

# HBL PSL SEASON 9

2024

LIVE STREAMING PACKAGES



waleo



# CRICKET'S BIGGEST EXTRAVAGANZA

Pakistan's favorite Live Digital Sports event

Starting Feb 17, 2024

**08** successful seasons

**06** Franchise

**100+** Players

**34+** Matches





# SEASON HIGHLIGHTS

## PSL 2017 (S2)



**3,477,446**  
Total Users (PK only)



**12,004,799**  
Total Views

## PSL 2018 (S3)



**6 Million+ \***  
Unique Users



**37,315,619**  
Total Views

## PSL 2019 (S4)



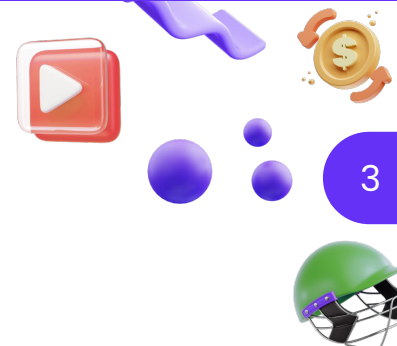
**9 Million+ \***  
Unique Users



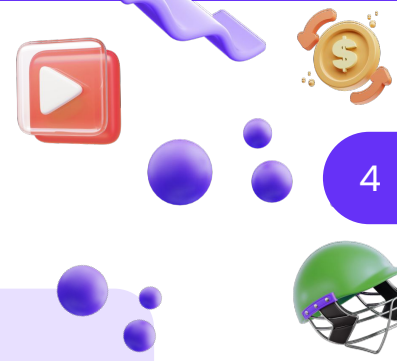
**72,434,250**  
Total Views  
( Google Analytics )

\* Aggregated from Multiple Partner Platforms

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# PSL 2020 SEASON 5



**14.4 Million\***  
Total Users (PK only)



**116.7 Million**  
Total Views

B Sports

Jazz Tv

mjunoonTV

Jazz Cricket

Goonj tv

Cricwick



**73.4M**

**25.4M**

**10M**

**4.6M**

**2.4M**

**675k**

\* Singular Ad loaded DRM protected beam across all listed partners



# PSL 2021 SEASON 6



**26.9 Million\***  
Total Users (PK only)



**131.4 Million**  
Total Views

B Sports

Jazz Tv

mjunoon.tv

Jazz Cricket

Geo Super

Cricwick

Zong tv

Zalmi Tv



47M

28.8M

21.9M

12.3M

9.8M

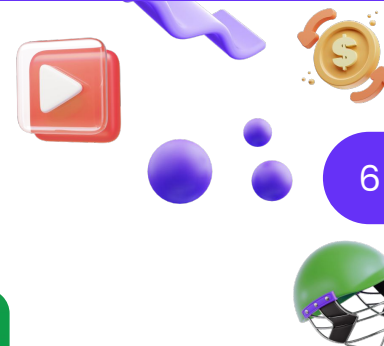
7.1M

2.3M

1.9M

\* Singular Ad loaded DRM protected beam across all listed partners

# ADVERTISERS



# HBL PSL SEASON 9 TARGET

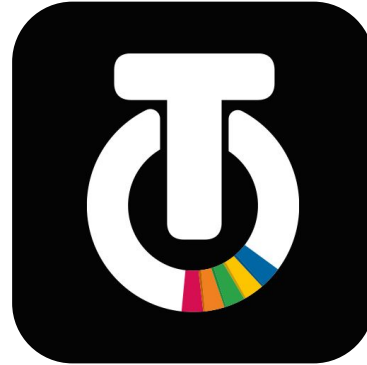
Unique Users

**30 Million\***

Total Views

**200 Million+**

# HBL PSL 9 STREAMING PARTNER APPS







# ADVERTISEMENT PACKAGES





# PACKAGE 1

Presenting

QUANTITY - 3

~~RS 105,900,000/-~~

**RS 84,700,000/-**

\* Exclusive of all taxes

-20%

**12,750**

Seconds

**1,275**

Ad Slots

**37 SPOTS**

OF 10 SEC PER MATCH

**12% SOV**

**100**

Seconds/Match

PRE & POST MATCH  
**(STUDIO SHOW)**



# PACKAGE 2

MAIN

QUANTITY - 5

~~RS 70,600,000/-~~

**RS 62,100,000/-**

\* Exclusive of all taxes

-12%

**8,500**

Seconds

**250**

Ad Slots

**25 SPOTS**

OF 10 SEC PER MATCH

**8% SOV**

**65**

Seconds/Match

PRE & POST MATCH  
**(STUDIO SHOW)**



# PACKAGE 3

CO-SPONSOR

QUANTITY - 8

~~RS 26,500,000/-~~

**RS 24,400,000/-**

\* Exclusive of all taxes

-8%

**3,180**

Seconds

**318**

Ad Slots

**9 SPOTS**

OF 10 SEC PER MATCH

**3% SOV**



# PACKAGE 4

FOUR & SIXES

**RS 84,700,000/-**

\* Exclusive of all taxes

Chakka 6

**4s & 6s**

40+ per match

(5 sec animation, custom promo code)

4 Choka



# PACKAGE 5

▶▶ Action Replay

**RS 30,500,000/-**

\* Exclusive of all taxes

**5 sec**

Logo Swirl on Action Replay



14





# PACKAGE 6

**Fall of Wickets**

**RS 38,100,000/-**

\* Exclusive of all taxes

**Howzzaaat!!!**

## Fall of Wickets

(5 sec animation, custom promo code)



# PACKAGE 7

Milestones

**RS 21,200,000/-**

\* Exclusive of all taxes

**MILESTONES – 30, 50, 100 runs**

(5 sec animation, custom promo code)



# PACKAGE 8

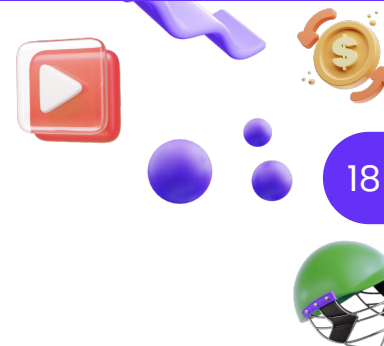
**CountDown**

**RS 21,200,000/-**

\* Exclusive of all taxes

**10 second countdown per inning**  
(10 sec animation, 680 seconds total – 20 secs per match)

# TERMS AND CONDITIONS



- Release orders will not be accepted in case contract is not signed by the agency/ client
- All material and RO's should reach Walee at least 72 hours prior to airing, otherwise Walee will not be held responsible for dropped spots
- Maximum commercial duration is 15 seconds. Spots which are longer than this will not be aired
- A variance of  $\pm 2$  seconds will be needed for a spot to be considered as dropped, otherwise it will be counted as aired
- All payments to be made in the name of Walee Technologies(Pvt) Ltd.
- Costs are all net (exclusive of taxes & agency commission).
- For additional queries please contact: Zohaib Hisam +92-3232253579 – [zohaibh@walee.pk](mailto:zohaibh@walee.pk)



# THANK YOU

