

## IPL 2010 matches on Youtube

Contributed by Medianowonline Newsnetwork

New Delhi, Mar 9 - Search giant Google today said it has tied up with Royal Challenger's IPL team, HSBC India and HP India as sponsors for the IPL 2010 matches to be broadcast on YouTube.

YouTube, which is Google's video sharing website, had received exclusive online rights for IPL content for two years. Google and IPL will jointly share revenues from sponsorships and advertising on YouTube and IPL website.

We have got more than six sponsors. While Royal Challenger's IPL team will take the spot light for the finals, HSBC India and HP India will cover the semi-finals, Google India Business Head Narasimha Jayakumar said.

Other top brands taking the sponsorship slots include Airtel, Coca Cola and Samsung, he added.

The ads will appear throughout the 60-match tournament, across several ad formats, like banner ads, homepage ads and throughout logical breaks, clips and highlights.

Ads from sponsors will appear in all countries where YouTube is available except the United Kingdom, he said.

The sponsors' ads would also get featured on the IPL-branded Orkut community page, which will host team and player interviews, contests and match polls to engage fans and audiences.