




2019 CRICKET WORLD CUP SOCIAL INFLUENCE REPORT

 A LOOK INTO CRICKETERS'
INSTAGRAM ACCOUNTS
DURING THE TOURNAMENT





160

Participating players
and coaches



81.25%

With Instagram
accounts



1.08 M

Average number
of followers

130

Players with
Instagram accounts

8

Coaches with
Instagram accounts



4705

POSTS



521 million

INTERACTIONS



377 million

VIDEO VIEWS



99.94% of interactions were likes



0.06% of interactions were comments

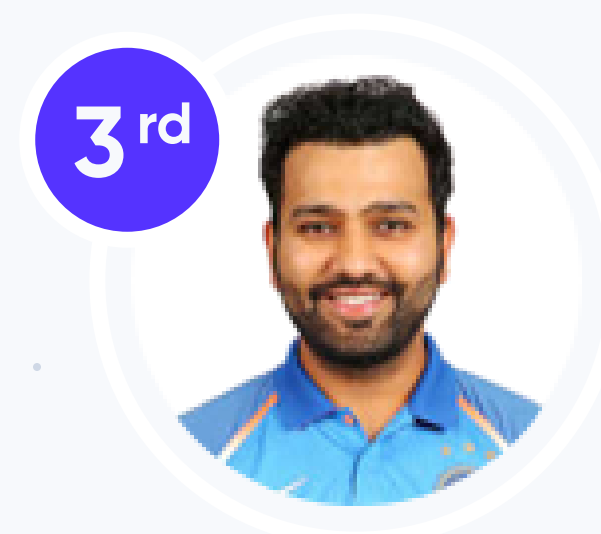
TOP 10 INDIA PLAYERS RANKED BY INTERACTIONS



Virat Kohli
92.7 million
India



Hardik Pandya
33.2 million
India



Rohit Sharma
20.9 million
India



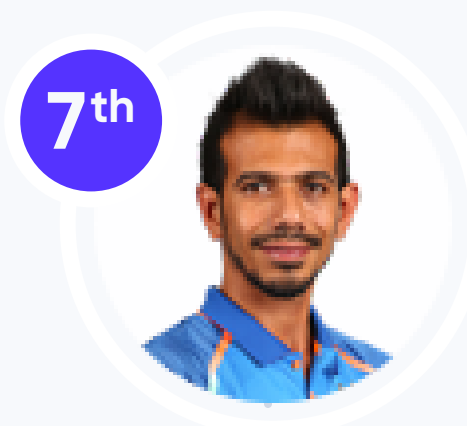
Shikhar Dhawan
17.4 million
India



K L Rahul
14.5 million
India



Jasprit Bumrah
10.8 million
India



Yuzvendra Chahal
7.07 million
India



Ravindra Jadeja
5.52 million
India



Mohammad Shami
3.1 million
India



Kuldeep Yadav
2.4 million
India

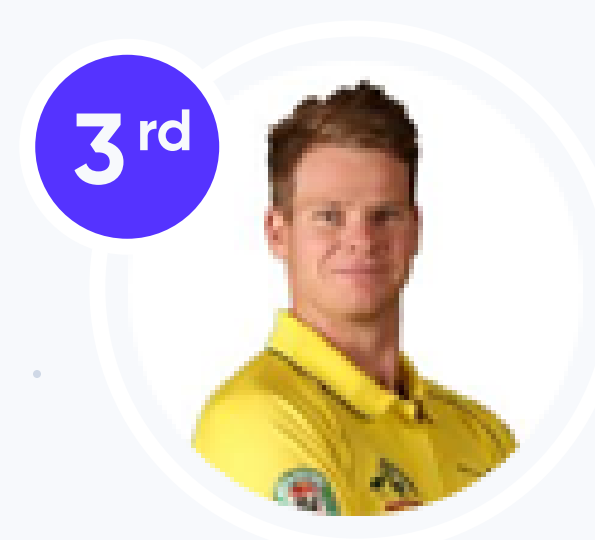
PLAYER WITH MOST INTERACTION PER COUNTRY



Virat Kohli
92.7 million
India



Chris Gayle
2.0 million
West Indies



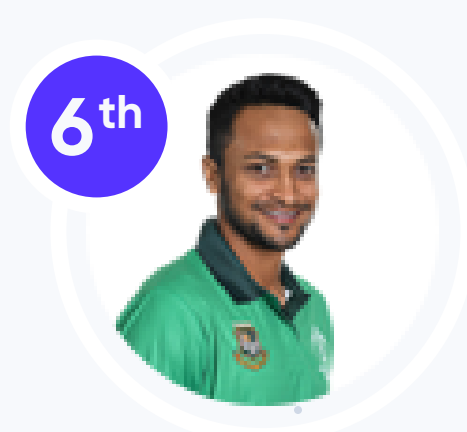
Steve Smith
1.4 million
Australia



Kane Williamson
1.1 million
New Zealand



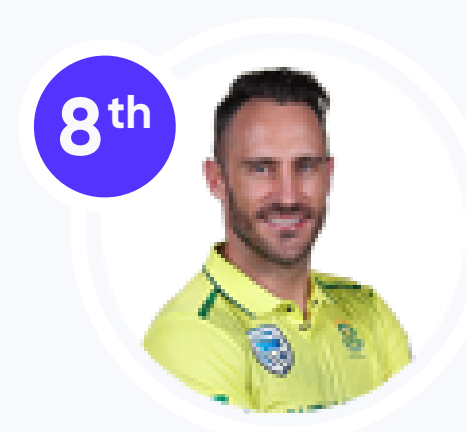
Shoaib Malik
0.6 million
Pakistan



Shakib Al Hasan
0.6 million
Bangladesh



Jos Buttler
0.6 million
England



Faf du Plessis
0.4 million
South Africa



Rashid Khan
0.2 million
Afghanistan

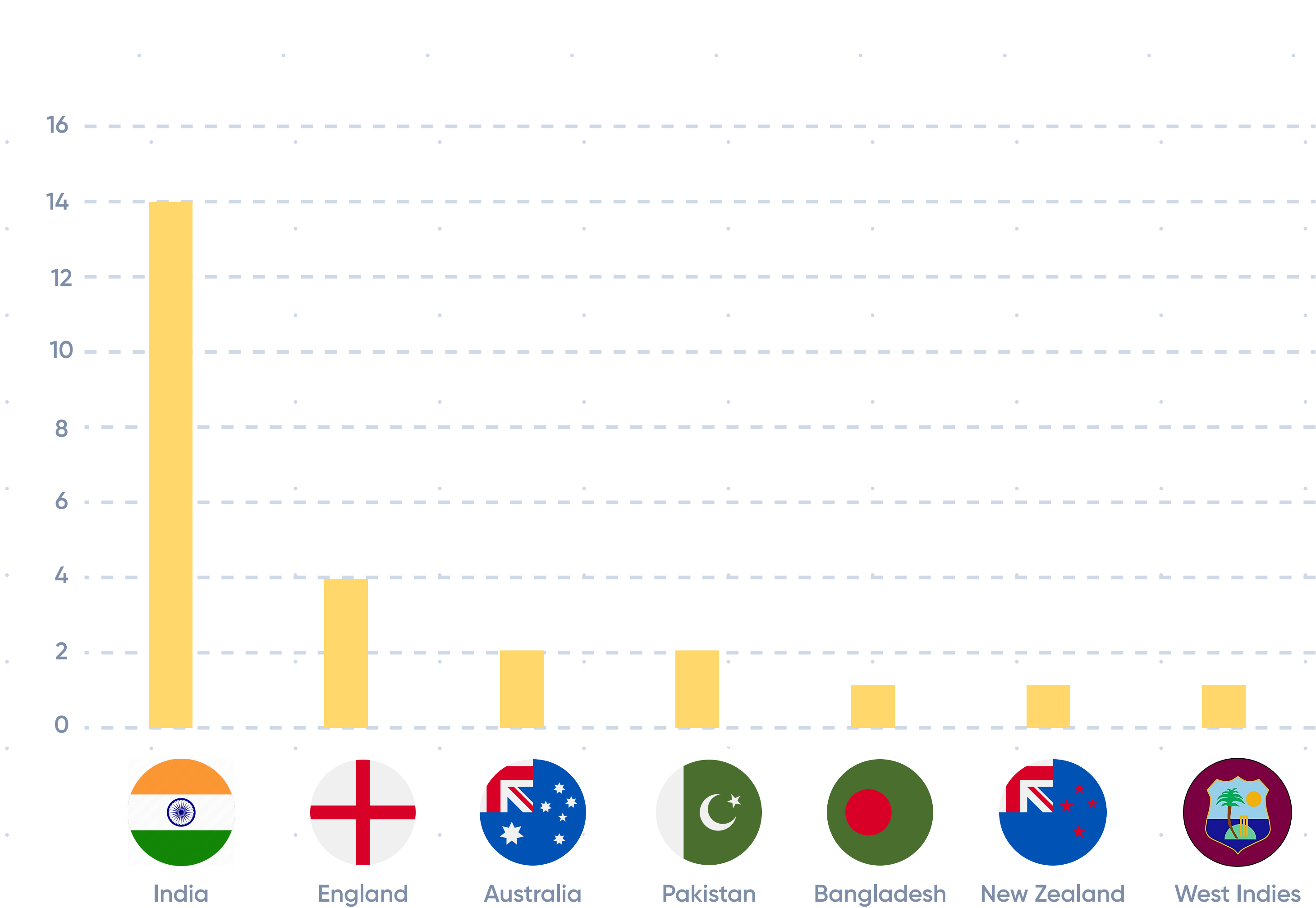


Dimuth Karunaratne
0.07 million
Sri Lanka

TOP 25 PLAYERS RANKED BY INTERACTIONS BY COUNTRY

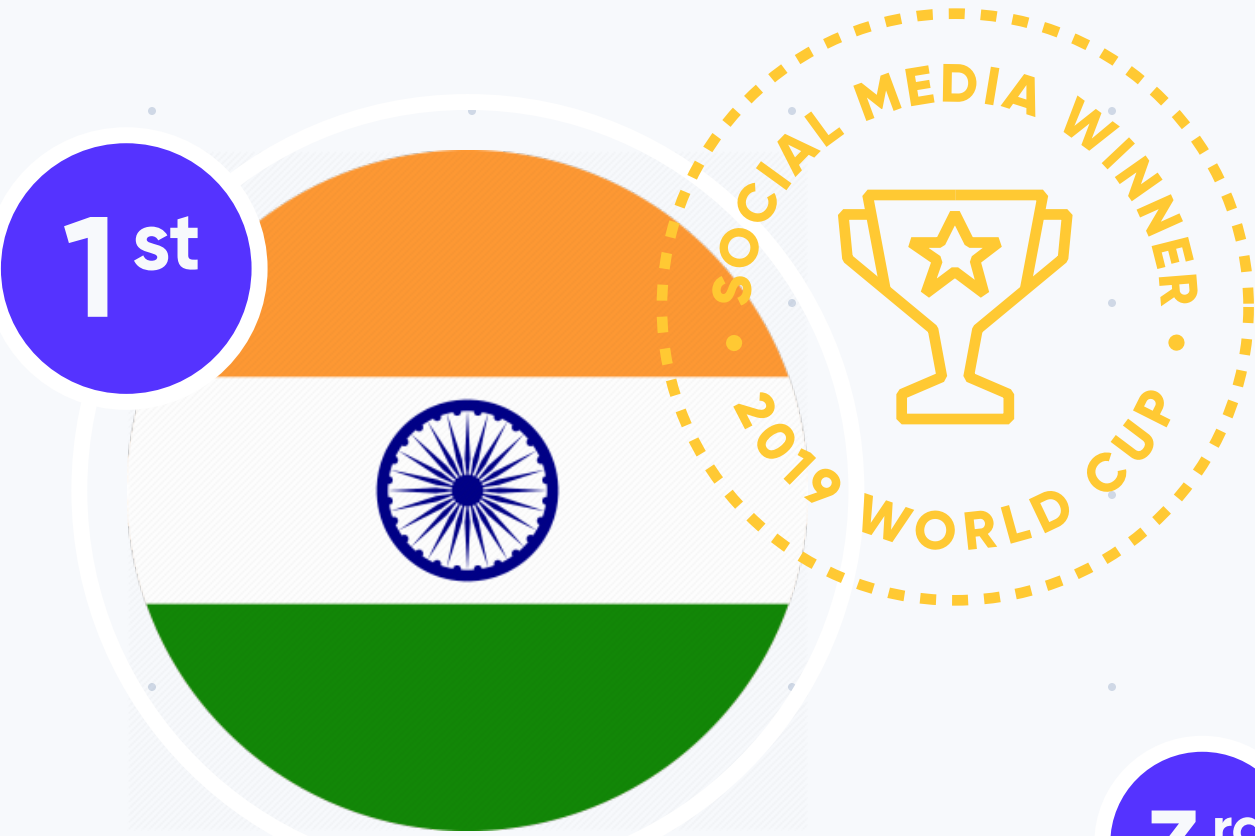
Position/Player/Country/
Number of interactions (million)

1	Virat Kohli	INDIA	92.7
2	Hardik Pandya	INDIA	32.5
3	Rohit Sharma	INDIA	20.9
4	Shikhar Dhawan	INDIA	16.5
5	KL Rahul	INDIA	14.5
6	Jasprit Bumrah	INDIA	10.8
7	Yuzvendra Chahal	INDIA	7
8	Ravinder Jadeja	IINDIA	5.4
9	Mohammad Shami	INDIA	2.9
10	Kuldeep Yadav	INDIA	2.
11	Bhuvneshwar Kumar	INDIA	2.4
12	Dinesh Karthik	INDIA	2.3
13	Chris Gayle	WEST INDIES	2.1
14	Kedar Jadhav	INDIA	1.95
15	Steve Smith	AUSTRALIA	1.4
16	Kane Williamson	NEW ZEALAND	1.1
17	Vijay Shankar	INDIA	0.8
18	Jos Buttler	ENGLAND	0.74
19	David Warner	AUSTRALIA	0.71
20	Shoaib Malik	PAKISTAN	0.68
21	Shakib Al Hasan	BANGLADESH	0.63
22	Mohammad Amir	PAKISTAN	0.61
23	Ben Stokes	ENGLAND	0.57
24	Jason Roy	ENGLAND	0.55
25	Eion Morgan	ENGLAND	0.47





TOP 10 TEAMS RANKED
BY INTERACTIONS



India
313 million



England
10.4 million



Australia
7.7 million



Bangladesh
6.65 million



Pakistan
6.1 million



West Indies
3.8 million



South Africa
1.1 million



Afghanistan
0.3 million



New Zealand
0.3 million



Sri Lanka
0.2 million

Primetag

DREAM 11

RANKED BY MOST INTERACTIONS

Interactions = likes + comments



TOP 10 RANKED PLAYERS WITH HIGHEST FOLLOWER GROWTH (%)

GROWTH MEASURED OVER TOURNAMENT DURATION - 44 DAYS



1st



Muhammad Hasnain

314.6%

Pakistan

2nd



Jimmy Neesham

200.37%

New Zealand

3rd



Ishaheen Afridi

197.97%

Pakistan

4th



Sheldon Cottrell

185.81%

West Indies

5th



Ravindra Jadeja

181.88%

India

6th



Tom Latham

171.49%

New Zealand

7th



Kane Williamson

170.25%

New Zealand

8th

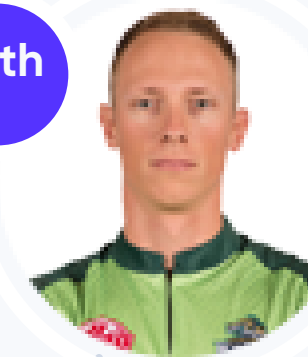


Jofra Archer

162.24%

England

9th



Rassie van der Dussen

155.65%

South Africa

10th



Lockie Ferguson

152.18%

New Zealand

TOP 3 INSTAGRAM IMAGES WITH MOST INTERACTIONS

2nd



4.6M interactions
India

1st



5.3M interactions
India

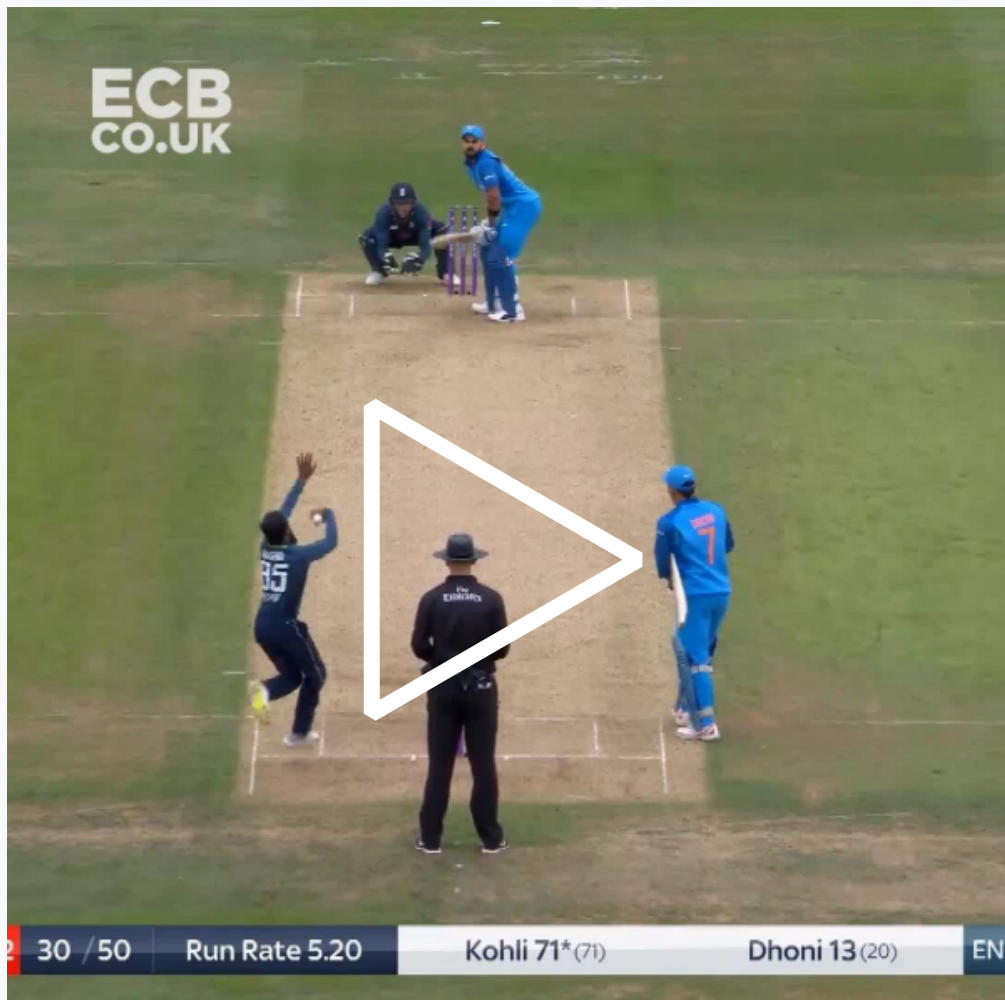
3rd



4.1M interactions
India

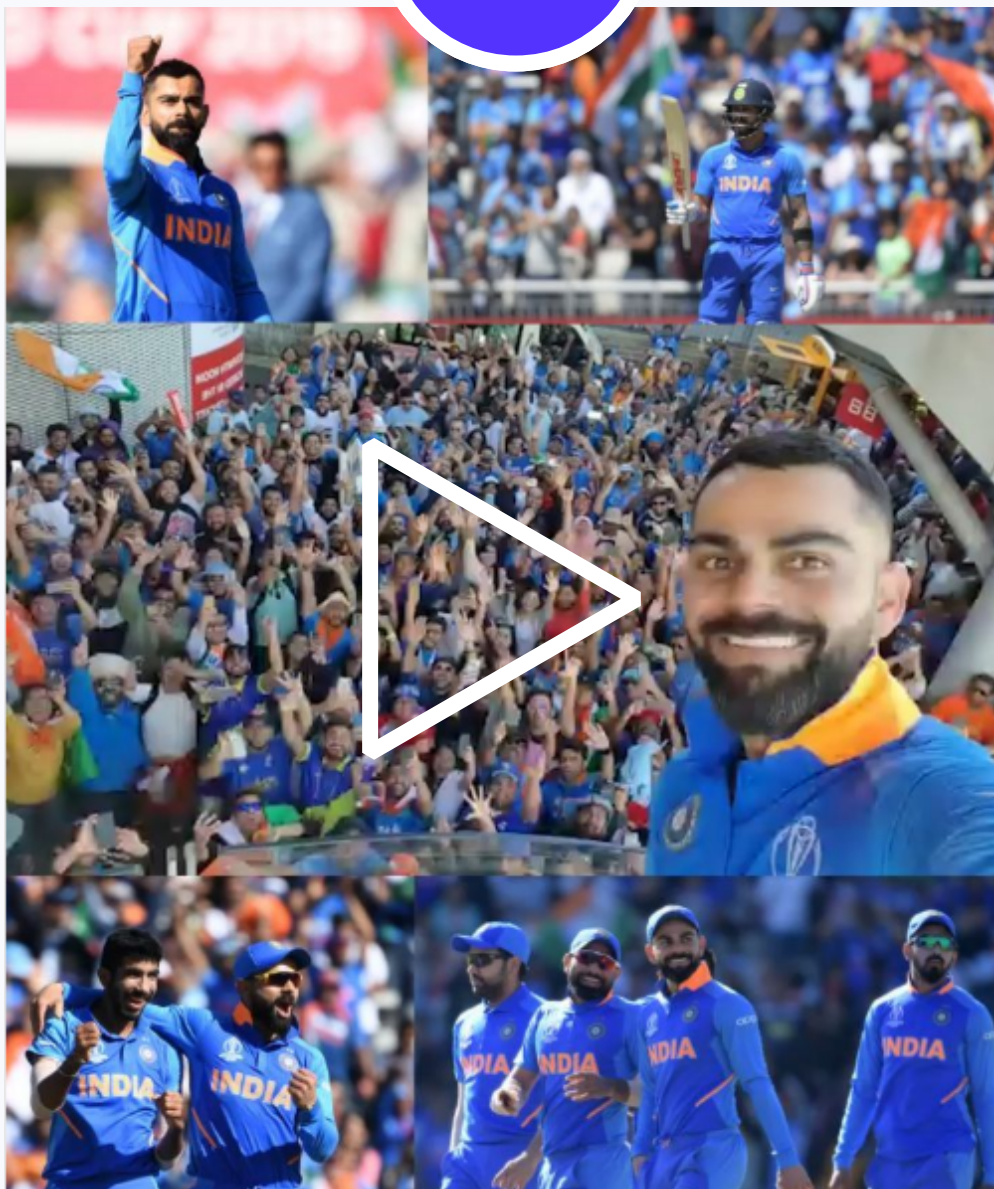
TOP 3 CRICKET VIDEOS WITH MOST INTERACTIONS

2nd



England & Wales CB
1.2 M interactions
England

1st



Virat Kohli
2.9 M interactions
India

3rd



Shetmyer
649 K interactions
West Indies

FINAL MATCH DAY
TOP 3 POSTS WITH MOST INTERACTIONS

2nd



ICC
0.9 M interactions

1st



ICC
1.1 M interactions

3rd



ICC
0.7 M interactions

Primetag

FINAL MATCH DAY
IN NUMBERS



NEW ZEALAND

241 – 241

FINAL SCORE CARD



ENGLAND

POSTS

22

48

INTERACTIONS

14.3%

85.7%

ENGAGEMENT

1.75%

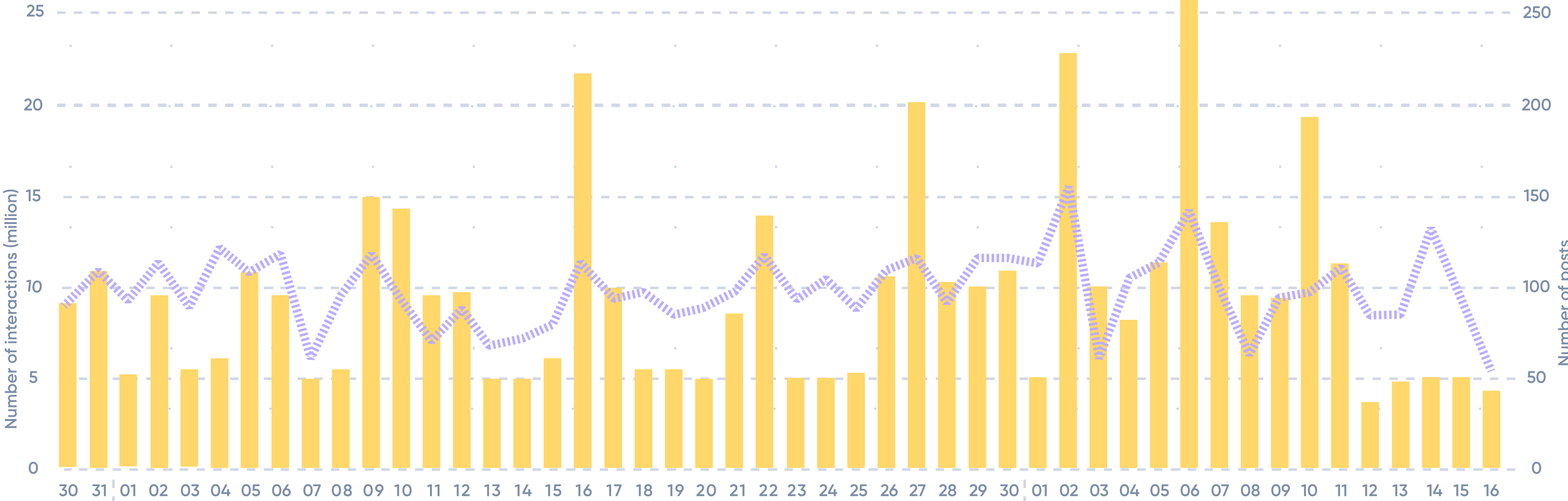
4.83%



POSTS AND INTERACTIONS DURING THE TOURNAMENT

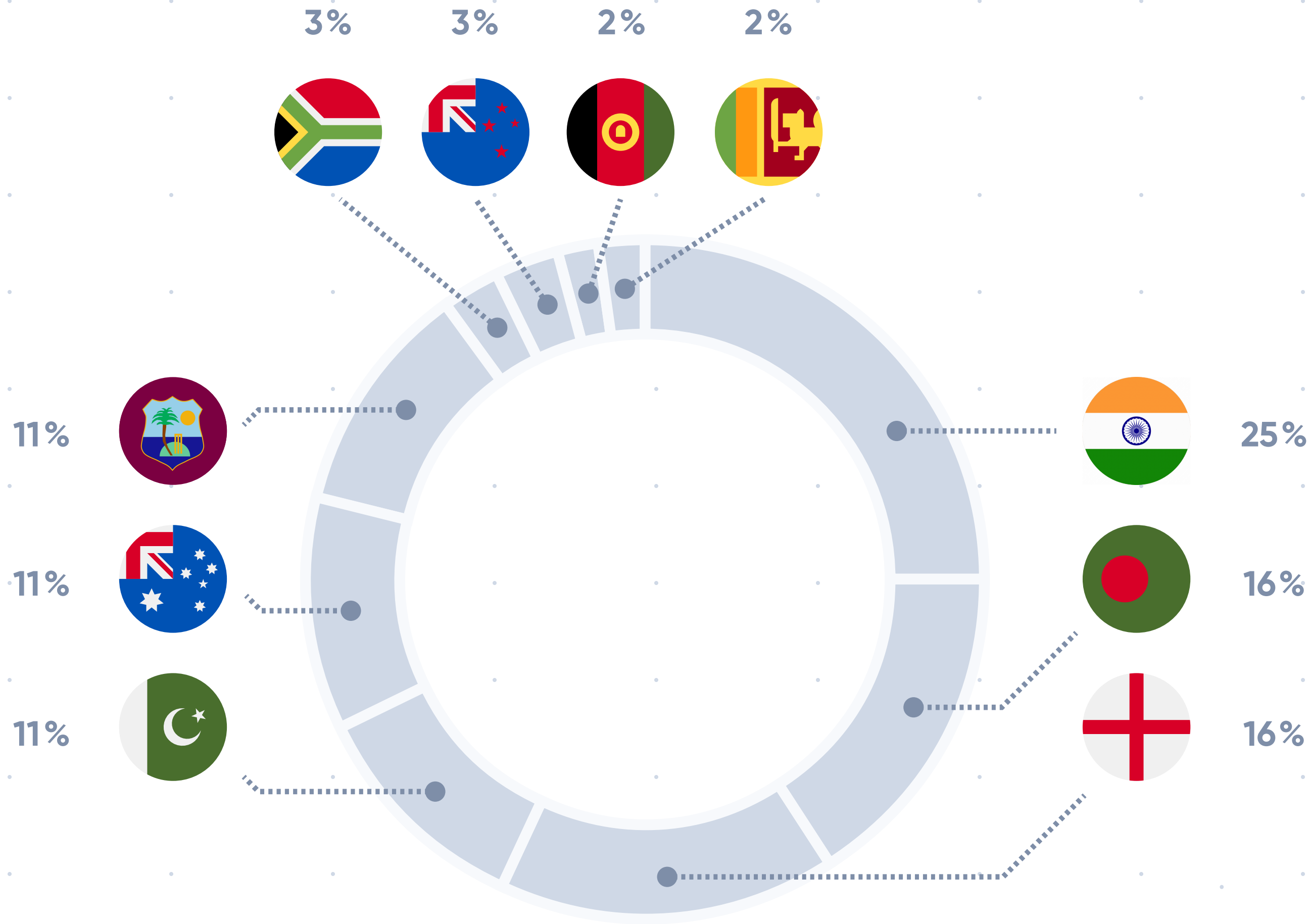
Number of interactions (million)

Number of Posts



CRICKET WORLD CUP 2019
TOTAL POSTS ACCORDING
TO THE COUNTRIES

Country	Posts
India	578
Bangladesh	375
England	371
Pakistan	269
Australia	265
West Indies	258
South Africa	67
New Zealand	59
Afghanistan	53
Sri Lanka	48

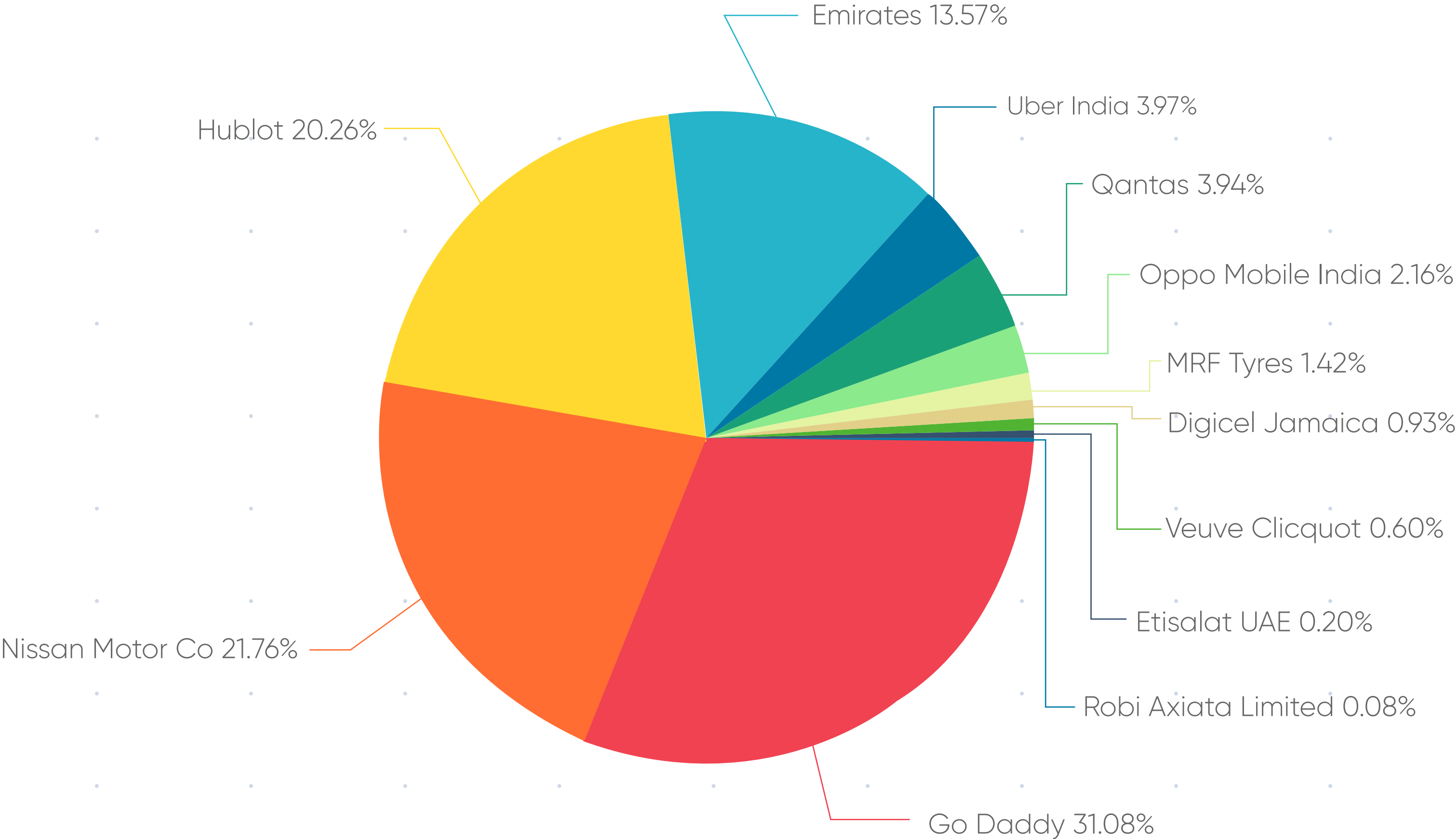




SOCIAL ACTIVITY OF THE OFFICIAL SPONSORS

Measured Over Tournament Duration – 44 Days

Account Name	Interactions	Posts
GoDaddy India	3691753	141
Nissan Motor Co	2585313	84
Hublot	2406744	113
Emirates	1612718	39
Uber India	471927	9
Qantas	468502	44
Oppo Mobile India	257022	67
MRF Tyres	168255	89
Digicel Jamaica	110866	79
Veuve Clicquot	71186	28
Etisalat UAE	24332	59
Robi Axiata Limited	9025	15





ICC AND FIFA COMPARISON

ICC ACCOUNT – OVERVIEW



1070
posts

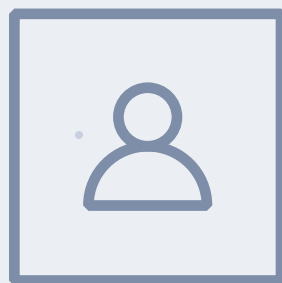


9.2M
followers



159M
interactions

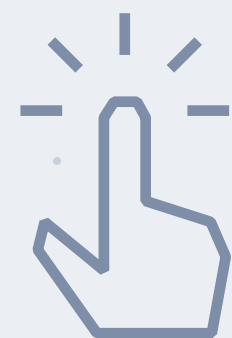
FIFA ACCOUNT – OVERVIEW



288
posts



10.6M
followers



90.5M
interactions