ETPL Season 1 Report 2026: Europe's New Cricket Frontier



The business of the European T20 Premier League: fees, sponsors, crowds, broadcast and what Season 2 has to prove

NavigatingX Sports Intelligence
Oct 2026

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An outside view of ETPL's first season

About NavigatingX

A boutique strategy consulting firm founded in Gurugram, India, in 2024, with clients served in 12+ countries. NavigatingX Sports Intelligence brings our pricing, go-to-market and research methods to cricket leagues, franchises and sponsors.

The European T20 Premier League finished its first season on 20 September 2026. We pulled together what is on the public record, from match data and press releases to kit photos and broadcast deals and added our own analysis of what it means for the fans, sponsors, broadcasters and others in the league.

Our independence

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QUICK ANSWERS

ETPL in eight questions

01

What is the ETPL?

The European T20 Premier League: an ICC-sanctioned franchise T20 league for Ireland, Scotland and the Netherlands. Season 1 ran from 26 August to 20 September 2026.

02

Who won ETPL 2026?

Edinburgh Castle Rockers, who beat Belfast Wolves by 7 wickets in the Final at Malahide.

03

Who is behind the ETPL?

The league was established through a joint venture involving Rules Global and Cricket Ireland, with Abhishek Bachchan among its co-founders. Ownership and operating arrangements are described in the public sources reviewed.

04

Which teams play in the ETPL?

Amsterdam Flames, Belfast Wolves, Dublin Guardians, Edinburgh Castle Rockers, Glasgow Cosmic and Rotterdam Dockers.

05

Where were ETPL matches played?

Sportpark Westvliet in Voorburg, Netherlands (matches 1 to 17) and Malahide Cricket Ground in Dublin, Ireland (matches 18 to 32).

06

Who was ETPL 2026's player of the series?

Faf du Plessis of Rotterdam Dockers was the player of the series with 449 runs. He was also the top run scorer of the series.

07

Where was ETPL Season 1 broadcast?

JioStar in India, TNT Sports and HBO Max in the UK and Ireland, and Willow and Cricbuzz in the US and Canada.

08

When is ETPL Season 2?

Dates are not yet announced. ETPL Director Warren Deutrom has said it will return in 2027 and is looking at a July window.

Sources: City AM; Free Press Journal; ETPL; ESPNcricinfo; ETPL; Gulf News

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EXECUTIVE SUMMARY (1 OF 2)

The cricket delivered: 30 of 32 matches produced a result and a four-way tie at the top

30 of 32

Matches produced a result

The season ran from 26 August to 20 September 2026. Rain left only 2 games without a result.

4 teams tied

On 13 points at the top

Net run rate (NRR) decided who went through. Edinburgh Castle Rockers then beat Belfast Wolves by 7 wickets in the Final.

449 runs

Overseas stars led the way

Faf du Plessis scored the most runs, with five fifties in 10 innings. James Vince was next with 370, including a century.

50% and 35%

Local players held their own

Local players made up 50% of the top 20 wicket-takers and 35% of the top 20 run-scorers. Matthew Humphreys (local player) was the top local bowler with 15 wickets, sixth-highest overall.

2 grounds

Six teams shared two grounds

Voorburg, a town beside The Hague in the Netherlands, hosted 17 matches and Malahide, a town in north County Dublin, Ireland, hosted 15 matches. Five of the six teams never played in their home city, and Scotland hosted no matches.

14 of 32

Weekend matches served both markets

14 matches were played on weekends, including the Qualifier and Final. Both knockout games started at 2:15pm in Ireland, 6:45pm in India and 9:15pm in Singapore, enabling live viewing across Europe and Asia.

Season 1 demonstrated that ETPL can stage a full season of competitive cricket. The next test is whether the league can convert that sporting product and distribution into sustained local fandom and commercial value.

Sources: ESPNcricinfo; The Irish Times; SportBusiness; BBC Sport. NavigatingX Analysis

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EXECUTIVE SUMMARY (2 OF 2)

The commercial model remains unproven: one clearly disclosed contracted revenue stream and limited public audience data

US$1.5M

Team fees: only clearly disclosed contracted revenue stream

Public reporting indicates an annual US$1.5M franchise fee on 10-year licences. No meaningful broadcast rights fee was identified in the public sources reviewed.

~US$3M

Identified annual fee + squad cost

A typical franchise's reported US$1.5M fee plus an estimated ~US$1.5M player-salary cost implies ~US$3M of annual fee + squad cost, before other operating expenses.

US$14.5M

Still to be raised, as of May 2026

SportBusiness reported in May 2026 that the league was targeting US$20M and had US$5.5M committed at that point. This is a historical funding snapshot, not an estimate of the league's current funding position.

~18K-37K

Estimated cumulative attendance

Equivalent to ~11–22% of available seat opportunities under our assumptions. These are directional estimates based on match footage and publicly reported observations; the league did not publish official attendance figures in the sources reviewed.

74K vs 44K

More leagues followers than teams

The league had 74,000 social followers versus 44,000 combined across the six franchises. This suggests that team-level audiences had not yet developed at the same scale as the league's central following. Google search interest was ~80% below its opening-day peak by the Final.

30+ sponsors

Signed by the six teams so far

At least 30 team sponsors in Season 1. Potential inventory remains, including two visible shirt-front openings and no identified title partner.

What Season 2 has to prove: Publish audience metrics, expand beyond two grounds including Scotland, and demonstrate stronger commercial traction with broadcasters and sponsors.

Sources: ESPNcricinfo; The Irish Times; SportBusiness; BBC Sport; NavigatingX Analysis

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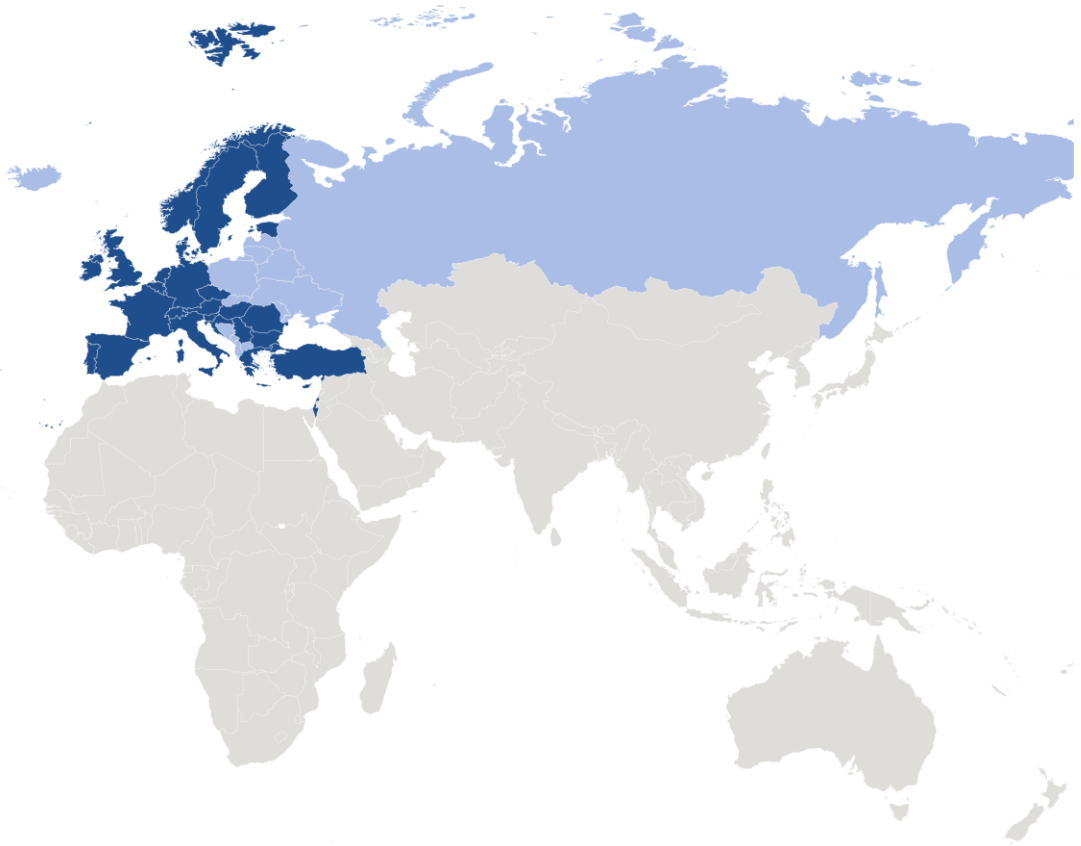
Europe had multiple cricket nations but no established multi-nation T20 franchise league

33 of 108

Europe accounts for nearly one-third of the ICC's global membership. ETPL is the ICC-sanctioned league to span three of them: Ireland, Scotland and the Netherlands.



ICC Europe member (34) | Europe, not a member | Rest of world

Note: Certain regions of the world have been omitted to maintain a focus on Europe.

Sources: ICC

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Cricket participation and investment in Europe are growing, with major cricket names backing the opportunity

THE MARKET

250,000+

players in recorded cricket[1] in 2024

Across ICC Europe Associate members, up 37% since 2022.

+42%

junior hardball players

The fastest-growing group in ICC Europe's census. Hardball overall rose 32%.

33 of 108

ICC members are in Europe

Nearly one-third of the ICC's members are in Europe, creating a sizeable runway for cricket growth.

+150%

streaming growth in Germany

Unique streaming users during the 2026 ICC Men's T20 World Cup. Italy rose 136%.

WHY IT MATTERS, IN THEIR WORDS

"... Europe's immense potential as cricket's next **major growth frontier**."

Abhishek Bachchan, co-founder, ETPL

"Dublin already has a passionate cricketing community and enormous **potential for growth**."

Rahul Dravid, owner, Dublin Guardians

"It's **not just a token** gesture to support European cricket."

Steve Waugh, co-owner, Amsterdam Flames

"The Wolves and the European T20 Premier League will **accelerate that growth** ..."

Glenn Maxwell, co-owner and captain, Belfast Wolves

What comes next Italy qualified for the 2026 T20 World Cup, cricket returns to the Olympics at LA28, and England, Ireland and Scotland are set to host a Men's T20 World Cup.

Notes: 1. Recorded cricket refers to all participation logged by member boards and reported to ICC Europe in its census, across all formats, not only registered hardball club players.
Sources: ICC Europe census via Emerging Cricket; ICC media release, March 2026; Storyboard18; Cricket Scotland

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ETPL aims to build a distinctly European league on a broad cricket base and global credibility

ETPL'S STATED AMBITION

To build a world-class cricket league with a distinctly European identity.

WHY EUROPE

Cricket is a minority sport in most of Europe, so ETPL sets out to grow its own fanbase rather than take on the region's big sports.

WHY THE LEAGUE HAS CREDIBILITY

Owners and players from the top of the game, among them Steve Waugh, Rahul Dravid, Faf du Plessis and Jonty Rhodes, back the league's long-term case.

WHY LOCAL TALENT

Irish, Scottish and Dutch players share the field with global stars, and grassroots programmes aim to bring more cricketers through the system.

> **Europe is home to nearly one-third of the ICC's global membership, with 34 member countries. Europe is primed for the cricketing revolution.**
>
> **Saurav Banerjee, Co-Founder, ETPL**

He describes a league built for the long run, where owners and players want to start grassroots programmes and see cricketers emerge from the system.

Sources: ETPL official website (About, news); ANI Interview with Saurav Banerjee

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After several postponed or abandoned launch attempts, ETPL delivered a full 32-match Season in 26 days

Setback · Milestone · Venue change

THE ROAD TO THE FIRST BALL

MAR 2019 — Euro T20 Slam
Announced, then abandoned

2020 - 2022 — COVID delays
Launch attempts put on hold by the pandemic

2023 - 2024 — Tri-Board realignment
Ireland, Scotland and KNCB restructure; Slam becomes ETPL

AUG 2024 — Tender won
Rules Global wins the league tender

JAN 2025 — ETPL revived
ICC sanction; Abhishek Bachchan on board

JUN 2025 — Launch postponed
Franchise ownership not completed

JAN 2026 — Owners revealed
First three franchises unveiled

MAY 2026 — Dravid joins
Rahul Dravid takes Dublin Guardians ownership

JUN 2026 — Abraham joins
John Abraham joins Rotterdam Dockers as co-owner

THE 26-DAY SEASON

26 AUG - 20 SEP 2026

20 SEP — Rockers take the title
Edinburgh Castle Rockers chase 151 with 8 balls left for the first title

19 SEP — Play-off Heroics
Glenn Maxwell's 4/18 sends Belfast Wolves to the Final

17 SEP — First Century
James Vince's 106* for Dublin Guardians against Rotterdam Dockers was the season's highest score.

9 SEP — Action moves to Ireland
Dublin Guardians beat Belfast Wolves by eight wickets at Malahide

29 AUG — Spell of the Season
Anrich Nortje bowls a season-best figures of 5/11 for Rotterdam Dockers against Belfast Wolves

26 AUG — Opening night in Voorburg
ETPL starts at Voorburg as Rotterdam Dockers meet Amsterdam Flames

From a stalled 2019 concept to a star-backed, 26-day tournament: ETPL showed it can stage a full season of competitive cricket and high-impact individual performances.

Sources: ETPL Official Website; ESPN Cricinfo; Cricket Ireland Report; NavigatingX Analysis

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Two club grounds carried the whole tournament



Voorburg, Netherlands (17 matches, 53%)

VOORBURG

Sportpark Westvliet, near The Hague

Capacity: 1,000 (working capacity assumption)
Dates: 26 Aug to 6 Sep 2026
Hosted: Matches 1 to 17

Malahide, Ireland (15 matches, 47%)

MALAHIDE

Malahide Cricket Ground, Dublin

Capacity: 11,500 official (2023); 10,000 used in this report
Dates: 9 to 20 Sep 2026
Hosted: Matches 18 to 32: 13 league games, Qualifier, Final

2 washouts

Amsterdam Flames v Edinburgh Castle Rockers and Rotterdam Dockers v Belfast Wolves, both at Voorburg

1 DLS finish

Belfast Wolves beat Edinburgh Castle Rockers by 9 runs at Malahide on 17 Sep

0 home games for Scotland

Neither Scottish franchise played a match in Scotland

Notes: Malahide is in north County Dublin, about 13 km from Dublin city centre, so Dublin Guardians' matches there are counted as home games. No other franchise played in its home city; Voorburg is a separate town and is not part of Rotterdam or Amsterdam.
Sources: ETPL; ETPL results; ESPNcricinfo; StadiumDB; Business Standard; Map: NavigatingX, drawn from Natural Earth data; distances are straight-line

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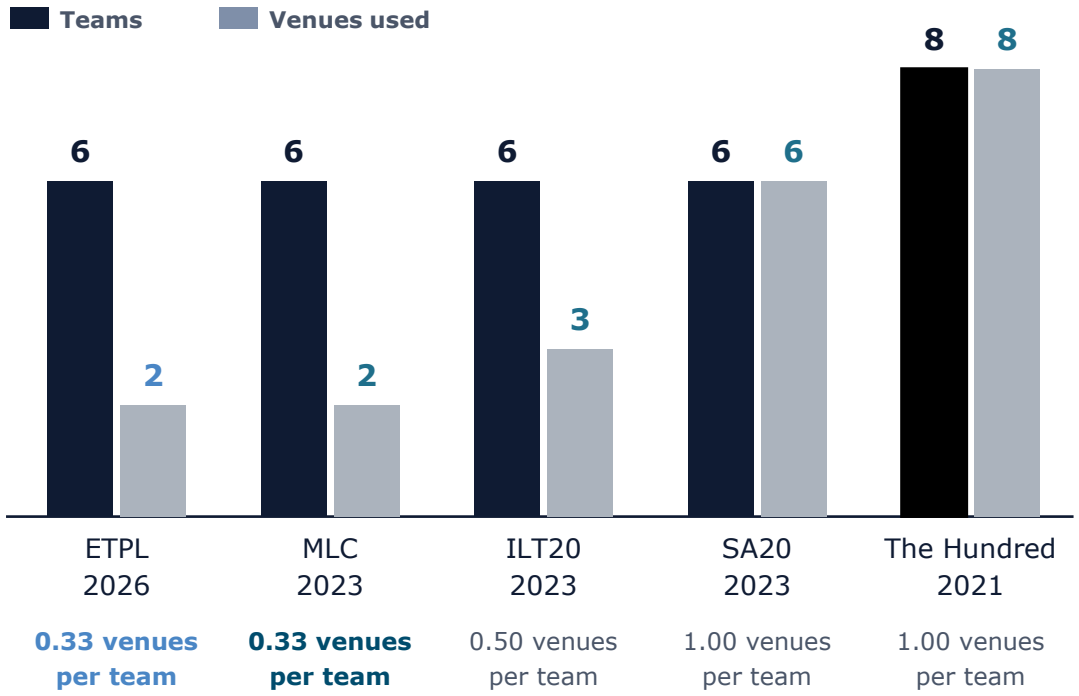
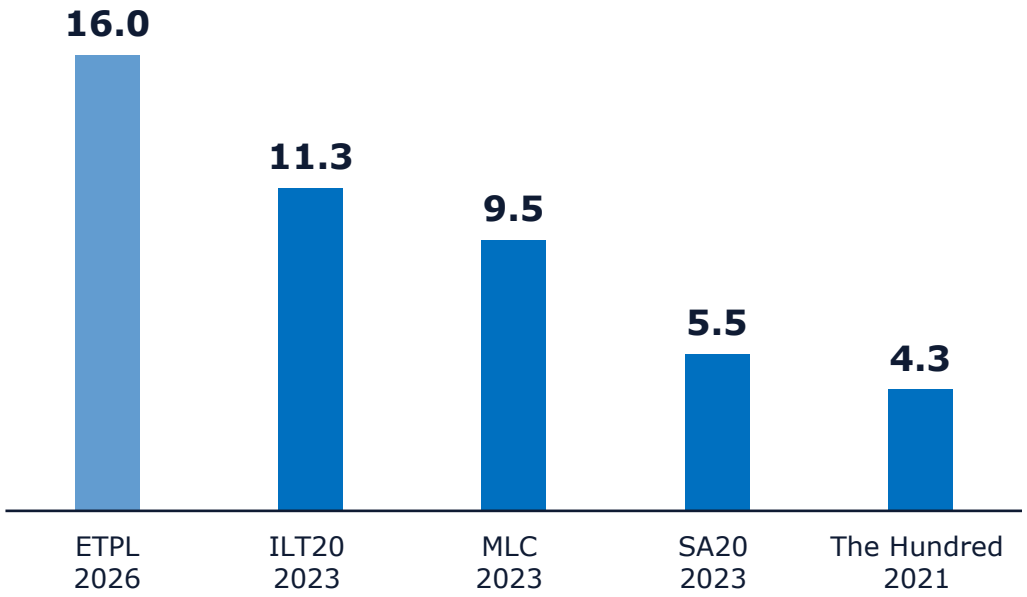
ETPL packed more matches into fewer venues than most peers in their inaugural season

Teams (dark) vs **venues used** (light) in each league's first season



Average matches per ground



Only MLC matched ETPL's ratio of one venue for every three teams. SA20 and The Hundred gave every team a home ground from day one.

ETPL averaged 16 matches per ground, nearly three times SA20 (5.5) and almost four times The Hundred (4.3).

Sources: ETPL; Wisden ILT20; SA20; Olympics MLC; Cricinfo; NavigatingX Analysis

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The season was a closely fought contest, with net run rate deciding the playoffs

Net run rate by team, in league-table order

TEAM	POINTS	
Edinburgh Castle Rockers Champions	**13** pts	**+1.21**
Amsterdam Flames Lost Qualifier	**13** pts	**+1.04**
Belfast Wolves Runners-up	**13** pts	**+0.60**
Rotterdam Dockers Eliminated	**13** pts	**-0.02**
Dublin Guardians Eliminated	**4** pts	**-0.94**
Glasgow Cosmic Eliminated	**4** pts	**-1.45**

Four Identical Records

All four leaders finished with 6 wins, 3 losses and 1 no-result. NRR (margin of victory) separated the four teams on 13 points.

A league of two tiers

The top four finished on 13 points. The bottom two (Dublin Guardians and Glasgow Cosmic) finished nine points behind

Form flipped halfway

Edinburgh Castle Rockers were unbeaten in their first seven games, then lost their last three and still won the title. Amsterdam Flames did not win in their first three, then won six of seven

Two rain washouts at Voorburg left the four leaders a point short of 14; had both been played, two teams would have finished on 14 points and two on 12

Sources: Cricinfo pts table; ETPL 2026 (10 matches per team in league stage; win = 2 pts, no result = 1 pt).

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Squad rules guarantee local players at least five of the eleven places and at most 4 overseas players

THE SQUAD 17 players



8+
local players
Ireland, Scotland, Netherlands



Up to 7
overseas players
from Full Member nations



1+
European Associate

1-2
Global Associates
outside Europe

THE PLAYING XI 11 players



At least 5 local players
from Ireland, Scotland or the Netherlands



At most 4 overseas players
from Full Member nations



2 open places[1]
for more local or Associate players

Local players are guaranteed 5 of the 11 places and can take up to 7 spots in the playing XI

Notes: 1. Playing XI may constitute only local players and overseas players
Sources: IANS; Cricinfo; ETPL Squad Rules

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Season 1's best: local and overseas players side by side

LOCAL PLAYERS TO WATCH Ireland, Scotland & Netherlands

356 runs

Brandon McMullen Scotland

AVG **44.50** SR **154.11** BEST **82*** **Edinburgh Castle Rockers**

Top local run-scorer; third-highest of all players

84 runs in one match

Tim Tector Ireland

RUNS **160** INNS **6** SR **132.23** **Belfast Wolves**

Highest score by a local player in one match, in the Final

15 wickets

Matthew Humphreys Ireland

AVG **18.20** ECON **7.37** BEST **4/19** **Belfast Wolves**

Top local wicket-taker; sixth-highest of all players

5/21 wickets / runs

Craig Young Ireland

WKTS **12** MATCHES **5** AVG **12.83** **Dublin Guardians**

Best local bowling in one match: 5 wickets for 21 runs

320/5 runs / wkts

Bas de Leede Netherlands

AVG **45.71** SR **131.68** BEST **4/6** **Amsterdam Flames**

Best local all-rounder: fourth in runs, plus 5 wickets

OVERSEAS PLAYERS TO WATCH Proven international stars

449 runs

Faf du Plessis South Africa

AVG **56.12** SR **139.44** BEST **83*** **Rotterdam Dockers**

Top run-scorer of the season

106* runs in one match

James Vince England

RUNS **370** AVG **61.66** SR **152.26** **Dublin Guardians**

Highest score in one match all season

19 wickets

Michael Bracewell New Zealand

AVG **9.36** ECON **5.56** BEST **5/12** **Amsterdam Flames**

Joint-top wicket-taker of the season, level with Nortje

5/11 wickets / runs

Anrich Nortje South Africa

WKTS **19** AVG **15.05** ECON **7.15** **Rotterdam Dockers**

Best bowling in one match all season: 5 wickets for 11 runs

245/8 runs / wkts

Glenn Maxwell Australia

SR **168.96** BEST **4/18** IMPACT **#1** **Belfast Wolves**

Best overseas all-rounder; captained his team to the Final

Overseas players filled the top five places for wickets; local players did better with the bat, with McMullen and de Leede third and fourth for runs.

Source: ESPNcricInfo

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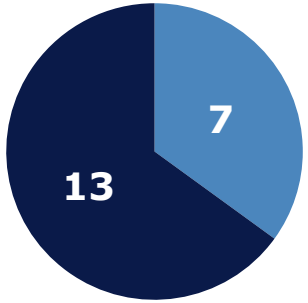
Overseas players led the rankings, while local players secured a significant share of top-20 places

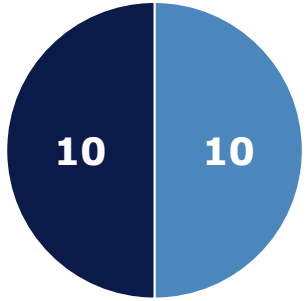
THE TOP 20 RANKINGS Local players vs overseas players



Top 20 run-scorers

- **35%** local players
- **65%** overseas players

Local players took 40% of the top five places.



Top 20 wicket-takers

- **50%** local players
- **50%** overseas players

IN THEIR WORDS

"That's exactly what we dreamt of, to bring **competitive, world-class cricket to Europe**."

Abhishek Bachchan, co-founder, ETPL

"I have been **very impressed with them [the local players in his squad]** ... to be able to play up close with the Dutch players and see **their skill level, and how they adapt their game ... is very impressive.**"

Tim David, overseas player, Amsterdam Flames

"It's also that experience that they [the overseas players] pass on to local young guys ... You're going to have ideas from those **experienced international guys passing on their knowledge**."

Paul Stirling, local player, Belfast Wolves

Sources: ESPNCricInfo; CricTracker; ANI; ETPL (Bachchan); The Tribune / ANI (David); The Hawk / IANS (Stirling).

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Coverage reached six regions through Pay-Tv and streaming partners

INDIAN SUBCONTINENT

TELEVISION	STREAMING
Star Sports	JioHotstar

UK & IRELAND

TELEVISION	STREAMING
TNT Sports	HBO Max

AUSTRALIA

TELEVISION	STREAMING
Foxtel	Kayo Sports

CARIBBEAN

TELEVISION	STREAMING
Rush Sports	Rush Live & Louder

US & CANADA

TELEVISION	STREAMING
Willow	Cricbuzz

SOUTH AFRICA

TELEVISION	STREAMING
n/a	Olympic Channel

Despite having 2 teams, no Dutch broadcaster was identified[1]; No partner listed for New Zealand or the Netherlands; Cricbuzz was listed as broadcaster for MENA (Middle-East and North Africa) and South-east Asia

Notes: 1. No Dutch broadcaster was identified in the 10 July broadcast announcement reviewed
Sources: ETPL broadcast announcement, 10 July (single source; arrangements can change between editions).

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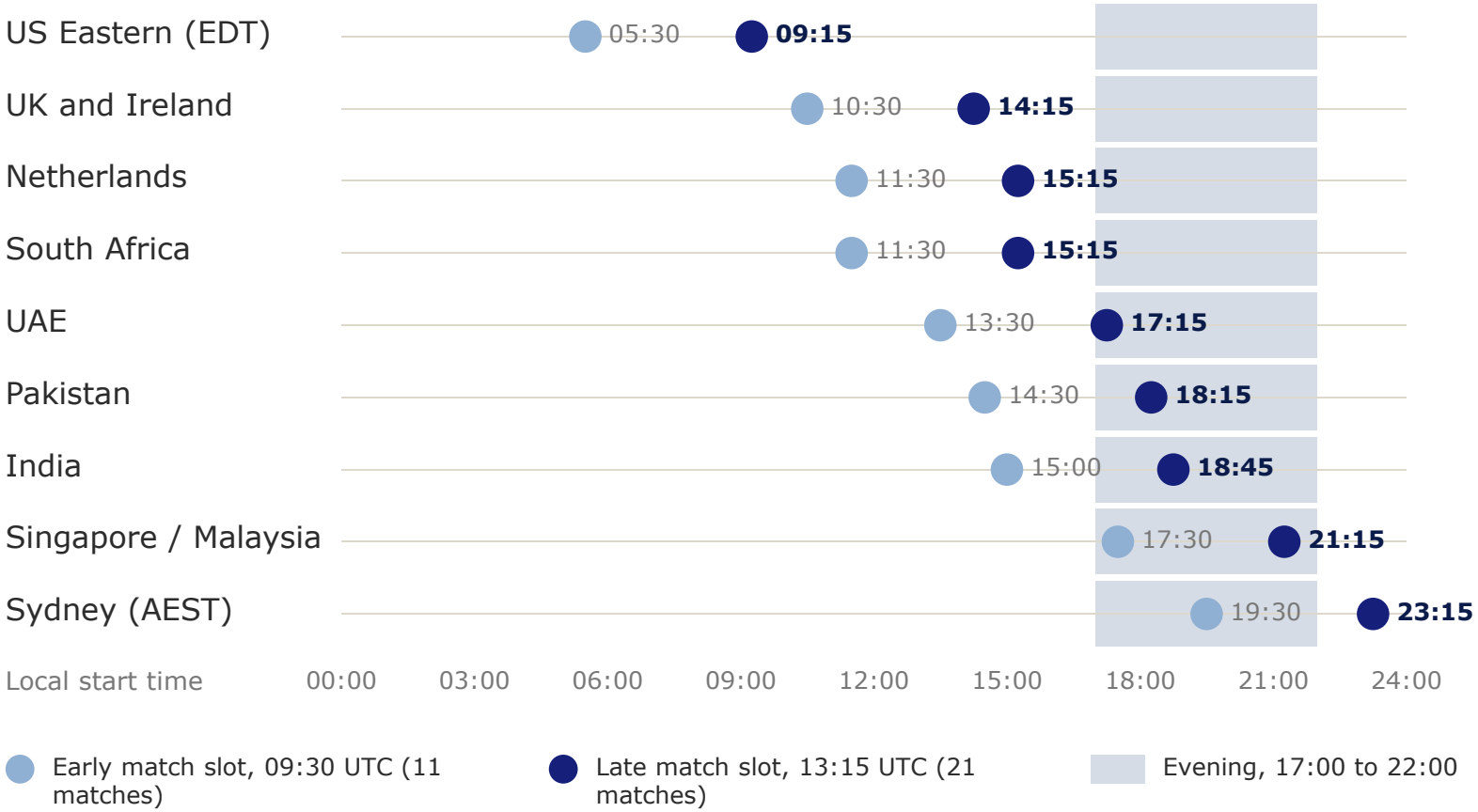
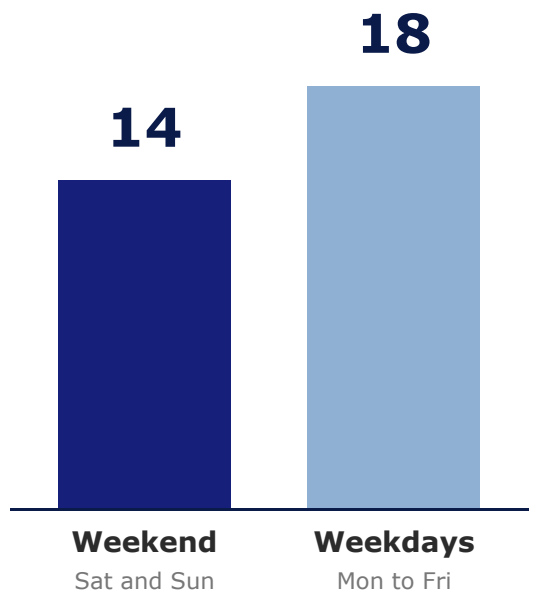
One schedule, two match slots and 14 matches on weekends

ETPL Match Schedule across different time zones



Weekend vs weekday matches



Both knockout games, the Qualifier and the Final, were played on the weekend.

Sources: ETPL results; Wisden

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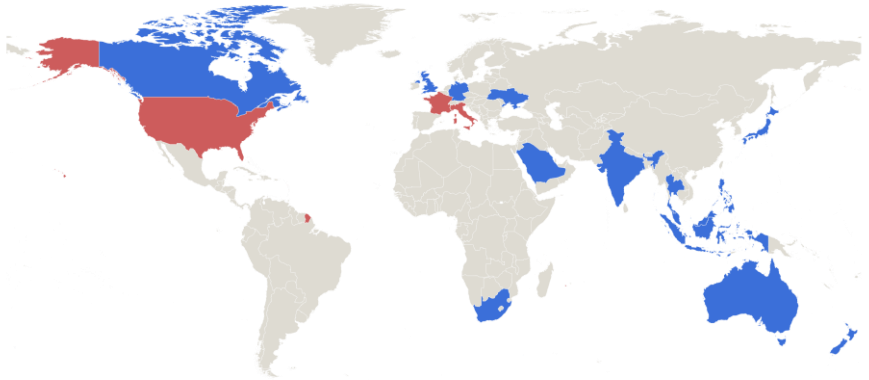
Search interest peaked on opening night, then faded

Interest over time



Where the searches came from



Full name leads | "ETPL" leads | No search traction

India, the UK, Australia and Canada all show up. The Netherlands and Ireland, which hosted every match, had too few searches to register. Google Trends measures relative search interest, not audience size, viewership or commercial conversion.

Key Takeaways

- Search interest appears to have followed broadcast exposure more closely than venue location.
- Search interest was concentrated in India, the UK and Australia; the Netherlands and Ireland generated insufficient search volume to register strongly in the comparison.
- For sponsors, this suggests weighting launch-period activation and testing overseas audience segments may be more effective than relying solely on host-market exposure.

Sources: Data redrawn from Google Trends, worldwide, past 3 months, retrieved 25 Sep 2026. Relative index, 0 to 100; values approximate, NavigatingX Analysis

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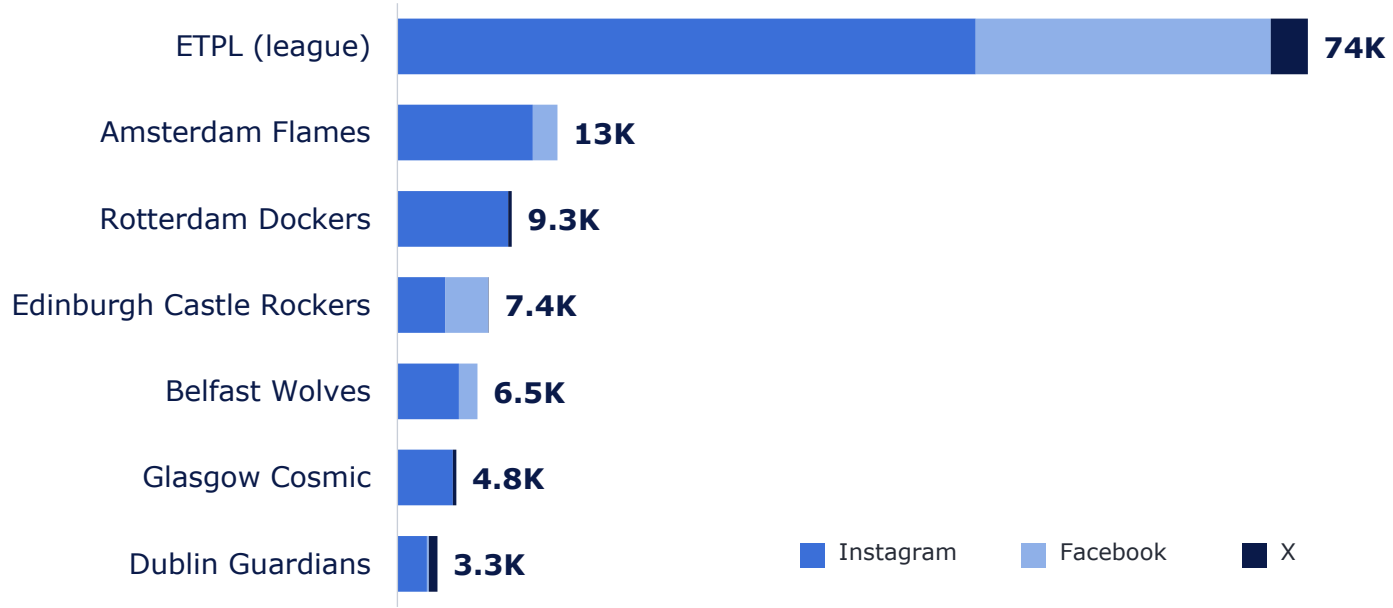
Team-level social audiences remain relatively small; league's social footprint is materially larger than the franchises'

Social Media Followers



Amsterdam and Belfast have no X account; Rotterdam and Glasgow have no Facebook account.

Key Takeaways

74K vs 44K

League-level social audiences are materially larger than combined team audiences

~80%

of franchise followers are on Instagram (36K of 44K). X is barely used: 1.3K across all six teams.

High-profile ownership has not yet translated into the largest franchise social audiences: Dublin Guardians, chaired by Rahul Dravid and captained by R Ashwin, had the smallest social following on 24 September 2026. League channels reach more than five times the biggest franchise[1].

Notes: 1. Follower counts indicate owned social audience size; they do not measure engagement, viewership or unique fans.
Sources: NavigatingX Analysis. Follower counts taken from each team's official Instagram, X and Facebook accounts; checked manually on 24 September 2026.

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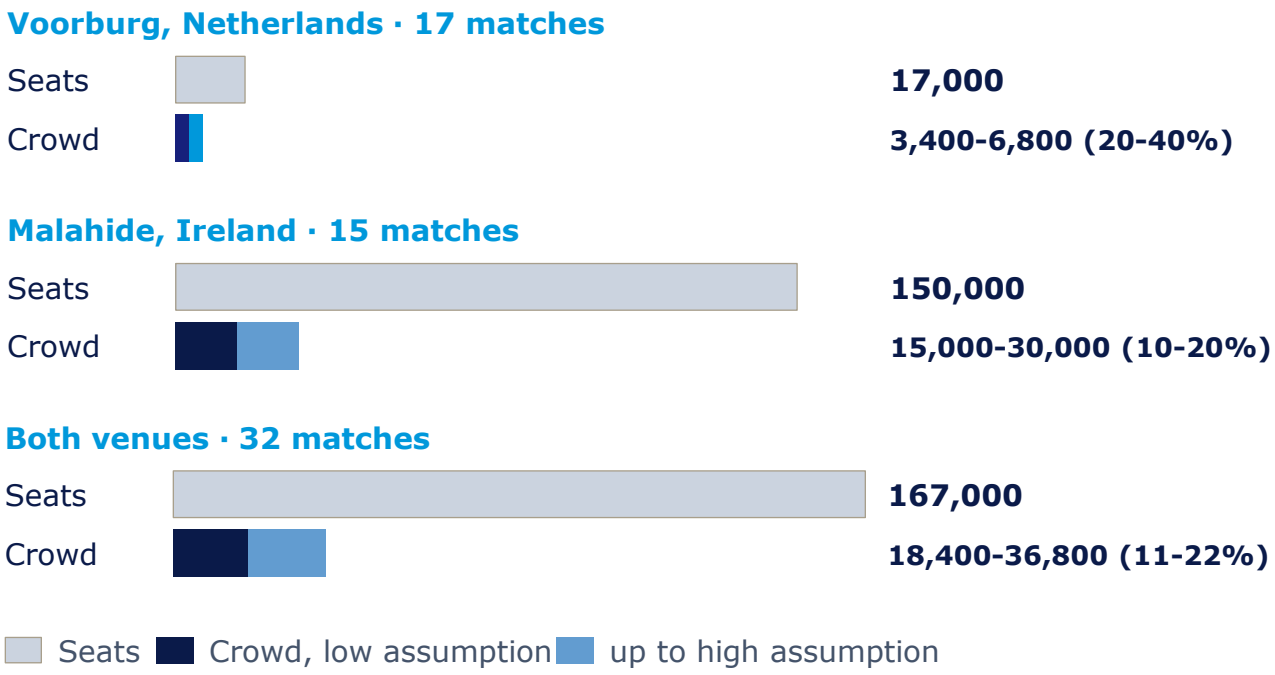
NavigatingX estimates that 11-22% of seats were filled in Season 1

Season seating capacity vs estimated cumulative attendance



11-22%

of season seats filled, on our assumed crowd range. Malahide 10-20%, Voorburg 20-40%.

Free entry reported at Malahide

"Spotting poor early footfall, organizers opened the gates to free entry." Nathan Johns, 14 Sep 2026

NavigatingX estimate based on visual assessment of available match footage at multiple points in each match, supplemented by publicly reported observations. This estimate is directional and should not be interpreted as an official attendance figure. Official attendance figures were not identified in the public sources reviewed.

Sources: StadiumDB; Business Standard; ETPL; The Part Timer; BBC Sport; NavigatingX Analysis

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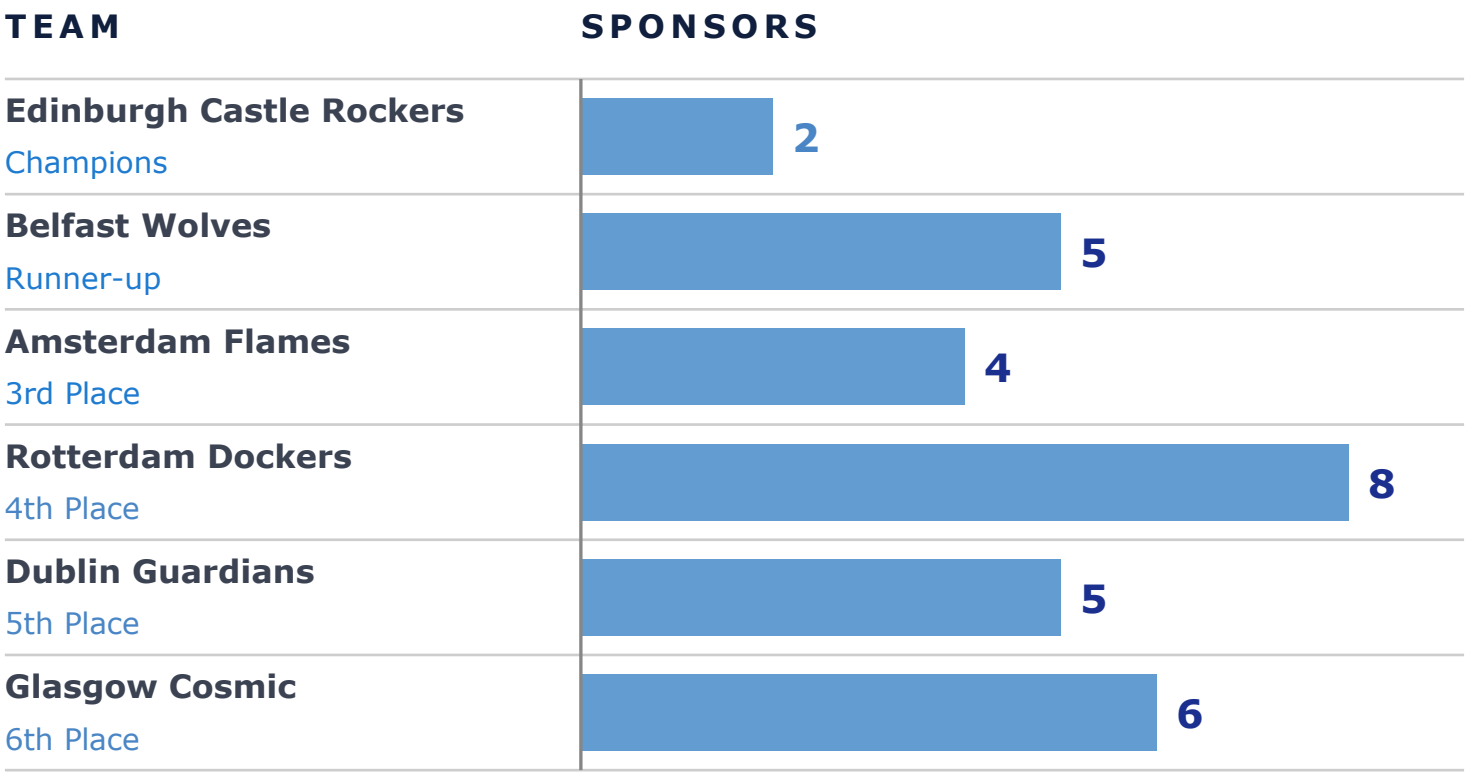
Sponsor counts did not track sporting performance in Season 1

Franchise sponsors on record, teams in order of final finish



Champions, fewest sponsors

Edinburgh Castle Rockers won the title with just two sponsors; the lowest number among six teams.

Most sponsors, mid-table

Rotterdam Dockers signed eight sponsors, the most of any team, yet did not make the playoffs.

Bottom two, plenty of sponsors

Glasgow Cosmic and Dublin Guardians finished 6th and 5th with six and five sponsors respectively.

Why

Most deals were signed before a ball was bowled, and several are linked to owners or home markets.

Edinburgh won the title with two recorded sponsors, while Rotterdam had eight and missed the playoffs. With only one season and six teams of data, this does not establish a relationship between sponsor count and sporting performance.

Notes: Some teams refer to their sponsors as partners.
Sources: Team LinkedIn pages; ETPL official website; Official Team Websites; NavigatingX Analysis

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Sponsors span 18 categories; telecom, banking, automotive and insurance were not identified among the sponsors reviewed

INDICATIVE, NOT EXHAUSTIVE

	League	Amsterdam Flames	Edinburgh Castle Rockers	Rotterdam Dockers	Dublin Guardians	Belfast Wolves	Glasgow Cosmic
Kit, apparel and equipment		JDH	Masuri		SG	New Balance	OMTEX
IT services and digital	TCS			L&G	Hexaware	CDC	
Social impact and charity		Move Forward		Bat For A Chance		Men's Health DU	
Food and drink			Posca Hydrate			PACE Hydration	No Secrets
Investment & asset management		PrivateInvest		Fairtree			
Travel and hospitality		Pauls Travel		OPUL			
Broadcast and streaming	5 broadcasters						
Ticketing	Tixr						
FX and cross-border payments	Corpay						
AI and enterprise software				Fireflies.ai, AutoVRse			
Merchandise and e-commerce				iXu			
Sports equipment manufacturing				Ha-Ko			
Cricket development & community					Leinster, Cricket For All		
Fan engagement app					CREX		
Eyewear and accessories						Carrera	
Fan investment and digital assets							Ryllo (Avalanche)
Real estate							M3M
Lifestyle and consumer goods							Chumbak
Telecom and mobile							
Retail and business banking							
Automotive							
Insurance							
... others							
Span of Categories	**4**	**4**	**2**	**7**	**4**	**5**	**5**

Sources: NavigatingX Analysis of official kit imagery from franchise websites; LinkedIn pages and other official channels; reviewed manually on 24 September 2026.

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ETPL has meaningful unfilled sponsorship inventory across team kits

	FRONT CENTRE	CHEST	SLEEVES	BACK	PANTS
Amsterdam Flames	**PrivateInvest**	**JDH** + club crest	**Move Forward; Pauls Travel** + ETPL mark	**OPEN**	**JDH**
Edinburgh Castle Rockers	**Posca Hydrate**	**OPEN**	ETPL mark	**OPEN**	**Unidentified logo*** + club crest
Rotterdam Dockers	**OPEN** "Dockers" wordmark only	**OPUL** + club crest	**Fairtree; iXu Sport** + ETPL mark	**Fireflies.ai**	**AutoVRse; iXu Sport**
Dublin Guardians	**OPEN**	**SG** + club crest	ETPL mark	**OPEN**	**OPEN**
Belfast Wolves	**CDC**	**New Balance** + club crest	**Carrera** + ETPL mark	**Men's Health Down Under**	Club crest
Glasgow Cosmic	**Ryllo**	**M3M** + club crest	**Chumbak; unidentified logo*** + ETPL mark	**Avalanche** via Ryllo	**Unidentified logo***

Sold/ Occupied | Open/ Not reserved | League mark or crest only

* Logo visible on the kit but not legible enough to name the brand.

Key Takeaways

- 20 of 30 observed kit positions were occupied, with 7 appearing open based on the kit imagery reviewed.
- No sponsor was visibly identified on the front-centre position of Rotterdam and Dublin kits in the imagery reviewed.
- Glasgow is the only team with all five positions sold/occupied.

Sources: NavigatingX Analysis of official kit imagery from franchise websites; LinkedIn pages and other official channels; reviewed manually on 1 October 2026.

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ETPL brings together institutional owners, celebrity investors and owners who play

THE LEAGUE

Rules Global (Rules X)

JV partner and co-founder

Abhishek Bachchan, Saurav Banerjee, Priyanka Kaul, Dhiraj Malhotra

Cricket Ireland

JV partner; a reported 20% of the league

ETPL chair Brian MacNeice, chair of Cricket Ireland

The Great Corp

Co-founder and investor, joined 2026

Sai Narayan Subramanian, ETPL co-founder

League executive

Operator

ETPL Director Warren Deutrom, former Cricket Ireland chief executive

THE SIX FRANCHISES

Edinburgh Castle Rockers

CHAMPIONS

Owners: Season 1 operated by the league after proposed investors withdrew (Irish Times)

Captain / coach: Mitchell Santner / James Foster

Stars: Trent Boult, Tom Curran, Brandon McMullen, Andries Gous

Belfast Wolves

RUNNERS-UP

Owners: Glenn Maxwell and Rohan Lund (Floodlight Capital)

Captain / coach: Glenn Maxwell / Kevin O'Brien

Stars: Mark Chapman, Devon Conway, David Miller

Amsterdam Flames

LOST QUALIFIER

Owners: Steve Waugh, Jamie Dwyer and Tim Thomas (CEO)

Captain / coach: Scott Edwards / Ryan Cook

Stars: Steve Smith, Ajinkya Rahane, Michael Bracewell, Curtis Campher

Rotterdam Dockers

ELIMINATED

Owners: Faf du Plessis, Jonty Rhodes, Heinrich Klaasen, John Abraham

Captain / coach: Faf du Plessis / Adrian Birrell

Stars: Heinrich Klaasen, Anrich Nortje, David Wiese

Dublin Guardians

ELIMINATED

Owners: Indian consortium led by Rahul Dravid (chairman)

Captain / coach: R. Ashwin / Vikram Rathour

Stars: James Vince, Daryl Mitchell, Harry Tector

Glasgow Cosmic

ELIMINATED

Owners: Mugafi Group (Vipul Agrawal), Tansha Batra, Matthew Hayden

Captain / coach: George Munsey / Matthew Hayden

Stars: Liam Livingstone, Jason Roy, Keshav Maharaj

Owners on the field: du Plessis (Rotterdam Dockers) and Maxwell (Belfast Wolves) captain teams they part-own; Hayden co-owns and coaches Glasgow Cosmic.

Sources: ETPL; ESPNcricinfo; The Irish Times; SportBusiness; BBC Sport; Cricket World

© NavigatingX

ETPL's value chain spans seven stages with nascent revenue

1. Talent	2. Franchises	3. League & Events	4. Content	5. Distribution	6. Fans	7. Revenue
KEY STAKEHOLDERS						
• 102 players, 17 nations • 40+ local players (NED, IRE, SCO) • Overseas Stars: du Plessis, Bracewell, Maxwell	• 6 owner groups (consortia) • Investors from Australia, India, NZ, SA, Singapore and the US	• Rules Global + Cricket Ireland (20%) • Director Warren Deutrom • Two Stadiums: Voorburg (NED), Malahide (IRE)	• League-run match coverage • TCS (digital partner) • Franchise social channels	• JioStar, TNT Sports / HBO Max • Foxtel / Kayo, Willow / Cricbuzz • Rush Sports, Olympic Channel	• India, UK & Ireland, Australia • 74K league vs 44K franchise followers (social media)	• League: franchise fees, sponsorships, tickets • Franchises: team sponsorships, merchandise • Others: broadcast ads, venue revenue
PROCESS & IMPACT						
• Overseas stars signed first, then local players • ~US$1.5M estimated player salary per team • Talent engaged for 1-2 months around 26 playing season days • Men only; women's league deferred	• 10-year licenses; no sale for 3 years • US$1.5M annual fee • 5 of 6 teams never played home games	• 32 matches, 26 Aug–20 Sep 2026 • 0 matches in Scotland • 2 no results; several rain shortened • Free entry at some Malahide games	• League paid towards match production • TCS building AI fan platform	• No broadcast rights fee identified in public reporting; ad revenue shared • Matches during European daytime and Asian evening hours • 14 weekend matches, incl. Qualifier and Final	• ~4/5 of franchise followers on Instagram • Search peaked opening day, faded post-Final • Overseas markets drove search interest	• Franchise fees are the only contracted, disclosed stream • Sponsors signed, but no title partner and terms undisclosed • ETPL Director expects profit in year 4-5

VALUE CAPTURED AS

Player salaries	Franchise fees	Ticketing	Content IP	Media rights	Audience & fan data	Revenue mix
Cost, paid by owners	~US$7.5M estimated annual franchise-fee revenue from five paying teams	No official attendance figures identified in public sources reviewed	Not yet monetized	No broadcast rights fee identified in public reporting; advertising revenue reported/shared	118K social followers; data in build	Franchise fees disclosed; other streams early

Sources: IANS; ETPL; City AM; Deccan Chronicle; ETPL; PartTimer; NavigatingX Analysis

© NavigatingX

Franchise fees are the only clearly disclosed contracted revenue stream

How developed each revenue stream is after Season 1, and who captures it

REVENUE STREAM	MATURITY	WHO CAPTURES IT
Franchise fees	**High**	League (Cricket Ireland holds 20%)
League sponsorship	Medium	League
Franchise sponsorship	Medium	Franchises
Ticketing and gate	Low	League, host venues*
Merchandise	Low	Franchises
Fan data	Low	League, broadcasters*
Media rights	Net Cost	Broadcasters

* Inferred (qualitative, not financial).

Clearly disclosed

Franchise fees: a reported US$1.5M per team a year on 10-year licences. The only contracted, disclosed stream.

Signed, but not yet priced

League and franchise sponsors are on board, but no title partner, terms undisclosed and no audience data to price renewals.

Not yet earning

Season 1 broadcast arrangements appear to have generated limited direct rights revenue while the league contributed to production costs.

Franchise owners appear to be funding the business ahead of fully developed franchise-level revenue streams. An earned India rights deal, home-match gate and a title partner would give ETPL a second locked-in line for Season 2.

Sources: Franchise fee as reported by The Irish Times; league paid production as reported by BBC Sport.

© NavigatingX

Illustrative league economics: Public reporting suggests Season 1 was not yet profitable; full financial statements not available

ETPL league, Season 1	USD M	Basis
REVENUE ESTIMATES		
Franchise fees	7.5	Est. 5 of 6 teams pay US$1.5M
Media rights fees	c.0	No meaningful rights fee identified in public reporting
Advertising share	n/d	Shared; terms not given
Central sponsorship	n/d	Not disclosed
Ticketing	n/d	EUR 18-30; free entry later
Licensing, merchandise	n/d	No central data
Total revenue	**7.5+**	Fees are the only known line
COST ESTIMATES		
Distributions to teams	n/d	80% of central pool
Broadcast production	n/d	League pays towards it
Venues, temporary stands	n/d	Stands planned by league
Match operations, staff	n/d	Not disclosed
League-owned team	(1.5)	Edinburgh squad, estimate
Prize money, ICC, boards	n/d	Not public
Total costs	n/d	Loss-making year expected (Irish Times)
Net result	Likely Loss	Directional based on public reporting; full financial statements unavailable

KEY TAKEAWAYS

Broadcast was a cost line, with no disclosed rights-fee revenue identified
The league pays towards production. A rights fee next year is possible but not agreed.

Six teams, but only five pay fees
Five owner groups are due US$1.5M each. Edinburgh is league-run, so US$7.5M, not US$9.0M.

A league-run team creates a US$3M economic swing
Edinburgh brings no fee and needs a squad funded: a swing of about US$3M, on our estimate.

80% distribution depends on central revenue
If teams receive 80% of central revenue, growth in rights and sponsorship revenue becomes increasingly important to franchise economics.

n/d = not disclosed; brackets = costs; c. = estimate; Illustrative estimate from public reporting. Not ETPL's financial statements; not verified by the ETPL.

Sources: Irish Times; SportBusiness; The Part Timer; Yahoo Sports; TheStadiumBusiness; NavigatingX Analysis

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Illustrative franchise economics: ~US$3M of identified annual fee + squad cost before other expenses

One franchise, Season 1	USD M	Basis and source
REVENUE ESTIMATES		
Central pool distribution	n/d	Share of 80% pool
Team sponsorship	n/d	Hexaware for one of franchises, value n/d
Ticketing share	n/d	League-run via Tixr; details n/d
Merchandise	n/d	Little lead time
Prize money	n/d	Not public
Academy, events, other	n/d	No evidence in year one
Total revenue	Minimal	
COST ESTIMATES		
Franchise fee	(1.50)	10-year license
Player salaries	c.(1.5)	Similar to the fee
Coaching, support staff	n/d	Not public
Travel, accommodation	n/d	Two host countries
Marketing, community	n/d	Cricket Leinster link
Management, admin	n/d	Not public
Total costs	c.(3.0)+	Known lines only, excludes n/d costs
Net result	Est. loss	NavigatingX estimate

KEY TAKEAWAYS

Costs are committed, revenue is not

Fee and squad, about US$3M on our estimate, are committed before a ball is bowled.

Franchise fee is also league revenue

The US$1.5M fee is income for the league, so the two P&Ls rise and fall together.

Sponsorship is the main owned line

Pool, TV and tickets appear to be run centrally. Hexaware is a named Dublin sponsor.

Funding aids the early seasons

Dublin reports ~US$10M raised at a US$30M valuation: about 3 seasons of fixed cost.

n/d = not disclosed; brackets = costs; c. = estimate; Illustrative estimate from public reporting. Not any franchise's financial statements; not verified by the franchises.

Sources: Irish Times; SportBusiness; The Part Timer; Yahoo Sports; TheStadiumBusiness; NavigatingX Analysis

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Break-even expectations have moved from an initial year 3 target toward a year 4-5 view

Year 3

Pre-season target reported by ETPL co-founder, May 2026

Year 4-5

ETPL director Warren Deutrom after the season: profitability "probably within year four to five"

Year 5+

Still losing at year five: BBL a reported A$33M over five years (example cited not directly comparable to ETPL)

"We halved the franchise fee from their recommendation and increased the common pool distribution to 80% in the first three years, to ensure that the league and the franchises would reach breakeven at roughly the same time - around year three."

Saurav Banerjee, co-founder, Rules Global (May 2026)

"The competition will have its teething problems, but if you get the right league owners and team owners, the right leadership, it will grow." He expects "three to five years to see a return on investment".

Neil Maxwell, CEO, Belfast Wolves (Aug 2026)

"It's also not necessarily about P&L, it's about the overall value."

Ajit Ravindran, CEO, Dublin Guardians (Aug 2026)

"Because it was a last-minute execution, the books are not going to be the same as what we thought it could be."

Vipul Agrawal, chairman, Glasgow Cosmic (Aug 2026)

Sources: Irish Times; SportBusiness; The Cricket Monthly; BBC Sport

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Among European leagues, ETPL launched at a larger match scale than Belgium's new EUT20, but commercial data remain limited

Each league is shown as it was in its first season: ETPL in 2026, The Hundred in 2021 and EUT20 Belgium in 2026.

	ETPL (2026)[1]	The Hundred (2021)	EUT20 Belgium (2026)
Run by	Rules Global and Cricket Ireland joint venture	England and Wales Cricket Board (ECB)	Destino Legends Sports, with the Belgian Cricket Federation
Teams and venues	6 teams, 2 venues	8 teams, 8 home venues	5 teams, 1 venue near Brussels
Matches	32	34 in the men's competition, plus a women's competition	18
Team owners	Player-led groups: Waugh, Dravid, Maxwell, du Plessis	The ECB owned and ran all eight teams	Private owners on 10-year deals, including Zaheer Khan
Broadcast	JioStar, TNT Sports, Willow; no rights fee reported/identified	Sky Sports, with some matches free on the BBC	Sony Sports in India; other partners abroad
Money on record	Team fee reported: US$1.5M a year	~£50M revenue reported	No figures found

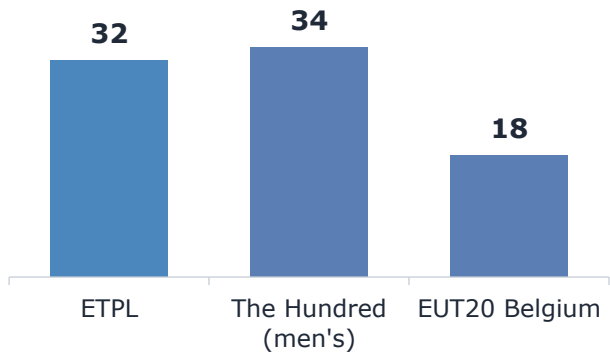
CRICKET WRITER

Dom Harris, The Cricket Paper

"It may not dominate cricket media like The Hundred."

He called ETPL a significant push for cricket into Europe's non-traditional markets, and said it remains to be seen whether it becomes a major hit.

Matches in the first season



Notes: 1. Benchmark figures are not directly comparable across leagues: reported financial measures include different concepts such as franchise fees, revenue, investment commitments and media-rights values.

Sources: ESPNcricinfo; SportsPro; Cricexec; Wisden; The Irish Times; The Cricket Paper; InsiderSports

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ETPL launched at the comparable match scale of its peers outside Europe but with a smaller disclosed financial base

Each league is shown as it was in its first season: ETPL in 2026; SA20 (South Africa), MLC (USA) and ILT20 (UAE) in 2023.

	ETPL (2026)	SA20 (2023)	MLC (2023)	ILT20 (2023)
Run by	Rules Global and Cricket Ireland joint venture	Cricket South Africa, with SuperSport as partner	Private company (American Cricket Enterprises)	Emirates Cricket Board
Teams and venues	6 teams, 2 venues	6 teams, 6 home venues	6 teams, 2 venues	6 teams, 3 venues
Matches	32	33	19	34
Team owners	Player-led groups: Waugh, Dravid, Maxwell, du Plessis	All 6 bought by IPL team owners	IPL-linked groups and US tech investors	Reliance, Knight Riders, GMR, Adani and others
Broadcast	JioStar, TNT Sports, Willow; no rights fee reported/identified	SuperSport; Viacom18 in India	Willow in the US; partners in seven other markets	Zee: 10-year global deal, about US$100-US$150M
Money on record[1]	Team fee reported: US$1.5M a year	Through Cricket South Africa's accounts	US$120m secured/committed from investors	Media deal of about US$100-$150M

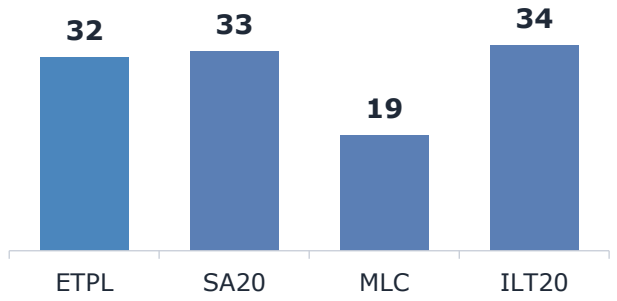
PROFESSIONAL CRICKETER AND WRITER

Peter Hatzoglou, Cricket Et Al

"MLC has also launched in a place with minimal mainstream cricket culture."

Writing before the season, he called MLC a useful point of contrast for ETPL: both are trying to build a professional league where cricket is not a mainstream sport.

Matches in the first season



Notes: 1. "Money on record" reflects different types of reported financial information and should not be interpreted as an apples-to-apples measure of league value or funding.
Sources: ESPNcricinfo; Major League Cricket; Sportcal; The Irish Times; BBC Sport; Cricket Et Al

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Franchises: the path to break-even runs through local revenue

01
Sell the shirt front before anything else

What we saw: No sponsor was visibly identified on the front-centre position, and 7 of 30 kit positions across the league were open.

The move: Price the front from the evidence and take it to market before the 2027 dates are announced.

02
Win a home before a stadium

What we saw: Five of six teams never played in their own city, and Scotland hosted no matches at all.

The move: Push for home fixtures in 2027, and run clinics, school visits and watch parties now so a crowd is ready when they come.

03
Build an audience sponsors can buy

What we saw: The league has 74K social followers. The six teams have 44K combined, and the largest has 13K.

The move: Invest in team content all year. Owned reach is what turns a logo deal into a priced media package.

04
Go after underrepresented commercial categories

What we saw: Team sponsor counts run from 2 to 8. Telecom, banking, automotive, insurance and few other sectors are not visibly identified across the league.

The move: Approach categories that are empty or similar categories that are underrepresented at few teams.

Source: NavigatingX Analysis

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Sponsors: six moves for Season 2 partners

01

Take an open shirt front

Rotterdam, home of the Player of the Series, and Dublin, chaired by Rahul Dravid, both ended Season 1 with no sponsor visibly identified on the front-centre position.

02

Buy India's evening

21 of 32 matches started at 18:45 IST, creating a consistent India-friendly viewing window. Search interest concentrated in India, the UK and Australia, while host markets had limited search volume.

03

Front-load your activation

Search interest peaked on opening day and had fallen about 80% by the Final[1]. Weight spend to launch week, not the knockouts.

04

Start with league reach, then team identity

League channels have 74K followers, about five times the largest team. Buy social media exposure from the league first, then add a team for local identity.

05

Use it as a B2B stage

B2B Brands such as TCS, Hexaware and Corpay already sponsor; the format suits client hosting.

06

Write measurement into the deal

We did not identify official attendance or viewing figures in the public sources reviewed. Contract for independent tracking of on-screen time, social reach and crowds.

Notes: 1. Google Trends is an indicator of search interest rather than audience size.
Source: NavigatingX Analysis

© NavigatingX

Fans: a close league with real stars, but most teams have yet to come home

01
Every point mattered

Four teams finished level on 13 points and net run rate split them. A lead of 0.17 sent Edinburgh straight to the Final.

02
The stars turned up

Faf du Plessis made 449 runs, James Vince hit 106 not out and Anrich Nortje took 5 for 11. International stars produced some of Season 1's strongest performances.

03
Local players delivered

Brandon McMullen was third for runs, and local players took half of the top 20 wicket-taker places.

04
Most teams yet to play at home

Five of six teams never played in their own city and Scotland hosted nothing. Ask your club where its 2027 home games will be.

05
Built for the screen

Fourteen matches fell on weekends and most started at 18:45 in India. The Netherlands, with two teams, had no local broadcaster listed.

06
Early fans shape clubs

The six teams have 44K followers between them. Clubs this young are still deciding who they are, so early supporters carry real weight.

Season 1 delivered competitive cricket primarily through broadcast and streaming, while local matchday presence remained limited. Season 2 is the test of whether that screen audience can translate into stronger local fandom.

Source: NavigatingX Analysis

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What to watch in 2027: six signals that Season 2 is working

01

The window

The ETPL Director is looking at July 2027, between Major League Cricket and The Hundred. The slot decides which stars are free to play.

02

More than two grounds

Season 1 used Voorburg and Malahide only. A fixture in Scotland, or home games in each city, would be the clearest sign of progress.

03

A meaningful rights-fee deal

The league paid towards production in Season 1. A broadcaster paying a meaningful rights fee would begin converting distribution from a cost centre into a revenue stream.

04

A title sponsor

The league has no title partner and two shirt fronts are open. Watch whether they sell, and to which kind of brand.

05

Edinburgh franchise ownership

Edinburgh won the title as a league-run team. Whether Edinburgh moves to an external franchise owner would be a useful signal of progress in the league's franchise model.

06

Published numbers

No official attendance or viewing figures were identified in the public sources reviewed. Publishing these metrics would give sponsors and investors a stronger basis for evaluating audience scale.

ETPL director Warren Deutrom expects a runway to profit in year four to five. These six signals show whether it is on that path.

Source: NavigatingX Analysis

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WORK WITH US

This report is the public view; NavigatingX can help you go deeper

Franchise commercial plan

Revenue model, P&L and break-even plan built on your own numbers, with the levers ranked.

Sponsor valuation and exposure audit

What your inventory is worth, what sponsors actually got on screen and online, and a rate card for Season 2.

Fan and market research

Surveys and expert interviews in India, the diaspora and home cities to size and profile your audience.

Pricing

Tickets, hospitality packages and sponsorship tiers, priced from demand evidence rather than guesswork.

Investor due diligence

An independent read on league and franchise economics for investors and lenders.

Season intelligence

Live tracking through ETPL 2027: audience, social, sponsor exposure and competitor moves, reported weekly.

At the time of publication, NavigatingX does not act for the ETPL or any franchise named in this report.

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THE TEAM BEHIND THE REPORT

Strategy & commercial consultants who follow and play the game (box & gully cricket)

ABOUT NAVIGATINGX

Independent strategy consulting and commercial intelligence, from technology to the business of cricket

2024

Founded in Gurugram, India

12+

Countries where we have served clients

HOW WE HELP IN SPORT

- Commercial plans, P&L and break-even
- Sponsorship pricing and exposure audits
- Fan and market research
- Investor due diligence



Raman Bhatia

Founder and Managing Director

Experience	20+ years advising large enterprises at McKinsey, Monitor Deloitte, Gartner and AWS
Specialisation	B2B growth, GTM strategy, commercial intelligence and pricing
Favourite cricketers	**Rahul Dravid, Rohit Sharma**



Manas Sharma

Strategy Analyst

Experience	Data analytics, generative AI and business strategy projects
Specialisation	Technology, digital and AI strategy
Favourite cricketer	**Jasprit Bumrah**



Aditya Sharma

Quantitative Analyst

Experience	Data analytics, finance and economic consulting in the US
Specialisation	Pricing strategy, financial markets, sports analytics
Favourite cricketers	**Virender Sehwag, Shreyas Iyer**

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WORK WITH US

TALK TO US ABOUT ETPL SEASON 2



Franchises, sponsors, agencies, investors and league owners: we can go deeper with you on numbers.

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