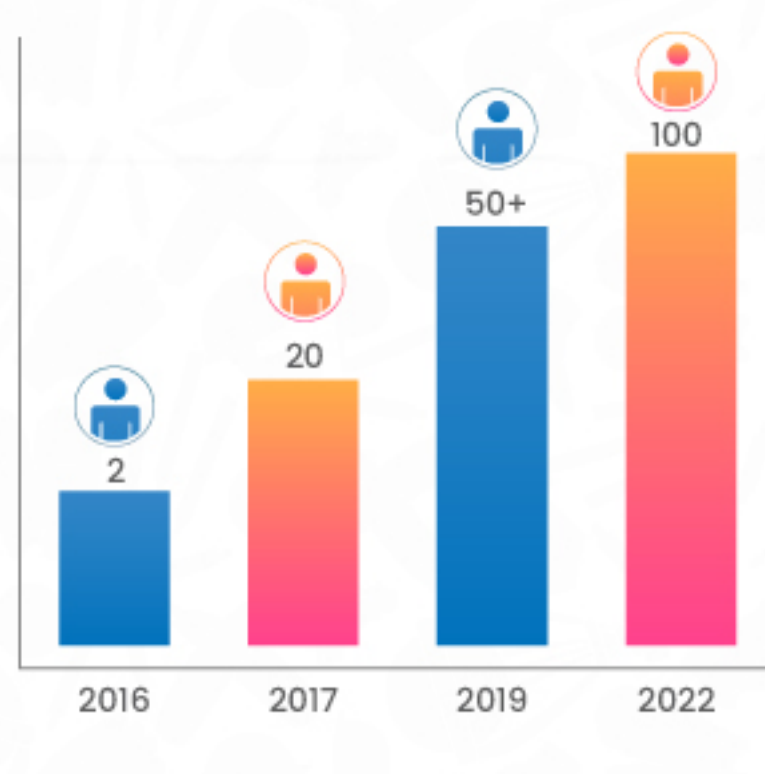# MAAS
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HOWZAAT!
The Fantasy Gaming Opportunity in This Year's Cricketing Action

India's Online Gaming and Fantasy Sports Landscape

- Revenue wise - #1
- No. of Gamers - #2
- Market size - $1.2 billion

Fantasy Sport Users In India (Mn)

Year	Users
2016	2
2017	20
2019	50+
2022	100

https://www.statista.com/statistics/739508/number-of-mobile-gamers-india/

- 30% YoY growth expected to be 30%
- 400 Gaming startups in India

https://www.weforum.org/agenda/2021/02/why-india-s-gaming-industry-is-on-the-rise/

Viewership Behavior in Cricket Season 2020

- 11.2 billion viewing minutes in 2020 vs 6.8 billion minutes in 2019
  *opening match Sept 2020

- Video streaming
  Pre-Covid | 3 hours 34 mins
  Cricket season kickoff | 3 hours 49 mins

- 32% increase in OTT user base during cricket season kickoff

- 59.6% play fantasy sports at least 2 hours a day.

https://bestmediainfo.in/mailer/nl/nl/BARC-Nielsen-IPL-2020-Report.pdf
https://www.livemint.com/news/india/online-gaming-industry-to-touch-2-8-billion-by-2022-in-india-report-11611055419121.html

Why Cricket- Based Fantasy Gaming is Popular

- A platform for sporting fans to showcase knowledge
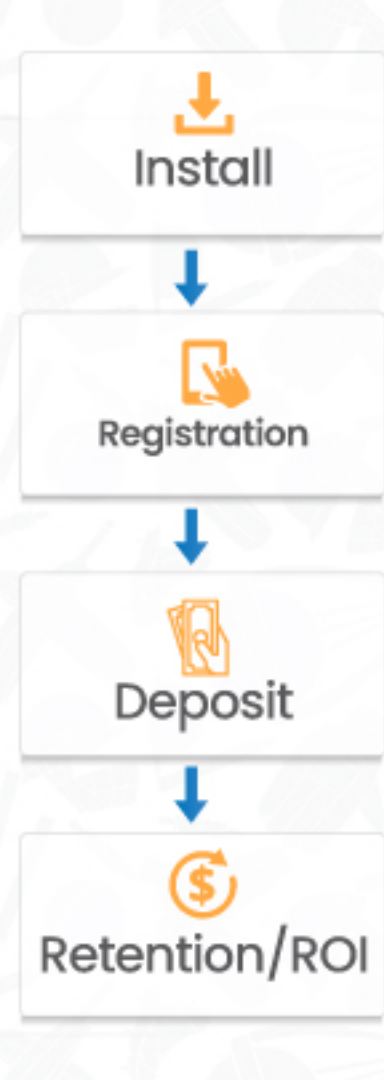- Highly entertaining format
- Micro-moments for developers to engage users
- Ease of deposits through mobile wallets

https://www.semanticscholar.org/paper/Impact-of-Fantasy-Sports-on-Indian-Sports-Market-IE.....Jarya-Nimkar/39d8d52aa63a5dec1638a93f8a4bd5d357f2dfea7p2df

Users Flow And Key KPIs

Install → Registration → Deposit → Retention/ROI

MAIN KPIS

- Registration %
- Deposit %
- Contests Played

How to Make the Most of Cricketing Season to Win Users

- Use interest-based targeting. Deliver personalized experiences through tools like mDMP for behavioral targeting
- Deploy rich media and video ads for user engagement
- Invest in scalable and high-LTV driving channels to beat the competition
- Leverage Custom Cohorts to optimize your campaigns based on predefined KPIs.