

# Innovation in Sport

## Changing the Establishment

Stuart Robertson







- England & Wales Cricket Board
- 18 First Class Counties
  - 8 x Test Match Grounds
  - 10 x County Grounds
- MCC
- First Class Forum







## 4 Domestic Competitions









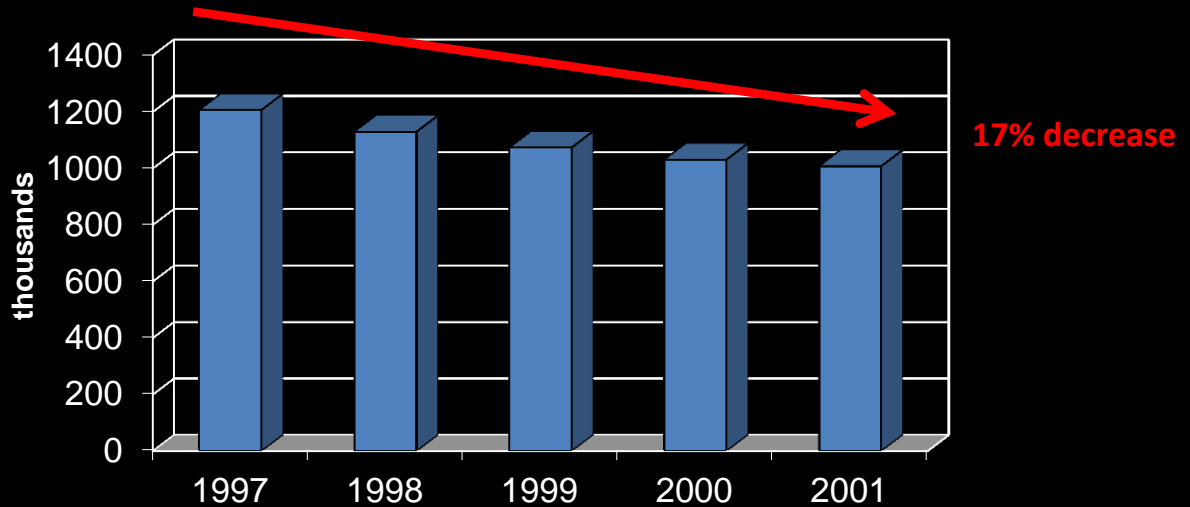




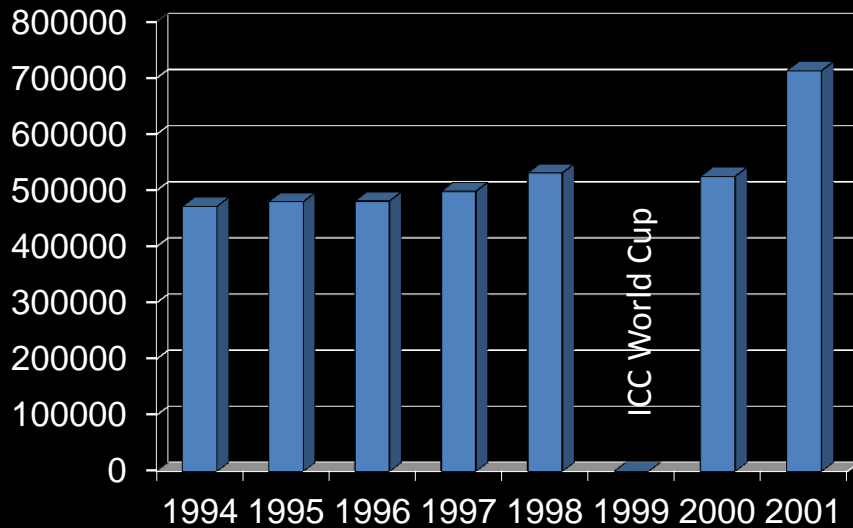




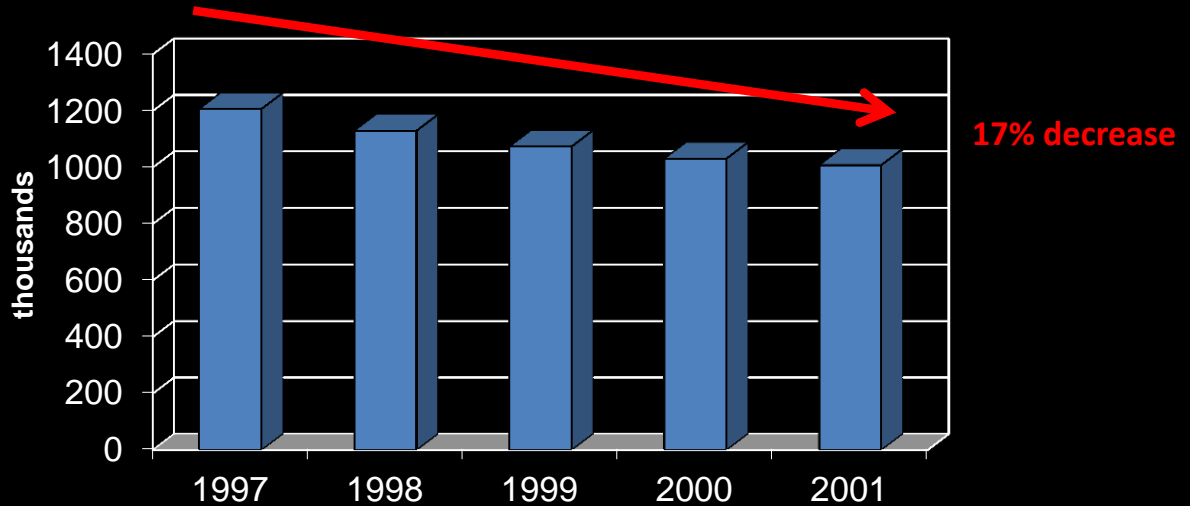
## Domestic Attendance



## International Attendance



## Domestic Attendance





1. Identify a clear and quantifiable need for change
2. Establish a rock solid, statistically-based argument

Desk Audit



Qualitative Research



Quantitative  
Research

- Inaccessible

Structural

Information

Social

Entertainment / Experience





- Cricket competes in the very busy entertainment industry
- Today's younger - and currently less committed - cricket audiences want a result and excitement to their entertainment
- Regular audiences recognize the need for change...but want to keep the sport's core values

- BMRB International face-to-face OMNIBUS survey
- In-home interviews
- Nationally representative RANDOM sample
- 4,104 adults aged 15+
  - Wave 1 - 17th - 23rd January 2002
  - Wave 2 - 24th - 30th January 2002

Q1: Which of the following currently describes you best?

- I love cricket
- I really like cricket
- I don't mind cricket
- I don't like cricket much
- I don't like cricket at all
- I hate cricket
- Don't know

1,488 (36%)

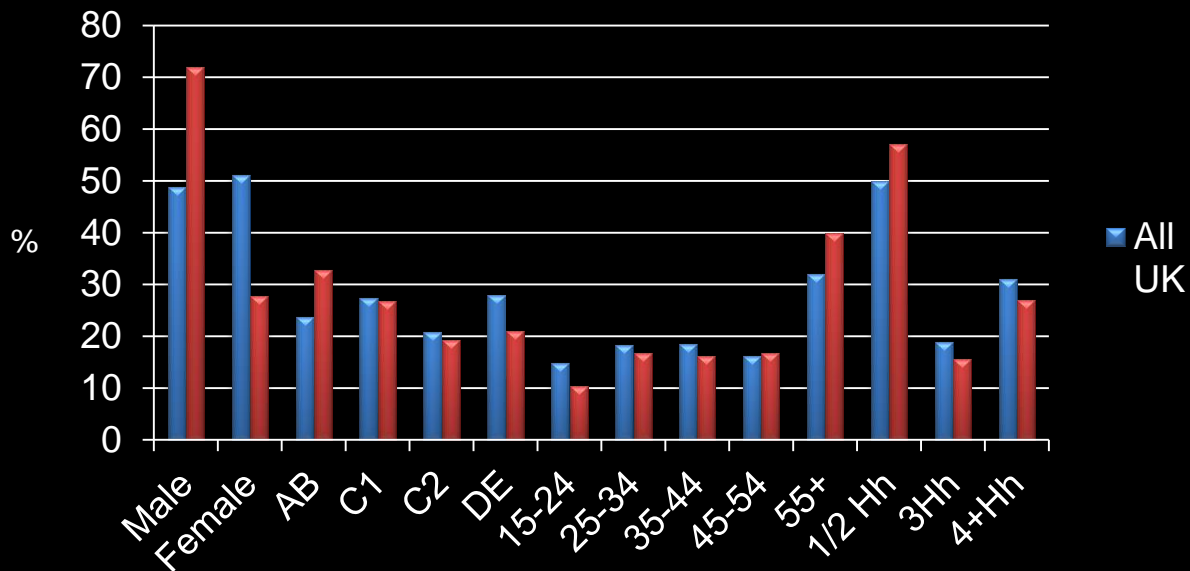
qualified

Q2: On a scale of 1 to 5 how much would you say  
you know about the game of cricket?

- 1 = Nothing at all
- 2
- 3
- 4
- 5 = a lot

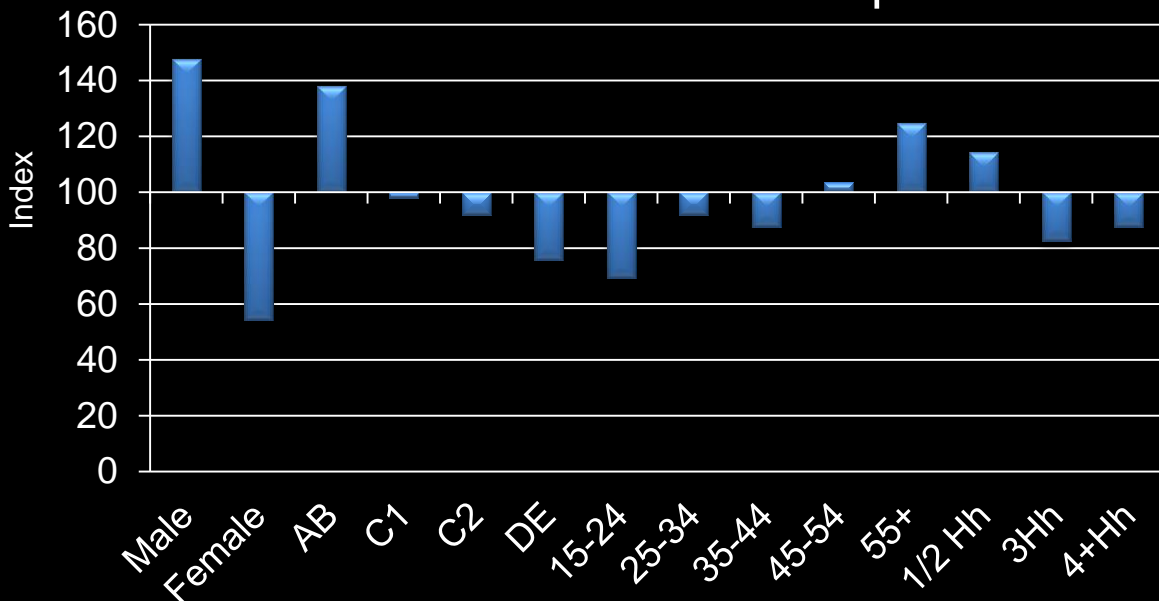
1,354 (33% of original 4,104) qualified for the survey

## The 'Cricket' Sample



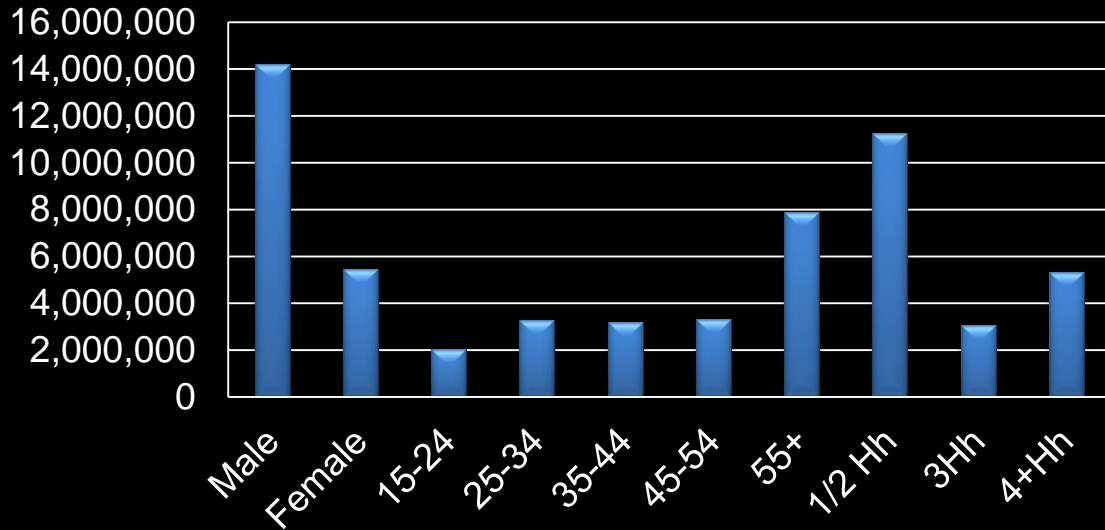


## The 'Cricket' Sample



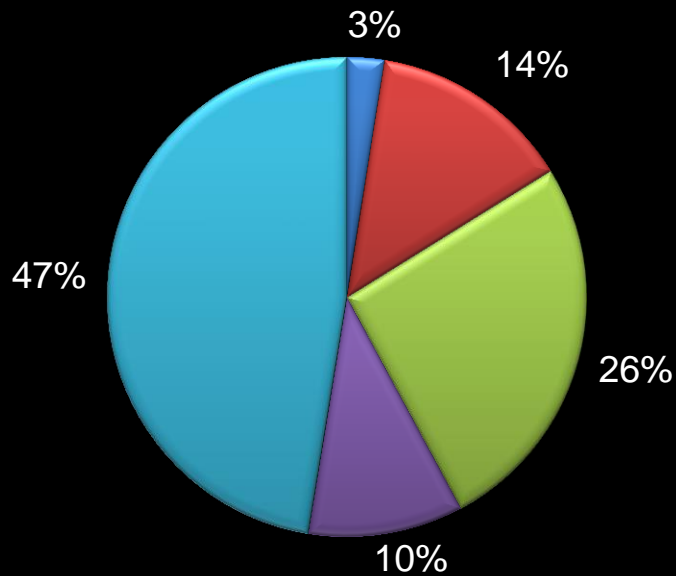
# UK 'interested' in cricket

19,719,381

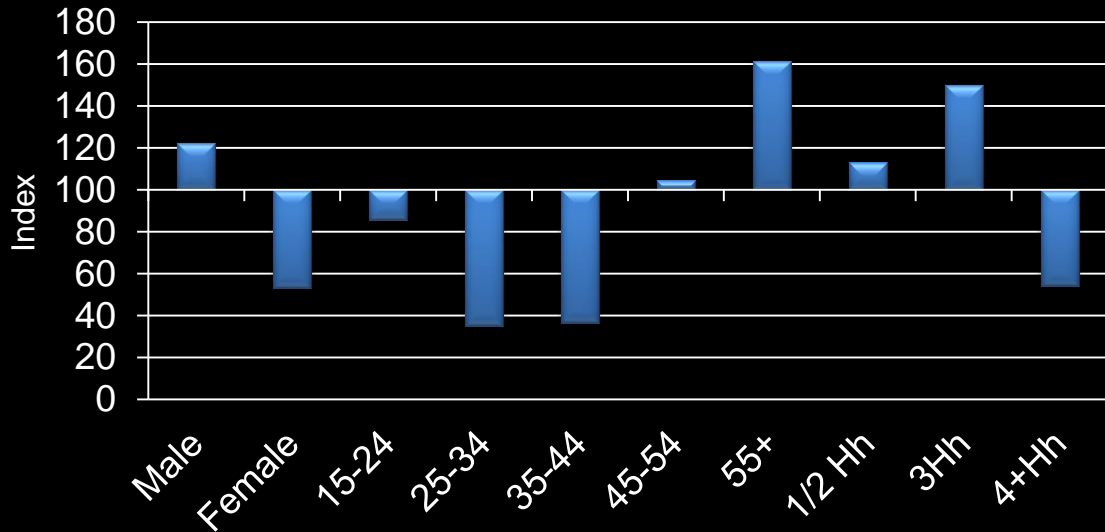


## Audience Attendance

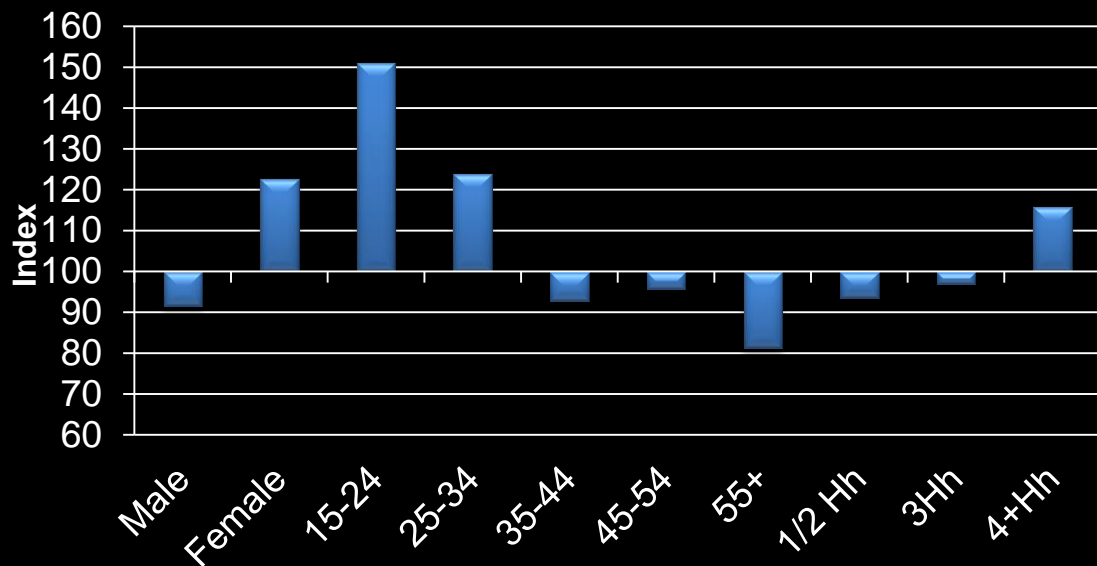
■ Regularly    ■ Occasionally    ■ 1 or 2 matches



## Regularly attend cricket matches



## Never attend cricket matches



## Why don't you go to county games at all / more often?

18 pre-determined statements

- It takes up too much time 28%
- No professional games nearby 17%
- I think the game is boring 14%
- It's too expensive 13%
- Games are interrupted by bad weather or bad light 9%

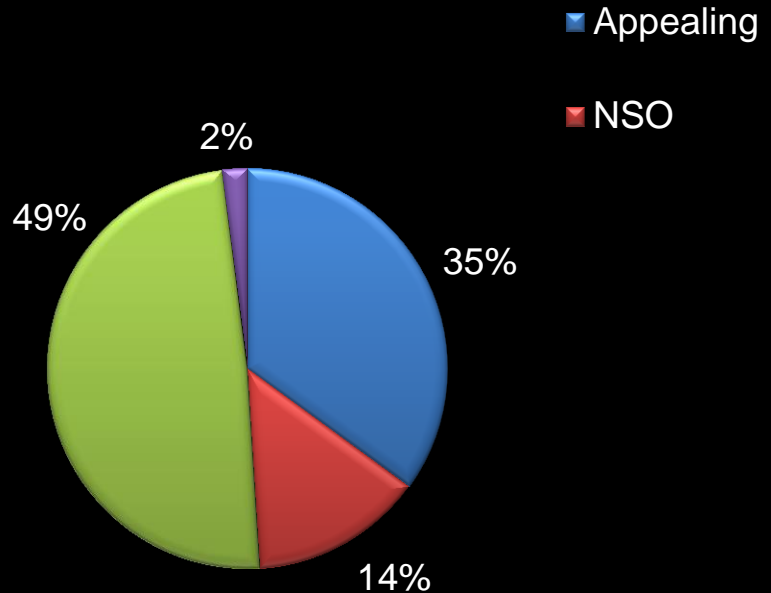


# Short Form Cricket

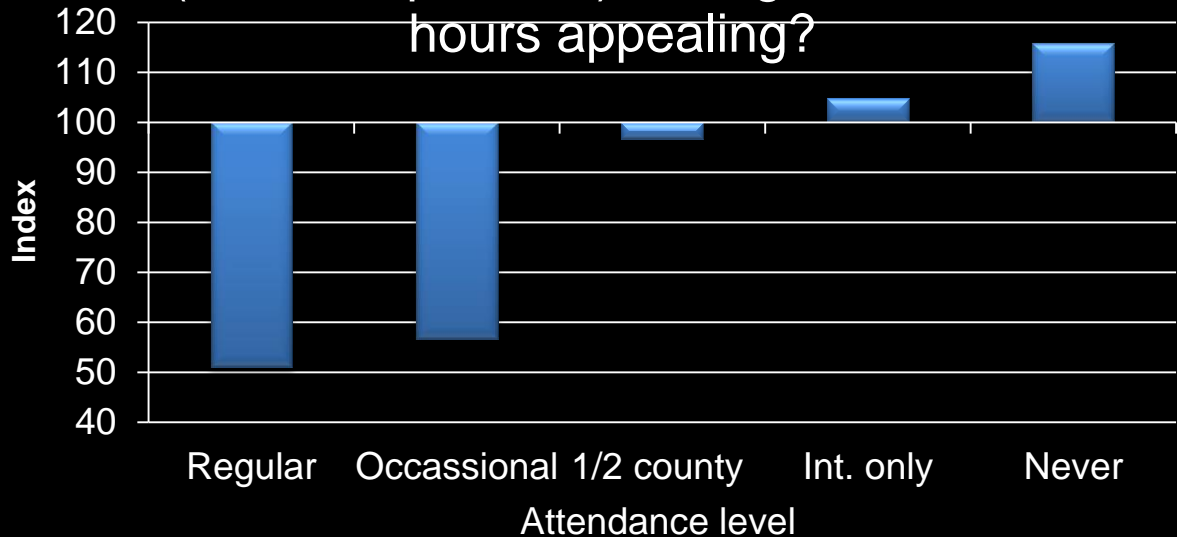


How appealing would you find a shorter game of cricket, consisting of 20 overs per side lasting approximately 3 hours?

- Appealing
- Un-appealing
- No Strong Opinion
- Don't Know

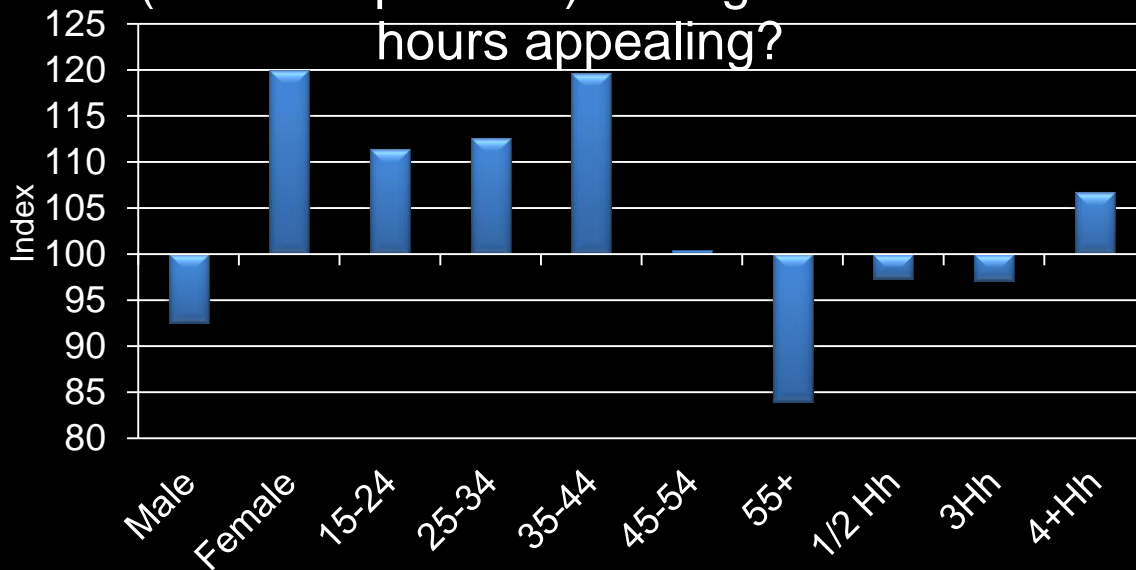


Would you find a shorter form of cricket  
(20 overs per side) lasting less than 3  
hours appealing?





Would you find a shorter form of cricket  
(20 overs per side) lasting less than 3  
hours appealing?



1. Identify a clear and quantifiable need for change
2. Establish a rock solid, statistically-based argument
3. Sell the argument to the decision makers



Abstentions	1
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Votes Against	7
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Votes For	11
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4. Create ownership by the key stakeholders

Media – Valderrama

Players – AGM

Steering Group

Cricket Department

Players

Press

Brand team

team

Experiential team

Counties/Clubs

Broadcasters

Umpires

Communications





## Presentation

- Music
- DJ's
- Jacuzzis
- Cheerleaders
- Best Seat in the House

## Accessibility

- Player Mics
- Helmet Cam
- Dugouts
- 30 second changeover











KOLKATA

# Knight Riders













 **ICC WORLD**  
**TWENTY20**  
**SRI LANKA 2012**

**THE WEEKEND STARTS HERE**  
**TICKETS ON SALE NOW**

