

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

Sports Economy · Practice Test · 10 Questions

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**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