

South Asian Sports Economy: Cricket Dominance, Esports Growth, and Media

Sports Economy · Answer Key · 10 Questions

1. What percentage of India's sports economy was attributed to cricket in 2025?

- A) 81%
- B) 85%
- C) 89%**
- D) 95%

2. Which of the following is a primary revenue stream for the Pakistan Cricket Board (PCB)?

- A) Ticket sales for domestic matches only
- B) Merchandise sales exclusively
- C) Broadcast rights and sponsorships**
- D) Player transfer fees

3. As of the latest reports, what is the projected value of the IPL's media rights for the 2028-32 cycle?

- A) A 13% increase from the current cycle
- B) A plateau at approximately US\$5.4 billion**
- C) A decrease to US\$4 billion
- D) An increase to US\$7 billion

4. Which region is experiencing the fastest growth in the esports market, projected to grow at a CAGR of over 18%?

- A) Europe
- B) North America
- C) Asia Pacific**
- D) South America

5. Which of the following countries has reported a significant financial hit due to potential withdrawal from a major ICC event, facing losses of up to \$27 million?

- A) India
- B) Pakistan
- C) Bangladesh**
- D) Sri Lanka

6. La Liga has signed an exclusive deal with the OTT service Begin to broadcast matches through 2030 in Pakistan, Bangladesh, and which other South Asian country?

- A) Nepal
- B) Bhutan
- C) Sri Lanka**
- D) Maldives

7. According to reports, what was the approximate total income of the Bangladesh Cricket Board (BCB) in the 2022-23 fiscal year?

- A) US\$22 million
- B) US\$29 million
- C) US\$41 million**
- D) US\$50 million

8. Which country ranks second globally in sports tech investment since 2020, with over 350 sports tech startups?

- A) United States
- B) India**
- C) China
- D) United Kingdom

9. What is the projected compound annual growth rate (CAGR) for the Indian Super League (ISL) in terms of revenue over the next five years?

- A) 5-10%
- B) 15-20%**
- C) 25-30%
- D) 30-35%

10. Which of the following is a key factor driving the growth of the mobile gaming market in South Asia, alongside internet population and smartphone penetration?

- A) Declining esports viewership
- B) Limited app availability
- C) The rise of esports**
- D) Decreasing internet speeds