



## **64% of LTV Cricket Viewers Strongly Agree that Brands Advertising on LTV are More Trustworthy**

**MUMBAI, February 23, 2026** – JioStar today released the LTV Cricket Audience Insights study. The research commissioned by JioStar and conducted by Kantar, the world’s leading marketing data and analytics company, provides a comprehensive look into the affluence signals and consumer behaviour of Linear TV (LTV) cricket audiences, offering critical data for advertisers ahead of marquee events.

The study measures how LTV advertising triggers tangible consumer actions. The data suggests that LTV is a powerful catalyst for both online and offline engagement. A standout finding of the research is the psychological impact of the medium. 64% of LTV cricket viewers strongly agree that brands advertising on LTV are more trustworthy. This ‘halo effect’ suggests that the platform itself lends credibility to the advertiser, making it a vital tool for brand building.

The study confirms that LTV cricket viewers are not just sports fans; they represent a high-value, ‘premium-first’ demographic with significant discretionary income and a deep trust in televised advertising. The findings highlight a segment characterized by high spending power and a preference for luxury:

1. **Premium Home Experience:** Nearly 65% of LTV cricket viewers own televisions larger than 50 inches, indicating a commitment to high-quality viewing.
2. **High Discretionary Spend:** 65% of this audience spends over ₹30,000 per month on credit cards.
3. **Automotive Prowess:** The segment is a goldmine for the auto industry, with 55% owning vehicles priced above ₹12 lakh.
4. **Digital Adoption:** Engagement is high across commerce platforms, with 72% spending more than ₹3,000 monthly on e-commerce.

**Anup Govindan, Head – Sales, Sports, JioStar said,** “The insights reinforce that Linear TV remains an influential and trusted medium for brands to connect with high-value audiences. The findings demonstrate that cricket on TV is more than a sporting event, one that drives significant consumer action and brand credibility. As we head into a year of cricket with the ongoing ICC Men’s T20 World Cup 2026 and the TATA IPL 2026 followed by the ICC Women’s T20 World Cup, 2026, this data provides advertisers with the confidence to leverage the unmatched reach and impact of Linear TV.”

**Soumya Mohanty, MD, and Chief Client & Solutions Officer at Kantar South Asia said,** “Our study proves that the LTV cricket audience is a powerhouse of consumption. For brands looking to move the needle during major tournaments, the combination of high spending capacity and the inherent trust in the LTV environment creates a unique window for high-impact engagement.”