



# The Economic Implications of Rain-Affected Matches: A Cost-Benefit Analysis of the Duckworth-Lewis Method

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## Abstract

The paper discussed that stakeholders have both big obstacles and possibilities when cricket matches were rained out. The competitiveness and financial sustainability of cricket were negatively impacted by rain delays since teams, broadcasters, sponsors, and fans all suffer financial losses. The Duckworth-Lewis approach ensures equality but was add new layers of complexity. Among the conceivable upgrades are reserve days, indoor stadiums, dynamic target computations, multi-day limited-overs formats, enhanced weather forecasts, and revenue-sharing models. It was essential to have a holistic strategy that strikes a balance between fair competition and cricket's core values. All parties involved need to cooperate to find solutions to cricket's weather-related problems and maintain the sport's worldwide popularity.



## 1.0 Introduction

### 1.1 Background

Players, teams, broadcasters, sponsors, and fans of cricket have long been concerned about rain delays, which can disrupt the game and have financial ramifications (Rice *et al.* 2021). Stakeholders in the cricketing industry are looking for ways to reduce the financial impact of rain delays on games in order to keep things competitive. For adjusting target scores in rain-affected limited-overs matches, the Duckworth-Lewis Method has been the primary subject of previous studies (Asif *et al.* 2021). Its precision and fairness in resetting goals have been the subject of research. When evaluating the consequences of weather-induced uncertainties and the Duckworth-Lewis Method on financial results, it is important to have an understanding of stakeholders' risk attitudes in order to develop methods that improve economic justice and competitiveness in cricket (Duckworth *et al.* 2019).

### 1.2 Research aim

The aim of this research is to undertake a cost-benefit analysis of the Duckworth-Lewis method in cricket matches that have been interrupted by rain. It is identified that the financial impacts of using this method are on players, teams, broadcasters, and spectators.

### 1.3 Research objectives

- To assess the economic impact of rain-affected matches on various stakeholders, including teams, broadcasters, sponsors, and spectators.
- To evaluate the effectiveness of the Duckworth-Lewis method in determining revised targets and its implications on match outcomes and spectator satisfaction.
- To identify potential improvements or alternative methods to enhance economic fairness and competitiveness in rain-affected cricket matches.

### 1.4 Research question

- What is the economic impact of rain-affected matches on various stakeholders, including teams, broadcasters, sponsors, and spectators?
- What is the effectiveness of the Duckworth-Lewis method in determining revised targets and its implications on match outcomes and spectator satisfaction?
- What are the potential improvements or alternative methods to enhance economic fairness and competitiveness in rain-affected cricket matches?

### 1.5 Rational

Those who have financial stakes in cricket are quite concerned about the impact that weather delays will have on their investments. The team's ability to maintain its existence and continue to cultivate its players relies heavily on the revenues generated from items like the selling of tickets, merchandising, and refreshments at games. When the game is delayed due to rain, the number of fans in attendance typically decreases, which results in a direct loss of financial resources for the teams who are competing (Rice *et al.* 2021). The advertising opportunities in cricket, which include on-field branding, player endorsements, and access to audiences all over the world, are the key drivers for sponsors' involvement in the sport. The loss of advertising

space that occurs when games are postponed due to rain has the potential to reduce the sponsors' overall profits. One example of a risk that can diminish an advertiser's expected exposure is rain falling during a match that is part of the 2019 ICC Cricket World Cup. The match was between India and New Zealand (Kumar, 2020).

The unpredictability that rain delays present creates additional challenges for risk management. During the 2019 ICC Cricket World Cup, insurers in India were exposed to a potential loss of around one hundred crore Indian rupees due to disruptions caused by the weather (Moneycontrol.com, 2019). Insurance companies in India had planned ahead for the likelihood of weather delays by underwriting insurance that would pay out in the event that a game was postponed or cancelled. The Duckworth-Lewis Method, a strategy that is commonly used to adjust target scores in matches that have been influenced by rain, plays an essential part in determining the results of matches (ARUMUGAM, n.d.). Nevertheless, there is a paucity of studies on the risk attitudes of stakeholders during rain interruptions, as well as the influence of the strategy on economic fairness and competitiveness.

## **1.6 Significance**

This study's importance rests in its analysis of the Duckworth-Lewis Method's efficacy and the economic repercussions of rain delays in cricket matches. This research answers the questions of cricket's stakeholders by calculating the industry's monetary toll on players, teams, broadcasters, and fans. Strategies to enhance economic fairness and competitiveness in cricket can be informed by an appreciation of the effects of weather-induced uncertainties and the Duckworth-Lewis Method on financial outcomes. In addition, finding potential enhancements or alternate approaches can aid in reducing financial risks and guaranteeing the continued development of cricket as a global sport despite rain delays.

## **2.0 Literature Review**

### **2.1 The economic impact of rain-affected matches on various stakeholders**

Cricket matches that are postponed or cancelled due to rain can have serious financial consequences for many people. There are monetary repercussions for teams, broadcasters, sponsors, and spectators when matches are interrupted or abandoned due to weather. Teams rely significantly on ticket sales, merchandising sales, and concession sales made during matches (Kashyap, 2021). Teams typically lose money when games are rained out because fewer people show up to watch. Bowlers, fielders, and batters are all impacted by rain because of how it changes the conditions of the pitch and outfield. Batters struggle, while bowlers struggle to get a good grip on the ball (Mehta *et al.* 2022). In addition, outfielders in wet conditions are in danger of injury from playing the field.

When securing the rights to televise cricket matches, broadcasters spend a lot of money. A loss of advertising revenue and possibly the ability to maintain long-term contracts with sponsors and advertisers might result from broadcasting schedule disruptions due to rain (Giannetti *et al.* 2019). A drop in viewership could also occur from shortened games or games being abandoned. For example, in 2019, during the much-anticipated ICC Cricket World Cup, a major British broadcasting network, Sky Sports, had planned substantial coverage of the event (Skysports.com, 2023). Top cricketing nations competed in the World Cup for the coveted crown, creating a frenzy among spectators. Unfortunately, Sky Sports saw a significant drop in ratings for the matches

that were rained off (Skysports.com, 2023). The network saw a decline in advertising revenue because sponsors were unwilling to pay higher rates for airtime during matches whose lengths were unclear.

The main reason why businesses become involved with cricket is to advertise themselves. When games are cancelled due to bad weather, sponsors see a decrease in their return on investment because of the loss of on-field branding possibilities, player endorsements, and worldwide audience exposure. For example, In the 2019 ICC Cricket World Cup, for instance, rain had a major role in a match between India and New Zealand (Moneycontrol.com, 2019). Trent Bridge in Nottingham, England was the site of the match, which was called off before any balls were bowled due to severe rain (Moneycontrol.com, 2019). With the prospect of rain still looming big over the remaining matches, Indian insurers are holding on to a risk of almost Rs 100 crore (Moneycontrol.com, 2019). Several insurers in India share the risk, and the total value assured in the Indian market is said to be around Rs 150 crore (Moneycontrol.com, 2019). These policies are often underwritten by large insurance companies like New India Assurance, ICICI Lombard General Insurance, General Insurance Corporation, and Oriental Insurance (Moneycontrol.com, 2019).

Cricket spectators are often left feeling dissatisfied and angry when matches are postponed or called off due to rain. Disgruntled fans are less inclined to purchase tickets to future games and less invested in the sport as a whole. For example, Australia's 2019 limited-overs cricket tour to the West Indies was a major event in the sport's calendar (Cricket.com.au, 2019). Cricket fans in both countries were very interested in and excited about the series. However, the tour was hampered by heavy rain, which cut into playing time and disrupted a number of games. Many fans were unhappy that their favourite game had to be cut short due to rain.

## **2.2 The Duckworth-Lewis method's impact on match outcomes**

The utilisation of the Duckworth-Lewis method in limited-overs cricket matches affected by rain entails advantages and disadvantages for the diverse stakeholders engaged in the sport (Tawade, 2021). One of the advantages of this approach is that it promotes fairness and outcome-driven outcomes by modifying target scores in accordance with the resources available to both teams. The system effectively reduces the impact of rain interruptions, thereby ensuring the prompt completion of matches within a specified time constraint. Furthermore, it upholds the competitive integrity of the game, promoting assertive gameplay and providing exhilarating cricket experiences for spectators.

Nevertheless, the intricacy of the Duckworth-Lewis method presents difficulties in comprehending and computing revised target scores, which results in perplexity among players, coaches, and spectators (Asif *et al.* 2021). The potential influence of the method on player performance is a matter of concern, particularly in situations where abrupt shifts in targets necessitate swift adaptations in batting strategies. In addition, it is possible that spectators experience a sense of disappointment if the modified targets substantially modify the trajectory of the game, thereby impacting their overall level of satisfaction and involvement.

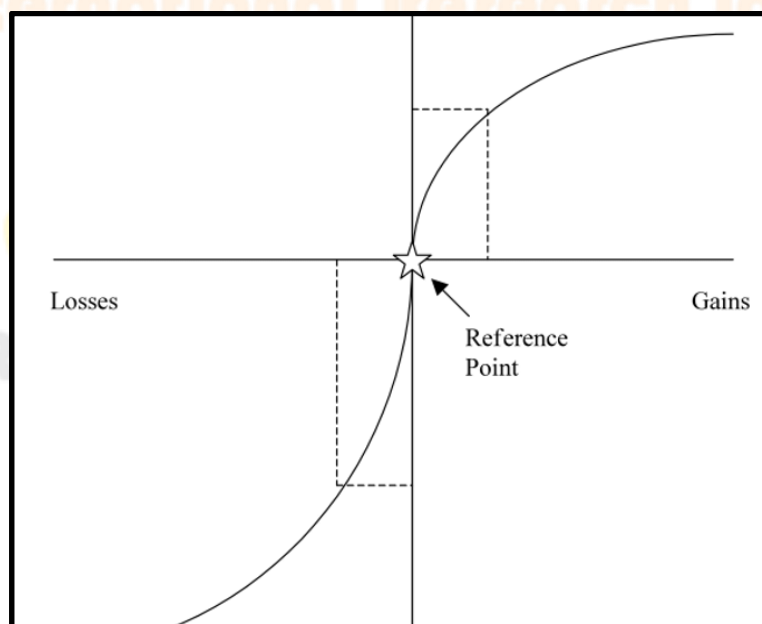
The advantages of the Duckworth-Lewis method pertain to its capacity to guarantee equity, effectiveness, and the preservation of competitive integrity in cricket matches affected by rain (Duckworth *et al.* 2019). However, the task necessitates ongoing assessment and improvement in order to achieve a harmonious equilibrium between equitable competition and preserving the fundamental nature of the athletic endeavour. By effectively confronting these challenges and capitalising on their inherent benefits, the Duckworth-Lewis

method has the potential to sustain an equitable and pleasurable cricketing encounter for all parties involved (ARUMUGAM, n.d.).

### 2.3 Another method to increase economic fairness and competitiveness in rain-affected cricket matches

In order to promote economic equity and enhance competitiveness in cricket matches affected by rain, it is imperative to consider various potential enhancements and alternative approaches. The implementation of reserve days in major tournaments would effectively ensure the completion of matches without causing disruptions to broadcasting schedules and minimising financial losses for teams, broadcasters, and sponsors (Kegelaers *et al.* 2021). The utilisation of indoor stadiums featuring turf pitches provides a controlled setting, thereby reducing the likelihood of weather-related disruptions and ensuring a consistent and dependable experience for both spectators and broadcasters. The incorporation of dynamic target calculation methods that take into account match situations and team strengths has the potential to result in more equitable and contextually appropriate adjustments (Ayub *et al.* 2023). In the context of significant tournaments, the implementation of a multi-day limited-overs format, similar to that of Test cricket, provides the advantage of designated reserve days and sufficient duration to successfully conclude matches in the event of adverse weather conditions (Constable *et al.* 2021). The implementation of advanced weather forecasting technologies and the establishment of ground cover facilities have the potential to enhance decision-making processes and enhance the probability of successfully conducting games as planned. The implementation of revenue-sharing models among cricket boards, teams, broadcasters, and sponsors has the potential to effectively distribute financial burdens and foster a spirit of cooperation (Plumley *et al.* 2019). Through an examination of these various alternatives, cricket governing bodies have the potential to cultivate economic parity and enhance competitiveness, thereby generating financial advantages for stakeholders and guaranteeing the long-term development and viability of the sport, particularly in challenging climatic circumstances.

### 2.4 Theory



**Figure 1: Prospect Theory**

(Source: Jayles, 2017)

The utilisation of Prospect Theory in analysing stakeholders' decision-making under uncertain conditions can provide valuable insights into the economic implications of rain-affected matches (Ruggeri *et al.* 2020). When

confronted with the possibility of decreased revenues and disrupted advertising, teams, broadcasters, and sponsors demonstrate risk-averse tendencies. On the contrary, it is possible for spectators to exhibit risk-seeking behaviour as a result of their dissatisfaction with incomplete contests, leading them to take risks such as reducing their attendance at future matches. The utilisation of Prospect Theory to comprehend stakeholders' risk attitudes can yield significant insights for mitigating the economic consequences of rain interruptions and facilitating the implementation of the Duckworth-Lewis Method (Huang *et al.* 2021). By integrating this theoretical framework into the cost-benefit analysis, a more comprehensive comprehension of stakeholders' perceptions regarding the advantages and disadvantages associated with rain-affected cricket matches can contribute to the development of strategies aimed at mitigating economic uncertainties and improving overall competitiveness within the sport.

## **2.5 Literature Gap**

The gap in the literature is identified that a lack of comprehensive examination of stakeholders' risk attitudes and personal perceptions regarding the monetary consequences of rain-affected matches and the effectiveness of the Duckworth-Lewis Method in cricket, thereby leaving a significant gap in research understanding of the complexities of financial implications and competitiveness in such situations.

## **3.0 Methodology**

### **3.1 Philosophy**

#### **Interpretivism**

Interpretivism is an approach that emphasizes understanding and interpreting human behaviour and social phenomena subjectively (Van Leeuwen and Janssen, 2019). The researcher used interpretivism research philosophy in this research. An interpretivism strategy was used to learn about the personal perspectives and experiences of stakeholders in regard to the financial impacts brought on by rain disruptions in cricket.

### **3.2 Design**

#### **Explanatory**

Research utilizing an explanatory design aims to identify the cause-and-effect relationship and provide a comprehensive explanation of a particular phenomenon (Sileyew, 2019). The researcher used an explanatory research design in this research. Rain delays, the adoption of the Duckworth-Lewis Method, and the resulting financial impacts on cricket's numerous stakeholders were studied using an explanatory research approach.

### **3.3 Approaches**

#### **Deductive**

Deductive research methods involve testing a specific hypothesis or theory by gathering actual evidence and analyzing data to either support or refute the proposed hypothesis or theory (Mainde *et al.* 2021). The researcher used deductive research in this research. To determine whether or not the Duckworth-Lewis Method reduces costs for cricket teams, broadcasters, sponsors, and fans when play was interrupted due to rain, the researcher used the deductive methodology.

### **3.4 Data collection**

"Data collection" is the process of gathering pertinent information for a study, involving various steps and methods to obtain relevant and valuable data (Van Leeuwen and Janssen, 2019). Primary and secondary

sources are two examples of data-gathering techniques. The researcher used secondary data collection in this research. Secondary data collection is sifting through and making conclusions from data that has already been collected, analysed, and made available to the public in the form of studies, papers, or online databases (Newman *et al.* 2020). The researcher used thematic data analysis in order to examine the information gathered from various sources.

#### 4.0 Findings and Analysis

Several major conclusions are drawn from the study of the financial effects of cricket matches that are postponed due to rain. To begin, there were serious financial repercussions for several parties because of the rain delays. When games were cancelled due to bad weather, it cost the teams money in lost ticket sales and product revenue (Kashyap, 2021). Financial results for broadcasters were negatively impacted by games being cut short or called off air. Second, when games were postponed, sponsors saw a drop in rain because they missed out on on-field branding opportunities and player endorsements. As a result of insuring against rain delays at major cricket tournaments, the insurance industry also carried the risk of financial loss. Third, when cricket matches were cancelled or postponed owing to rain, disappointed viewers lost interest in watching the sport (Farooq *et al.* 2021). This unhappiness has a negative effect on future match ticket sales and overall fan interest in the sport.

Multiple significant conclusions emerged from the study of the Duckworth-Lewis method's application to limited-overs cricket matches played in wet conditions (ARUMUGAM, n.d.). One of the main benefits of this method is that it encourages fair competition between teams by modifying target scores based on available resources, hence ensuring outcome-driven results. Because of this technique, games can be finished quickly within time limitations while still being competitive and enjoyable for spectators, even if they are interrupted by rain. The research did reveal several problems with the Duckworth-Lewis technique, though (Duckworth *et al.* 2019). It's possible for players, coaches, and fans to get tripped up over the complexity of figuring out and using new target scores. Batting strategy needs to be adjusted quickly in response to sudden shifts in targets, which have an effect on player performance. Target changes could dramatically affect the game's outcome, which could disappoint and dissatisfy the crowd.

Several significant conclusions emerged from the investigation of possible enhancements and alternative techniques to boost economic justice and competitiveness in rain-affected cricket matches. Reserve days have become a common practice at major tournaments as a way to guarantee game completion without interfering with broadcast schedules and keeping costs down for all parties involved (Kegelaers *et al.* 2021). Indoor stadiums with artificial grass pitches have shown promise in these regards as well, as they offer a more regulated atmosphere, reduce the likelihood of cancellations due to inclement weather, and improve the viewing and broadcasting experience for everyone involved (Backman *et al.* 2023). It seemed like there might be a way to generate more fair and context-appropriate modifications by using dynamic target calculating methods that took match scenarios and team strengths into account. In addition, games can be completed in poor weather conditions by using a multi-day limited-overs format similar to Test cricket, which includes specified reserve days and sufficient match duration (Constable *et al.* 2021).

## 5.0 Conclusion

In conclusion, the financial repercussions of cricket matches being postponed due to rain create substantial problems and opportunities for all parties involved in the sport. Losses incurred by teams, broadcasters, sponsors, and spectators due to rain delays can have a negative impact on cricket's competitiveness and financial viability. However, the complexity and unpredictability introduced by the Duckworth-Lewis Method to achieve fair and outcome-driven conclusions have an adverse effect on both player performance and fan enjoyment. Potential improvements and alternate methods have been identified to overcome these concerns, including the introduction of reserve days, indoor stadiums, dynamic target computations, multi-day limited-overs formats, enhanced weather forecasts, and revenue-sharing arrangements. These methods are implemented to guarantee a full match, lessen the likelihood of interruptions, and increase teamwork.

Adopting a holistic strategy that takes into account the views of stakeholders and strikes a good balance between fair competition and protecting cricket's essence is essential. Cricket's governing bodies promote economic justice, boost competitiveness, and ensure the sport's long-term development and survival by investigating these options and implementing suitable actions, even in the face of weather-related obstacles. In the long run, this kind of initiative can help ensure that cricket continues to be a popular sport around the world and that its participants and spectators have a positive experience.



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