



FOR IMMEDIATE RELEASE

Gros Islet, Saint Lucia. 17 December 2024

GSIQ CONFIRMED AS CPL'S MEDIA AND SPONSOR EVALUATION PARTNER

The Republic Bank Caribbean Premier League (CPL) will be working with GSIQ as their new media and sponsor evaluation partner. The GSIQ team have decades of experience in media monitoring and sponsorship intelligence analysis and will be offering CPL the very best independent data across all CPL's tournaments.

GSIQ's primary role will be to work with CPL in evaluating the total viewership for the 2024 event as well as offering insights into the value that was delivered to all the tournament's commercial partners. The 2024 event took place from 29 August to 6 October with the Saint Lucia Kings emerging as the champions. The tournament visited Antigua, Barbados, Guyana, St Kitts & Nevis, Saint Lucia and Trinidad & Tobago.

Pete Russell, CPL's CEO, said: "We are excited to be working with GSIQ who are led by some of the best minds in the insight and analysis space. Their world leading tools will help us confirm the viewership and value delivered by CPL to all our stakeholders, giving us valuable feedback as we analyse the 2024 tournament and plan for 2025 and beyond."

Charlie Dundas, Co-Founder of GSIQ, said: "We set up GSIQ in order to work with and provide services to help clients unlock the value of sponsorship. The Caribbean Premier League has proven to be a fantastic innovator in cricket since inception in 2013 and we are thrilled to count them as one of our founding clients. Their faith in our services and abilities to support them has been fundamental to our early progress and we are excited to be their partner for data and insights in support of their ongoing success."

ABOUT THE REPUBLIC BANK CARIBBEAN PREMIER LEAGUE:

First started in 2013, the Republic Bank Caribbean Premier League (CPL) is a franchise-based T20 format cricket tournament that combines two of the most compelling aspects of Caribbean life – dramatic cricket and a vibrant Carnival atmosphere. The 2024 tournament took place from 29 August to 6 October. The broadcast and digital viewership in 2023 was 853.5million to make it one of the most watched leagues in world cricket. Saint Lucia Kings

are the current Republic Bank CPL champions, and the other franchise teams are Antigua & Barbuda Falcons, Barbados Royals, Guyana Amazon Warriors St Kitts & Nevis Patriots, Trinbago Knight Riders.

For further information visit www.cplt20.com

-ENDS-

For further information please contact:

Peter Miller
Mobile: +447769119636
Caribbean Mobile: + 1 (758) 729 2012
Head of PR and Communications
Republic Bank Caribbean Premier League



PETER MILLER

Head of PR and Communications
pmiller@cplt20.com

Title Sponsor



Official Partners



Official Sponsors



[f CPLT20](#) [t cplt20](#) [i CPL](#) [v cplt20](#) [y OfficialCPLT20](#)