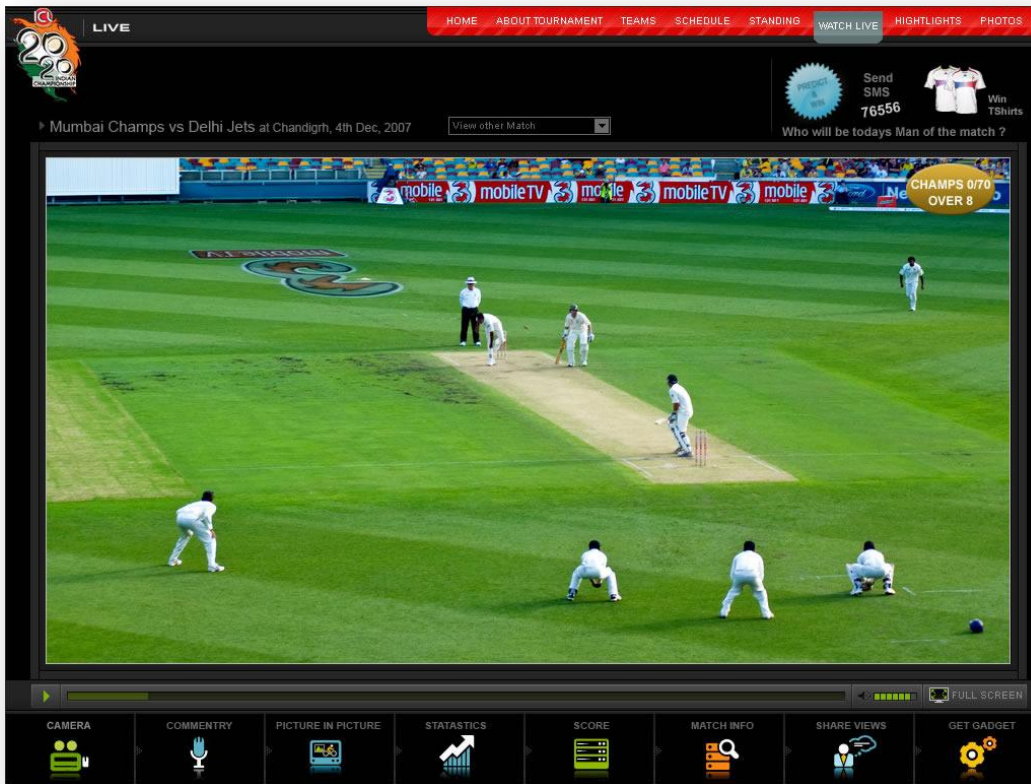


# Indian Cricket League (ICL) Case Study

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The Indian Cricket League (ICL) is a private cricket league that runs parallel to the existing cricket league managed by BCCI. The focus of ICL is to provide a platform for budding cricketing talent and engaging in creating the entertainment value to showcase the talent to the sport lovers.



## Business Challenge

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The internet has become an immensely popular medium of entertainment among the youth and adults alike. ICL was looking for an online solution that was very unique and engaging for its T-20 tournament. Besides just streaming the matches live, the user experiences on [www.indiancricketleague.com](http://www.indiancricketleague.com) had to be really world class and true to the flavor of the T20 format.



## The Solution

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ICL approached SpadeWorx to seek its assistance to provide Rich Interactive User Experience on the Internet. The solution developed by SpadeWorx enabled end users to view and access the rich content in an effective and efficient manner having live video feed near real-time. The solution also included several innovative features like picture in picture when the live video feed is viewed in full screen, multiple camera views to

cover different angles of the live match, provision for commentary in Hindi and English and near real scoreboard showing the statistics and match scores.

End users accessed this solution from variety of platforms and standard browsers. The solution also provided a content management tool to upload cricket media content.

To deliver desired functionality, the solution leveraged Microsoft .NET platform, SpadeWorx's ORMUX™ framework and infrastructure provided by MSN. The software used for deploying the solution were Windows Server 2003, SQL Server 2005, .NET framework 3.5 and MS Silverlight 1.0.

The solution developed by SpadeWorx received an overwhelming response and enabled ICL to redefine the online cricket viewing experience.



## Testimonials

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“The feature richness, agility and personalized viewing experience that we are able to offer through ORMUX to the visitors of our site is breath taking, the experience is virally spreading and the viewership is increasing exponentially by each match”

*- Vijay Bharadwaj, Manager Strategy and Research of Indian Cricket League.*

“The solution developed by SpadeWorx for ICL is sure to redefine online user experience for the cricket fans. We believe this will also help ICL to create strong differentiators and consumer loyalty”

*- Tarun Gulati, General Manager - Developer and Platform Evangelism, Microsoft India.*