).** This research tells that after its debut in 2003, Twenty20 cricket has become more popular throughout the world, with the IPL being one of the major leagues. The study concentrates on batting, bowling, and squad selection techniques, much as in one-day cricket.

Cricket is a highly popular game. As it gained popularity and viewership, code exchanges and enhancements to events were essential. To support the sustainable growth in the future, international market research was previously commissioned by the International. Worldwide, cricket has over a billion fans, according to the Cricket Council (ICC), and there is room for significant expansion. Twenty Internationals (T20) used to have the best reputation of any cricket format, with 92% of fans expressing a desire to see T20 included in the Olympic Games. Of all the cricket formats, 87% of fans agreed.

international players participate in the Indian Premier League (IPL), another T20 format event. The Indian Premier League is a two-month long competition that takes place once a year, usually in April or May. The IPL brings in $600 million a year for the Board of Control for Cricket in India (BCCI), which revealed that Star India sold the five-year global broadcasting rights for $2.55 billion in 2017 .

One of the most interesting research areas in sports analytics is the extraction of valuable information about the game, mostly from replayed or ongoing video games. For the group, the forecast of the suit's final outcome is incredibly beneficial.

crew instructors, players, and additional wagerers. For instance, membership managers based solely on the outcome of previous suits or records connected to certain players can be used to improve video game tactics. Due to the IPL's high level of volatility, bookmakers and gamblers are encouraged to make predictions about suit impacts or game mechanics. **Yadav, D., & Kumar, et.al. (2020).** The study says that the sports betting industry is growing quickly. For example, the global market for online gaming was Initially, it was approximately $20 billion, but in just 7 years, or 2016, it had grown to $40 billion, of which roughly 40% was from sports betting. Machine learning is a key technique utilized in recreation analytics lookup.

One-day international (ODI) or twenty-over (T20) formats are used for international one-day cricket matches. Like many team sports, cricket has physical demands that vary depending on your playing position. fast bowler in cricket faces the most physical demands. physical difficulties in comparison to other roles like wicketkeeper and batter. The number of thrilling days of international single-day cricket has increased with the launch of T20 matches. It is crucial to comprehend the time motion requirements of international cricket, as seam bowlers have the biggest risk of injury and the highest workload of any playing position.

Inertial sensors and the global positioning system (GPS) have been used to track cricket match play in order to assess external physical demands. In most cricket formats (multi-day, ODI, and T20), seam bowlers are known to execute the highest volume of high-intensity actions when fielding for their side, both in junior and senior cricket. This is supported by prior studies. But the games and players that were the subject of these evaluations were restricted. ODI and T20 competitive international matches currently have no time motion data on seam bowlers that has been published.

Apart from any physical distinctions in the play of ODI and T20 matches, elite world cricket is played across several continents, and it is unknown what impact playing at home versus away has. It has been observed that in team sports like soccer, playing at home results in longer high-speed running distances and total distances, but playing away causes greater maximal accelerations. **Bliss, A., et.al. (2021).** The study tells that Fast bowlers have a lot of physical challenges when playing international one-day cricket. The popularity of T20 matches has grown, but ODI and T20 seam bowlers' time-motion statistics aren't readily available. Performance of a player may be affected by playing within the home versus away.

T20 cricket is essentially a "made-for-television" model; Axford and Huggins note that the Indian Premier League (IPL), the most prominent competition, provides "a hyper-compressed and ephemeral spectacle." Perhaps these related ideas, most modern T20 tournaments fit the description of cricket as a media event and transient spectacle because it is relatively easy for networks and businesses to schedule a fast-paced, three-hour match that draws a larger audience than just aficionados or interested parties .Since 2008, the Indian Premier competition has become the most significant Twenty20 competition in terms of status, trade, and media interest. The IPL draws the best players in the world despite not allowing Pakistani players because of its excitement, spectacle, and unheard-folly high salaries. The IPL, with an estimated value of US$7 billion, outpaces all other cricket competitions in terms of revenue and "directly challenges the CWC's status as cricket's premier global event." All by itself, the IPL elevated T20 cricket to a global sport and provided the model for style that most other limited overs cricket leagues worldwide have adopted. According to Sturm, the Indian Premier League (IPL) showcases extravagant elements such as excessive usage of musical moments, trumpet blares, celebrity appearances, and corporate branding. Screened slogans, dancing girls, music and blasts of confined explosive gas accompany boundaries and wickets.

Furthermore, a number of T20 leagues have made an effort to mimic and recreate IPL components.

The Big Bash league or the Caribbean Premier League (CPL) are most renowned for their accomplishments. Since the BBL began in 2006, broadcasters have been able to use games as a testing ground for new technology developments because the league purposefully promoted entertainment above serious cricket at first. **Sturm, D. (2021).** The study says that T20 cricket, represented by the Indian Premier League, is a fast-paced, media-driven show. The Big Bash and CPL are two examples of how the IPL's opulent elements and global influence shaped T20 leagues around the world.

Sports and statistics go hand in hand. Any game's outcome is determined by the scores that the participating teams and players have accrued. Athletics with a wealthy sports like football, tennis, and cricket offer a wealth of statistical data that has been gathered over a lengthy period of time. Sports on TV has evolved from only displaying the game to providing a wealth of game statistics. Score prediction has become a feature of watching TV sports with stats like serve speed or yardage gained, and viewers now love understanding all this extra information. This shows the of picking the winner of a Twenty20 match before the last over begins. To forecast the outcomes, a set of characteristics with a focus on bowling and batting prowess was employed. An SVM model yielded an accuracy of 89.36%; KNN and random forest produced encouraging results. Runs and wickets appeared to contribute more to the final accuracy when testing was done on a combination of traits by clubbing them into one group and skills into another. **Kota, J. S., & Vayelapelli, M. et.al. (2020).** TV broadcasts of sports like cricket, football, and tennis increasingly feature a wealth of statistical information. This study focused on

bowling and batting ability to forecast Twenty20 match results with 89.36% accuracy using methods such as SVM, KNN, and random forest approaches.

The game of cricket overall has been fundamentally affected by its increasing popularity. Politically speaking, it has moved the game's centre of power from England to India, where Twenty20 is the most popular league. Not all of the countries competing in the current women's world cup from countries that have historically played cricket (i.e., not all of them are Commonwealth members). However, there are various short variations of cricket, and some have questioned if these are undermining the classic game. Test cricket appears to be particularly vulnerable. When it comes to international cricket, test matches are the longest format. The aim is to bowl no less than 90 overs in a day throughout a five-day test. A team bats for as long as it can, unlike in short versions of cricket, with an innings concluding only when all of its batters are out. Each side has two opportunities to bat. t's evident that the international women's game of cricket is mostly unaffected by test cricket. Typically, a token test match may be included in an international series along with a number of shorter games. It may also be argued that women's cricket is a sign of the that all cricket will play in going forward. Nonetheless, something significant would be lost whenever the test match ends. Players in sports face unique obstacles that encourage them to explore their own unique human experiences. A notable distinction exists in the regulations of test cricket. They imply that the goals of a team are distorted during a game.

When batting, the first objective for a team is to not lose, not to win. More specifically, the side aims to bat for long enough that it runs out of time to be bowled out twice. Should The game be declared a "draw" if no team is able to knock out its opponents twice. (Actually, "no result" is more accurate, although terminology used in cricket rarely gives too much thought to formalities in everyday English usage.) Hence, winning is not as important as not losing. In other words, sluggish, defensive

play is encouraged in test cricket. More crucial than racking up runs is not losing a wicket, or getting out. In contrast to T20, this is. Although it's difficult to dismiss an entire team in 20 overs, it’s almost always possible to find a substitute.

A significant and difficult task, test cricket presents the batsman with an opportunity for in-depth reflection as well as a reminder of what it means to be human. In the unlikely event that the test batter will probably not bat for several hours, during days of extraordinary events. To remain in test cricket, or to "build an innings" as it is known in the sport, one must possess patience and self-control. Test cricket provides a maybe nostalgic window into a time before instant satisfaction became the norm in a fast-paced, consumerist society. This discipline was disappearing, which alarmed people when T20 became more popular. Now, T20 and other short formats are used to educate young players before they play test cricket. **Edgar, A. (2020).** The study tells that the power dynamics in cricket have changed as T20 cricket has grown, especially in India. Challenges confront test cricket: the fast-paced, consumerist attraction of T20 clashes with the specific goals and traditional tempo of test cricket.

Given that they only had a certain amount of delivery to get the batsmen out, it was predicted that bowlers will bowl more aggressively during limited overs contests. It was anticipated that this aggression would show up as more changes in the delivery characteristics and a higher rate of runs scored by the batsmen. However, the analysis that was done did not fully support this idea. The stock delivery speed for the pace bowler varies from 80 to 94 mph, the ball pitching length is 2 to 13 yards, and in all three types of matches, the pitching line is 0.2 yards to the left of the centre stump. Similar parameters apply to the medium-paced bowler: the delivery length varies from 2 to 10 yards, the stock speed is between 70 and 80 mph, and the

pitching line is positioned approximately 0.3 yards to the left of the middle stump. Regardless of the match being played, the spin bowler's delivery pace can increase by up to 2 mph in limited overs matches, suggesting a more aggressive delivery. However, the pitching length stays between 2 and 7 yards, and the pitching line centres around a point that is 0.4 yards to the left of the stumps.

It has been determined that during various match types, bowlers do not appreciably alter their bowling style. But depending on the kind of game, a batsman's run rate fluctuates. In limited overs contests, this implies that the batsman's style of play becomes more aggressive; nevertheless. **Justham, L., et.al. (2008).** The research says that the traits of bowlers remain mostly the same regardless of the style of play, including delivery velocity and pitching qualities. In limited-overs matches, batsmen appear to be playing with greater aggression, as seen by their increased run rate. This suggests that further research is necessary to confirm the trend.

The capacity to reduce production factor costs and maximise its benefits is increasingly important to entrepreneurship. Entrepreneurs are therefore typically more inventive and creative than the general public. The goal of the current study is to examine how T20 cricket teams led by men and women entrepreneurs perform globally. Seventeen teams from the best five Twenty-20 cricket premier leagues across the globe made up the study's sample size. Additionally, the teams' performances were compared using the independent sample T-test. It was discovered that the average scores of teams led by male and female entrepreneurs do not differ significantly.

The male entrepreneur's team matches the female entrepreneur's team in almost every way. **Sharma, P., & Kapoor, D. (2021).** The study’s say that in examining T20 cricket teams led by male and female entrepreneurs, the study found no significant differences in average scores. Both male and female-led teams demonstrated comparable performances, highlighting the potential equality in leadership efficacy within the context of cricket.

CHAPTER – 3

RESEARCH METHODOLOGY

INTRODCUTION TO RESEARCH METHODOLOGY

Research methodology is an organised process that outlines the tactics and procedures used in a study. It offers an arrangement for planning, carrying out, and evaluating the study procedure. Research technique is to ensure that the conclusions of the study are accurate, dependable, and legitimate.

3.1 WHAT IS RESEARCH METHODOLOGY?

A research methodology includes the steps you plan to take to conduct your study. This covers your approach to methods of data collecting, statistical analysis, participant observations, and other related areas.

3.2 WHY DO WE NEED IT?

It is impossible to exaggerate the significance of research methodology in any undertaking. Research technique is important for a number of reasons.

- Assures Systematic Approach: Research methodology offers a disciplined and methodical way to go about carrying out research. It provides a clear roadmap from the formulation of the problem to the gathering, analysing, and interpreting of data, guaranteeing a systematic and coherent research process.
- Boosts Credibility: Reliability and credibility of study findings are increased by employing a strong research methodology. It reduces the impact of subjectivity or personal biases and assists researchers in reaching objective, evidence-based conclusions.

- Facilitates Replication: By offering a clear and recorded procedure, research methodology makes it possible for other researchers to repeat the study. This replication advances the body of knowledge in the field and aids in the validation of the findings.
- Optimizes Resource Allocation: Researchers can more effectively deploy resources when they use an effective research approach. Researchers can maximize their time, manpower, and financial resources by choosing the right approaches and techniques.
- Directs Data Collection: The choice of tools and techniques for gathering data is guided by research methodology. By doing this, the collection of data is guaranteed to be uniform and consistent, which improves the data's validity and reliability.

Research objective

A researcher's intended outcomes for a study are known as research objectives; they are precise, quantifiable aims. They are often written in a style that clarifies the goal of the study, the anticipated results, and the projected completion date. The goals of research should be precise, succinct, and quantifiable.

❖ Objectives for this paper are:

- To explore the future of different formats
- To understand the effects of T-20 cricket on viewers
- To study people’s perspective about the T-20 formats
- To understand the reason of rise of T-20 cricket

3.3 RESEARCH DESIGN

A researcher's chosen framework for research methods and techniques is known as research design. Because of the design, researchers can focus on methodologies that are appropriate for the field and create successful studies.

An experimental design, research problem, or descriptive case study are examples of sub-types of research that are explained by the design of a research topic. Other types of research include survey, correlational, semi-experimental, and reviews.

❖ **Types of research design:**

- Qualitative methods: Usually entail in-depth interviews and open-ended questions, they centre on understanding the experiences and viewpoints of individuals.
- Quantitative methods are centred on numerical data and statistical analysis; they frequently entail experiments and systematic surveys.
- Mixed Methods: Integrate qualitative and quantitative techniques to use the advantages of each methodology.

Design used for this paper:

❖ **Quantitative:**

What is Quantitative Research?

Numerical research is the process of analysing and collecting numerical data to identify trends, average values, assess relationships, and derive overall insights. It is used in various fields such as Natural Sciences and Social Sciences.

What is Quantitative Data Analysis? Quantitative data analysis uses statistical methods to analyse and interpret numerical data.

3.4 DATA COLLECTION:

Gathering, documenting, and obtaining information or data from diverse sources in a methodical manner—often with a predetermined goal in mind—is known as data collection. It entails gathering raw data, which might be information in the form of text, numbers, photos, audio, or other formats. An essential first step in producing knowledge and insights for analysis, research, decision-making, and other uses is data gathering.

i. Primary data

First-hand experience is the source of primary data, which has never been used before. The information acquired through primary data gathering techniques is extremely accurate and unique to the purpose of the study.

For this study a structured questionnaire was formed and was circulated to the target group.

ii. Secondary data

Data that has been used previously is known as secondary data. The researcher has access to organizational data as well as data from external and internal data sources.

For this study government approved papers and websites were considered for reference.

Sample design

A defined strategy for selecting a sample from a specific population is known as a sample design. It speaks of the method or approach the researcher would use to choose the objects for the sample. The process of determining the sample size, or the number of objects to be included in the sample, is likewise derived from sample design.

❖ **Sampling used for this study:**

- Non-probability sampling:

A subjective (i.e., non-random) way of selecting pieces from a population is known as non-probability sampling. Non-probability sampling does not require a complete survey frame, making it a rapid, easy, and cost-effective data collection method. Non-probability sampling is taken into account for the upcoming study. Subgroup known as Quota sampling is created when it is split apart.

- Simple random sampling:

Using a blind selection process, a sample is chosen at random from the population. It is the most fundamental and uncomplicated type of probability sampling.

Sample size:

The phrase "sample size" in market research refers to the total number of participants in the study. The sample size for this paper is 88.

3.5 LIMITATIONS:

- Time constraints

The study was conducted in a short span of 2 months. Acquiring information and juggling with other tasks made it a challenge for the author to work on this paper.

- Acquiring data:

There weren't a lot of papers available on this subject which made getting references for improving the study difficult to some extent.

Scope of study:

The scope of this research was to evaluate and understand about the growth t-20 format has seen in the last decade. The aim was to understand where t 20 format stands in today's cricket both with the athletes and audience point of view.

The study also explores about the impact it has created on other formats and on athletes as well and how exactly it has shaped cricket and effected it in general.

CHAPTER – 4

DATA ANALYTICS

4.1 INTRODUCTION

In order to extract significant insights and condense enormous amounts of data into a comprehensible story, the data analysis process is essential. Data analysis aids in the decomposition of complex data into more manageable portions for the purpose of studying the evolution of cricket's Twenty20 format and its influence on other formats.

A systematic questionnaire was developed and distributed to the intended audience in order to collect pertinent data. 87 people in all participated in the survey. The goal of the study is to comprehend the effects of the twenty-20 format, particularly its capacity to draw unprecedented numbers of spectators to home games.

Through the analysis of survey results, researchers can obtain important knowledge on how cricket fans think about and behave in relation to the various formats. A thorough grasp of the ways in which the Twenty20, a format has impacted the sport and its conventional formats can be obtained from this examination.

It's possible that the structured questionnaire asked participants about their preferences for various cricket formats, the reasons behind their attendance at or lack thereof at matches, and how they saw the Twenty20 format in general in comparison to other formats. Data on attendance patterns, fan involvement levels, and the Twenty20 format's general popularity may be obtained by asking these questions.

Patterns and connections within the data can be found by applying data analysis techniques including statistical examination, analysis of trends, and correlation

analysis. For instance, studies may find that the Twenty20 format's debut boosted participation at home matches in all forms or that particular populations are more likely to Favor one format than another.

All things considered, the data analysis procedure is essential for sorting through the enormous volume of information gathered for the study and for deriving insightful conclusions that might guide future cricket-related choices and tactics.

4.2 SECTION-1

4.2.1 Demographic Questions

1. The respondents filled out the first question, which asked for their name, with great sincerity.

2. Regarding the second question, which asks about the respondents' gender, the pie chart graphic stated above will indicate which gender group actively participated in the survey.

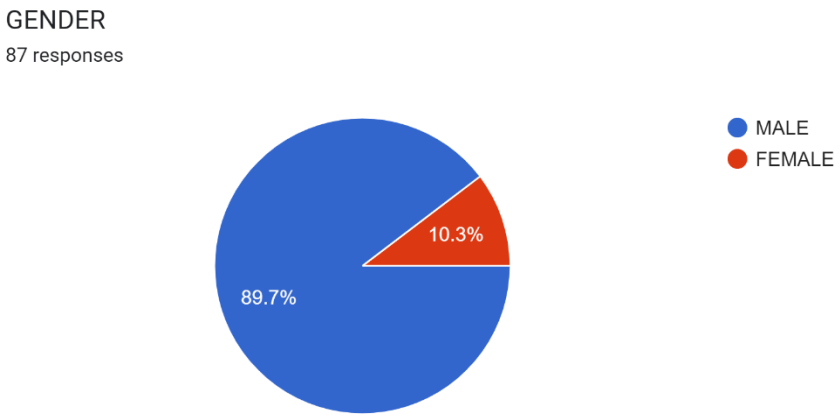


Figure 13 : Gender of the respondents

The initial question was to get an idea about the demography of our respondents and this survey was mostly circulated to males because of the authors connections in cricket clubs and social circle.

3. The age of the responders is the subject of the third question.

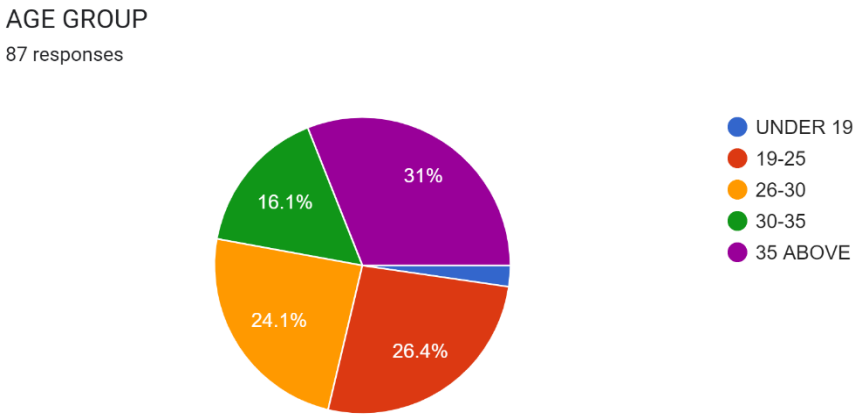


Figure 14 : Age of the participants

The second question was aimed to understand about the age group and the results showed us a diverse age group participating in this survey. No particular age group completely dominated. Answers from every age group was gathered which will eventually enhance our study and give us wide perspective

4.3 SECTION-2

4.3.1 Public Views On Future Of Cricket: The Rise Of T-20 Cricket

4. As an athlete which format do they prefer to play for

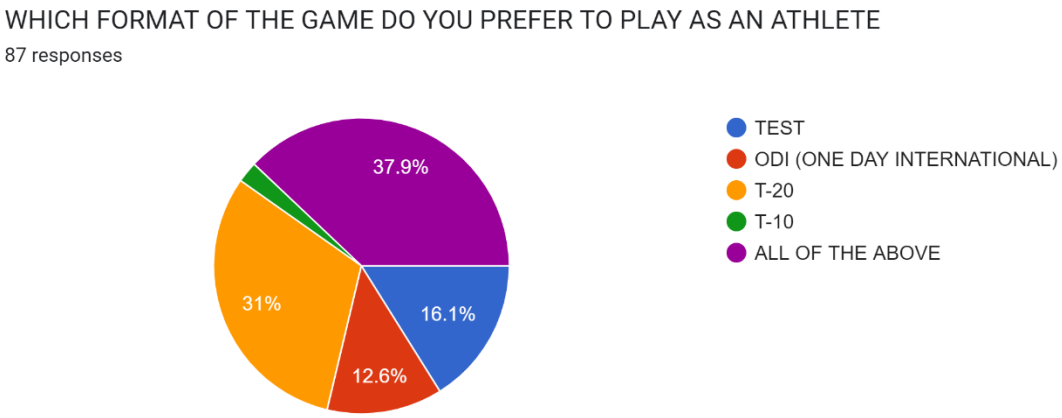


Figure 15 : Which format of the game do you prefer to play as an athlete?

When we asked our respondents which game do they prefer as an athlete there were two major answers. One that they like all the formats but there was one format which was preferred by a vast population and that was T 20 format. Shorter duration, more frequent and more exciting could be the factors here why most of the athletes were inclined in playing T 20 format than the others. Various leagues around the world have surely boosted its popularity. T 10 aimed to follow in the footsteps of T20 couldn't live up to the expectations and received the least votes, ODI was also not too far behind.

A number of factors have contributed to T20 cricket's success. First of all, because it lasts less time, players and viewers who might not have enough time for lengthy matches will find it more engaging and accessible. T20 games are also known for their fast-paced format, which tends to increase adrenaline and excitement levels

and attract both players and fans. The growth of T20 leagues across the globe has added to the sport's appeal by giving players lots of chances to compete in prestigious competitions and display their abilities in front of a large audience.

However, while trying to emulate T20 cricket's success, the T10 format fell short of expectations and garnered the fewest votes from participants. This may suggest that T10 is less engaging or appealing than T20, perhaps as a result of an even shorter length, which could reduce the game's strategic depth and thrill. Similar to this, even while ODI cricket is still widely watched, athletes appear to Favor the faster-paced, more dynamic T20 version.

5. An audience which format do you prefer as an audience

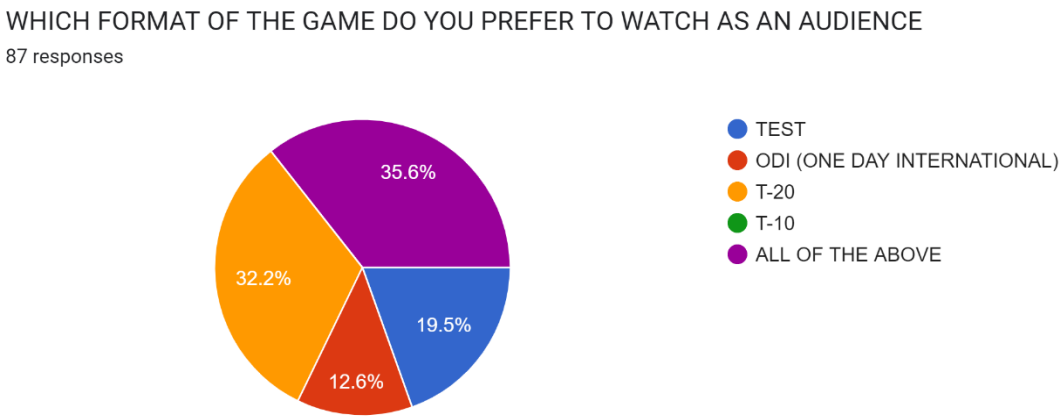


Figure 16 : Which format of the game do you prefer to watch as an audience?

This question was similar to our third question but this time the perspective was different. Instead of as an athlete author asked them about their preferred format as an audience but the results were almost identical.

The text emphasizes that individuals are more likely to watch Twenty20 cricket matches than any other format, indicating that fans are drawn to the sport because of its shorter length, greater frequency of matches, and higher level of excitement.

In addition, the text states that a small portion of viewers—compared to T20 fans, at least—want to watch T10 cricket. This shows that even if T10 cricket may not have become as well-known as T20 cricket, cricket enthusiasts are still somewhat interested in this format.

It's interesting to note that a sizable segment of the public still favours the classic Test format, despite its lengthier duration and slower speed. This suggests that there exists a subset of cricket enthusiasts who appreciate the strategic nuance and heritage linked with Test cricket.

6. Is the future been impacted because of T-20 Cricket Leagues

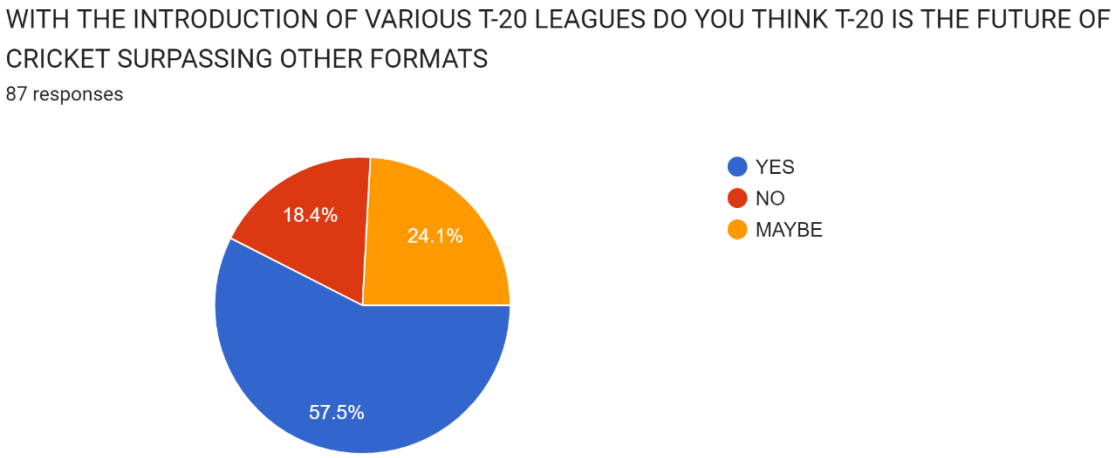


Figure 17 : Do you think T 20 is the future of cricket surpassing other formats?

The question was aimed to understand whether leagues have an effect and will T 20 surpass other formats. The results came quite optimistic about T 20 with almost 60% respondents feel it will surpass other formats. With the number of investments and frequency of matches happening in this format people might assume that it is overshadowing other formats.

The findings show that there is a lot of hope for T20 cricket's future domination, with over 60% of respondents thinking it will outperform other formats.

This optimism is probably the result of multiple things. First off, the massive sums of money and sponsorship that are flowing into T20 leagues across the globe have raised the format's reputation and increased its visibility to viewers everywhere. With leagues frequently lasting several months and many games per week, T20 matches are frequently held, which guarantees a constant flow of cricket action that keeps fans interested and enthused.

T20 cricket's fast-paced and dynamic style, which is typified by tight bowling, powerful batting, and close finishes, has also drawn in new fans and captured the

attention of spectators. T20 matches are also more accessible to casual fans because of its shorter duration; these viewers might not have the time or desire to watch longer formats like ODI or Test cricket.

The dominance of T20 leagues in the cricket calendar and the widespread media coverage they receive could contribute to the idea that T20 cricket is overshadowing other formats. Because of this, individuals could instinctively choose T20 cricket as the most thrilling and enjoyable variation of the game.

7. Impact of the fast-moving nature of the game impact the performance

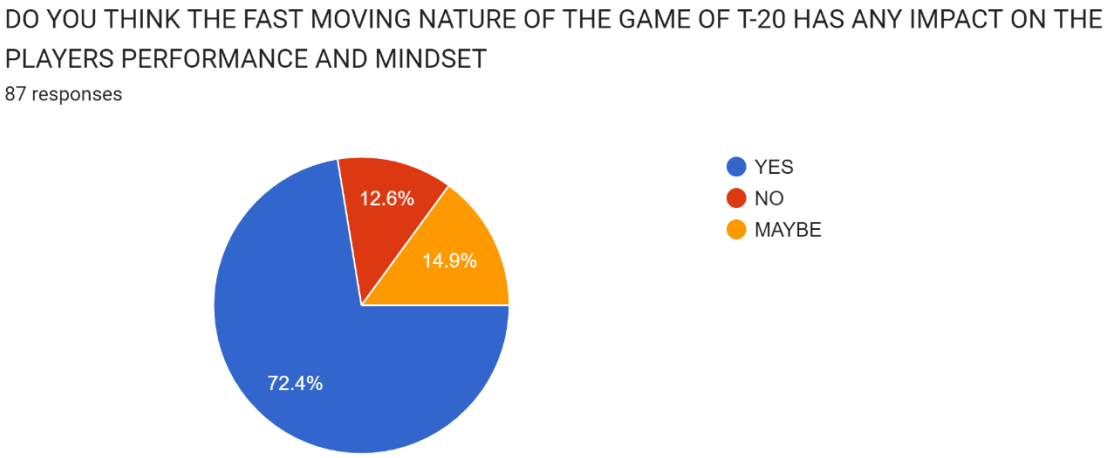


Figure 18 : Do you think the fast- moving nature of the game of T-20 has any impact on the players performance and mindset?

When a game is short and is fast, it affects consumers but with this question we wanted to understand whether it affects the players too and the results showed it does. Because everything happens so fast, players seldom get time to think and introspect anything and it affects their mental and physical aspect which ultimately leads to having an impact on their performance.

The fast pace nature of the game requires quick decision making and adaptability which may hamper performance sometimes.

The findings show that the fast-paced nature of Twenty20 cricket does, in fact, have an impact on players' mental and physical health, which in turn affects how well they perform on the field.

Comparing T20 cricket to longer formats like Test or ODI, players have less time to consider and analyse their actions due to the game's rapid pace.

Lack of reflection time can have an adverse effect on players' mental health, which can raise pressure levels and possibly impair their confidence and ability to make decisions

Furthermore, the physical well-being of players is negatively impacted by T20 cricket's fast-paced and intensive format. The constant need for fast reflexes, explosive manoeuvres, and high-stress performances can eventually cause weariness, strain, and even injury.

These difficulties can occasionally be made worse by T20 cricket's requirement for quick decision-making and adaptation, as players may feel pressed for time or rushed to perform. Their entire performance on the field may suffer as a result of mistakes or judgmental lapses.

8. Is the commercialization occurred because of T-20

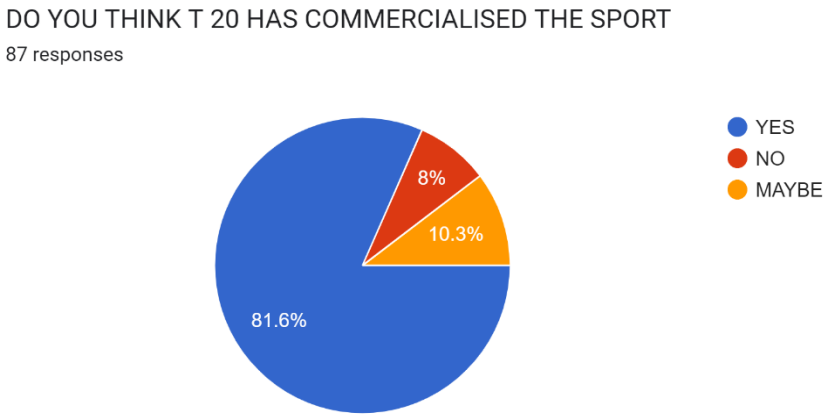


Figure 19 : Do you think T 20 has commercialised the sport?

When asked whether it is T 20 which has commercialised the sport the results displayed over 80% agreeing to it. The induction of leagues after leagues, the revenue generated and big sponsors have made people think it has commercialised the sport. The advertisements, the glamour portion, player's life changing overnight and even the scandals made people inclined in giving this answer.

This impression appears to have been influenced by a number of variables. First off, the growth of T20 leagues globally, each drawing large investments from different stakeholders, has turned cricket into a very profitable business. The idea that sports are becoming more commercialized has been strengthened by the large sums of money made from goods, sponsorship agreements, ticket sales, and television rights.

Furthermore, the view of T20 cricket as a sport that is becoming more commercialized has been influenced by the entry of major sponsors into the competition as well as the introduction of commercials and marketing activities. The emphasis on product and brand promotion during T20 matches, both on and off the field, has increased spectator perceptions of commercialization.

The allure of T20 cricket, which includes well-known players, lavish parties, and opulent lives, has also contributed to the idea of commercialization. Players' life have changed drastically over night as a result of T20 cricket's explosive growth, with lucrative contracts and sponsorship deals turning around their financial situation and raising their profile in the public eye.

Nevertheless, the book also discusses scandals in addition to the glitz and glamour, which has aided in the notion of T20 cricket's commercialization. Scandals and controversies, whether they are linked to financial impropriety, doping, or match-fixing, have the power to undermine the integrity of sports and perpetuate the idea that money interests frequently trump fair play and sportsmanship.

9. Can T-20 help cricket be a global sport

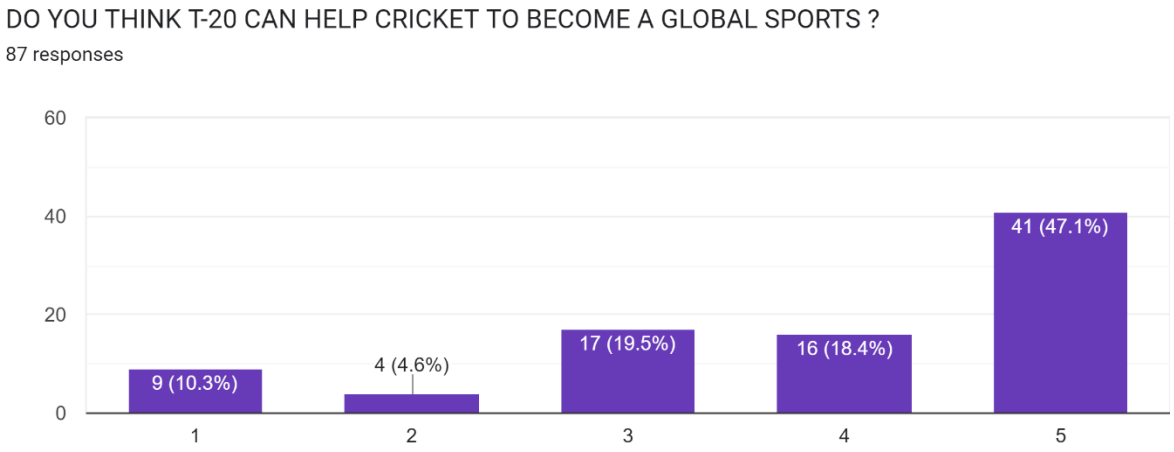


Figure 20 : Do you think T-20 can help cricket to become a global sport?

For this question we gave them a scale of 1 to 5 where 1 being No and 5 denoting Yes.

A good portion of our respondents were optimistic about T 20 helping cricket to became a global sport. Recently concluded commonwealth games and Asian games made people believe so while answering this question. Talks of including cricket in Olympics and induction of MLB in USA and popularity of other T 20 leagues can also be a factor here.

Initially, the integration of cricket into multi-sport competitions such as the Asian Games and the Commonwealth Games has attracted interest and notice from a wider demographic than traditional cricket-playing countries. In addition to raising cricket's profile internationally, this exposure offers new audiences a chance to get involved in the game.

Moreover, conversations concerning the possible integration of cricket into the Olympic Games have stimulated positivity among participants. Cricket's appeal and

reach would skyrocket if it were added to the Olympic Games, reaching spectators in nations where the game is not customarily played.

The idea that Twenty20 cricket has the potential to become a global sport has also been reinforced by the introduction of Major League Baseball (MLB) to the United States and the increasing appeal of other T20 leagues across the globe. These competitions draw spectators and talent from throughout the globe, thereby broadening the cricketing landscape and drawing in new followers.

CHAPTER-5

FINDINGS AND CONCLUSION

5.1 FINDINGS

The results of this study point to a possible change in player priorities away from Test matches and towards Twenty20 careers. Due to financial incentives, some players have chosen to forego their Test career in order to concentrate on Twenty20 competitions. This suggests that cricket player motives and career paths are evolving.

T20 cricket's commercialisation and popularity are changing how players play and identify, fracturing national and community ties, changing attitudes among spectators, and possibly having a significant impact on the game as a social construct.

People are betting on the T 20 format for transforming cricket into a global game, recent events like commonwealth games and Asian games are an indicator for this only and leading into the future we will see cricket participating in more global competitions especially in the T 20 format.

5.2 CONCLUSION

- **Demographic Insights:**

  The survey primarily targeted males due to the author's connections in cricket clubs and social circles.

  Despite the male-centric focus, a diverse age group participated in the survey, providing a broad perspective.

- **Athlete Preferences:**

  T20 format emerged as the preferred choice among athletes, attributed to its shorter duration, frequency, and excitement.

  T10 format received the least votes, indicating it did not live up to expectations, while ODI format was also not as popular.

- **Audience Preferences:**

  As audience members, respondents displayed a similar preference for T20 cricket, with a notable interest in T10 despite being less dominant.

  Traditional Test cricket still held appeal among a significant portion of the audience, while ODI format showed a decline in popularity and potential need for revamping.

- **Effect of Leagues and T20's Dominance:**

  Respondents expressed optimism that T20 cricket would surpass other formats, with almost 60% believing in its potential dominance.

  The influence of leagues, investments, and the frequency of T20 matches contributed to the perception that it might overshadow other formats.

- **Impact on Players:**

  The fast-paced nature of T20 cricket was seen to have an impact on players, affecting their mental and physical aspects.

  Quick decision-making and adaptability required in T20 could sometimes hamper player performance.

- **Commercialization of Cricket:**

  Over 80% of respondents agreed that T20 had commercialized the sport.

  Factors such as the induction of multiple leagues, revenue generation, big sponsors, advertisements, and the glamorous aspect contributed to this perception.

5.3 RECOMMENDATIONS

After the results gathered via survey the author has some recommendations on this subject

The gradual shift to the shorter format is now increasing and has increased the gulf between other format, while T20 is thriving currently ODI and Test are fighting for its relevance

With these commercial leagues international cricket has taken a back seat, authorities at the highest level should take measures to ensure that international cricket doesn't die in fans and even players too.

Consistent world tournaments and championship of the other format will create some spark among fans and players which can lead to increase in viewership

Different players should be prioritized for different format, a lot of athletes admitted that their performance has an effect while switching the formats especially from t 20 to test, this low performance can ultimately impact the quality of cricket and therefore the decline of that particular format.

T 20 is thriving and its popularity is increasing day by day. It can play a huge part in making cricket popular in the regions where it is unheard of and can get a place in Olympics.

ANNEXURES

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QUESTIONNAIRE

Our capstone project's research, which focuses on the rise of T-20 Cricket, is built around a well-crafted questionnaire that tries to reveal the subtle opinions of cricket players about the sport's worldwide trajectory. This well-crafted poll explores the many facets of player viewpoints, as it examines their inclinations, hopes, and concerns about cricket's future. With a global reach, the questionnaire aims to capture a wide range of perspectives from players in various cricketing environments. Through methodical investigation of the Growth of T-20 Cricket, we want to extract insightful knowledge that clarifies the changing nature of the game. This methodologically sound approach guarantees that the study catches the complex feelings of cricket players, offering a thorough comprehension of their perspectives regarding the revolutionary influence of Twenty20 Cricket on the future of this sport.

Therefore, a questionnaire with two components was created for this purpose:

1. Questions about the demography
2. Using a combination of preference and view-based inquiries,

A digital campaign was launched to reach cricket players of both genders and ages. The questionnaire is attached ahead of time for the references.

FUTURE OF CRICKET:THE RISE OF T-20

Form Description

Thank you for taking the time to fill out this survey. This survey is completely anonymous. The purpose of this survey is to gather people's opinion about the future of cricket.

1. NAME*

   _____

2. GENDER*
   - MALE
   - FEMALE

3. AGE GROUP*
   - UNDER-19
   - 19-25
   - 25-30
   - 30-35
   - 35 ABOVE

4. WHICH FORMAT OF THE GAME DO YOU PREFER TO PLAY AS AN ATHLETE*
   - TEST
   - ODI (ONWE DAY INTERNATIONALS)
   - T-20
   - T-10
   - ALL OF THE ABOVE

5. WHICH FORMAT OF THE GAME DO YOU PREFER TO WATCH AS AN AUDIENCE*
    - TEST
    - ODI (ONWE DAY INTERNATIONALS)
    - T-20
    - T-10
    - ALL OF THE ABOVE

6. WITH THE INTRODUCTION OF VARIOUS T-20 LEAGUES DO YOU THINK T-20 IS THE FUTURE OF CRICKET SURPASSING OTHER FORMATS*
    - YES
    - NO
    - MAYBE

7. DO YOU THINK THE FAST-MOVING NATURE OF THE GAME OF T-20 HAS ANY IMPACT ON THE PLAYERS PERFORMANCE AND MINDSET*
    - YES
    - NO
    - MAYBE

8. DO YOU THINK T 20 HAS COMMERCIALISED THE SPORT*
    - YES
    - NO
    - MAYBE

9. DO YOU THINK T-20 CAN HELP CRICKET TO BECOME A GLOBAL SPORTS ? *

VERY LOW	1	2	3	4	5	VERY HIGH
	⬭	⬭	⬭	⬭	⬭	