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# Impact of TV coverage on redefining Cricket rules and regulations

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# Cricket is a religion in India

- 1.3 billion People
  - Largest Democracy
  - Cultural Diverse
  - Developing Country
  - Social, economical and environmental issue –Plagues India
  - Fragmented society with many conflicts
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# Cricket is a religion in India

- Only few things which unite us
  - First and Foremost – ‘**CRICKET**’
  - Craze started after india winning World cup in 1983
  - Led to hosting the 1987, World cup
  - Huge maney involved with Cricket
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# History – Cricket Broadcast

- 1946 coverage was restricted only to Lords and Oval
  - 1952 Live coverage and spread to other grounds
  - First ball-by-ball coverage in 1957
  - First colour broadcast by BBC in 1968
  - Highlights were broadcast in 1971...
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# Current Trends in Broadcast

- From 3 cameras in 1971 now the coverage is done by nearly 30 cameras.
  - Third umpire debuted in 1992-93
  - More Innovations
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# Innovation

## SNICKOMETER



# Innovations

## HAWKEYE



# Innovations

## DARTFISH



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# Study

- Survey
- Experts opinion

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# Aim to Study

- To find out the factors that influence the viewing of cricket match
  - Whether the innovations has impacted the game
  - To understand the audience's perception of the innovations.
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# Supporting Arguments

- It aids field umpires
  - More credibility in decisions
  - Burden for field umpires has lessen so they concentrate more on their other duties
  - robot will be placed instead of field umpires
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# Opposing Arguments

- Questioning the accuracy and credibility of this gadgets
  - Accuracy depends more on the cost
  - Shows field umpire in badlight
  - Charm of the cricket is gone, it is more of the video game
  - Slows the game
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# Findings

- The introduction of innovations **has improved** the knowledge of cricket rules and regulations amongst the audience.
  - There is an **immediate need** for innovations to be used in decision making, is what both the audience and the experts believe.
  - The innovations should be **used in LBW and in catch decisions.**
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# Findings

- The Hawkeye innovation uses the output from 6 cameras to **predict** the path of the ball, and hence can not be called 100% credible.
  - The **time taken** for getting a processed output is **negligible** and will not halt the proceedings of the game.
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# Conclusion

- These innovations has indeed enhanced the audience understanding of the game.
  - This fullfills the sucessful dual role of **Television**, both has popular medium in covering the game, but also as the tool to make decisions.
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THANK YOU

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