

IPL Roundup: CricInfo Page2; KKR.in; GupShup Beats Facebook, Orkut; Mig33, Twitter

Posted By [Nikhil Pahwa](#) On April 15, 2009 @ 12:53 pm In [Facebook](#), [Internet](#), [Mobile](#), [Portal](#), [SMSGupShup](#) | [4 Comments](#)

Cricket's Page 3



[1][ESPN](#) [2]'s subsidiary [Cricinfo.com](#) [3] has launched [Page2](#) [4], a masala subsite dedicated to the DLF Indian Premier League. Yes, you guessed it right - it's like Page 3 but not quite. The site will feature coverage of the matches from South Africa by Cricinfo reporters, off-beat photos, user generated features, commentary by Andy Zaltman, widgets, polls and games. It also offers light reading in the form of player profiles spice with humour and a comic strip called [Thwackman](#) [5], the IPL Superhero. Lots of interesting, unique elements that will woo those not interested in cricket with their behind-the-scenes tidbits. It is a respite after the tiny-font filled, overcrowded [IPL site from Cricinfo](#) [6].

Kolkata Knight Riders Splash With Flash



[7]DLF Indian Premier League team Kolkata Knight Riders has gone all out in building a bright, flash-intensive [website](#) [8], which is miles ahead of other teams. Take a look for yourself - the official sites for [Delhi Daredevils](#) [9], [Rajasthan Royals](#) [10], [Kings 11 Punjab](#) [11] and [Chennai Superkings](#) [12] appear lifeless and passive in comparison. KKR's site starts with a short introduction that zooms to full screen automatically with beautiful graphics, followed by the website which plays the video of the theme song on small TV frame. It highlights the commercial aspect of IPL, hawking merchandise, gifts and downloads. You have to scroll down to get to details of the team, players and schedule. Very stylish, it gets a thumbs up for creativity.

Nikhil adds: Call me old fashioned, but I don't really like flash based sites. I thought KKR had the best site for IPLs first season - text based, with no splash screens, and above all, great irreverent humor. Though this site may look better than the others, I don't think there was a need for an upgrade. One doesn't want to see a splash screen every time one logs in, and text based sites do tend to index better on search.

Mobile Fan Club



[13]Delhi Daredevils has tied up with [mig33](#) [14], an application that allows mobile users to chat from their mobiles, to [launch](#) [15] Cricket FanZone. On it, members

can discuss the IPL, watch matches and chat. Mig33 claims a user base of 18 million worldwide but how popular is it in India?

Users will be able to access all the information that is being distributed in other social networking websites - ball-by-ball commentary, news updates from the team, etc. A virtual store is being planned where users can buy Delhi Daredevils virtual merchandise. The only unique opportunity that this tie up brings to the cricket fan is the chance to chat with the players. And for that reason, it could be a crowd puller.

IPL On Twitter

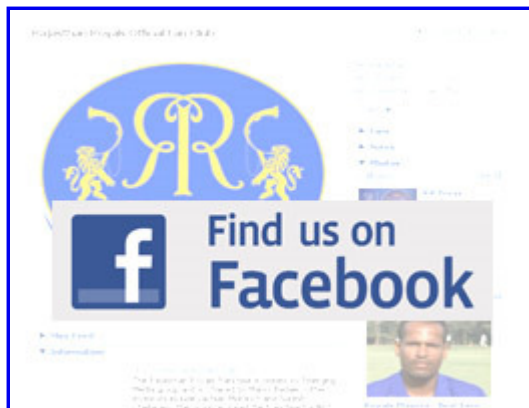


^[16]All the teams have taken to [Twitter](#) ^[17]ing already. If you are an IPL fan, you might want to add these Twitter profiles to stay updated with the teams: [Mumbai Indians](#) ^[18], [Chennai Superkings](#) ^[19], [Royal Challengers](#) ^[20]. [Kings XI Punjab](#) ^[21] has attracted only 8. [Deccan Chargers](#) ^[22] and [Kolkata Knight Riders](#) ^[23] are way ahead of other teams with 350 and 250 followers respectively.

Massive Following On SMS GupShup

For those who would rather text message than scrap or post comments, some teams have also set up communities on [SMSGupShup](#) ^[24]. There are three communities as part of the IPL special on the site - [Rajasthan Royals](#) ^[25], [Delhi Daredevils](#) ^[26] and [Deccan Chargers](#) ^[27]. All are experiencing a rapidly growing membership that is **ten times the size of online social networking sites**. Rajasthan Royals clocks **28,748** members while Deccan Chargers has **26,571** and Delhi Daredevils is the most popular with **33,124** members.

More Fans On Facebook than Orkut?



^[28]On [Orkut](#) ^[29]and [Facebook](#) ^[30], both official and unofficial communities of the teams are seeing a surge of new members. Facebook seems to be the destination for Indian IPL this year - the official DLF Indian Premier League [facebook community](#) ^[31] has 1500 members while the official [Orkut](#) ^[32]one has only six. Kolkata Knight Riders' [Facebook community](#) ^[33] also leads its [Orkut community](#) ^[34] by 150 members. Deccan Chargers' communities on [Facebook](#) ^[35] and [Orkut](#) ^[36] also reflect this trend with 366 fans versus 206 fans. With 12,805 fans of the Rajasthan Royals on [its Facebook community](#) ^[37], no wonder the team did not feel the need for an Orkut group.

The teams have also put up video channels on Youtube. Check out [Rajasthan Royals](#) ^[38] and [Deccan Chargers](#) ^[39].

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- [16] Image: http://www.medianama.com/wp-content/uploads/2009/04/twitter_logo_header.png
- [17] Twitter: <http://www.twitter.com>
- [18] Mumbai Indians: http://twitter.com/mumbai_indians
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- [20] Royal Challengers: <http://twitter.com/rcblr>
- [21] Kings XI Punjab: <http://twitter.com/kingsxipunjab>
- [22] Deccan Chargers : <http://twitter.com/ChargersHome>
- [23] Kolkata Knight Riders: <http://twitter.com/KKRRiders/>
- [24] SMSGupShup: <http://www.msgupshup.com/>
- [25] Rajasthan Royals: <http://www.msgupshup.com/groups/RR>
- [26] Delhi Daredevils: <http://www.msgupshup.com/communities/DD>
- [27] Deccan Chargers: <http://www.msgupshup.com/groups/DC>
- [28] Image: <http://www.medianama.com/wp-content/uploads/2009/04/facebookrr.jpg>
- [29] Orkut : <http://www.orkut.com>
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- [31] facebook community: <http://www.facebook.com/group.php?sid=ddf2cf4ba477ef324f241e0f2b076013&gid=7481469919&ref=search>
- [32] Orkut : <http://www.orkut.co.in/Main#Community.aspx?cmm=55087262>
- [33] Facebook community: <http://www.facebook.com/group.php?gid=59401860977&ref=mf>
- [34] Orkut community: <http://www.orkut.co.in/Main#Community.aspx?cmm=60250470>
- [35] Facebook: <http://www.facebook.com/pages/Deccan-Chargers-Home/75018959472>
- [36] Orkut: <http://www.orkut.co.in/Main#Community.aspx?rl=cpn&cmm=60388950>
- [37] its Facebook community: <http://www.facebook.com/pages/Rajasthan-Royals-Official-Fan-Club/82021195079?ref=ts>
- [38] Rajasthan Royals: <http://in.youtube.com/user/RajasthanRoyalsTV>
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