

ICC Men's T20 World Cup Viewership Among Gen Z Respondents

Gen Z T20 World Cup Viewership

30% of Gen Z respondents reported watching the ICC Men's T20 World Cup 2026, with Kantipur Max emerging as the most preferred viewing platform (44%), followed by Star Sports (31%) and ICC.tv (23%).



Male-Dominated Viewership

Male respondents accounted for the majority of viewers, with 53% reporting that they watched the tournament, compared to only 7% of female respondents.



Kantipur Max Dominates Viewership

Among both male and female viewers, Kantipur Max remained the leading platform for watching the tournament.



Date: 2026-03-30

1. Objective

This study analyzes the viewership of the ICC Men's T20 World Cup 2026 among Gen Z respondents in Kathmandu valley, examining their preferred viewing platforms. As sports consumption continues to evolve across both television and digital media, the research aims to understand the extent of tournament viewership and the platforms audiences choose to watch live cricket events. By analyzing viewing behavior and platform preferences, the study provides valuable insights into media consumption patterns among Gen Z. These findings can help digital streaming platforms and advertisers identify the most effective channels to maximize audience reach and engagement during major sporting events.

2. Methodology

The study was conducted using a quantitative survey among 630 Gen Z respondents aged 18–28 years in Kathmandu Valley. Data was collected between 15th March to 30th March, 2026 using digital data collection and structured questionnaires administered by experienced enumerators (CAPI). The sample included 315 males and 315 females. The collected data was analyzed using descriptive statistics in Excel.



315

Quantitative
survey

Kathmandu



315



CAPI

3. Tournament Viewership

30% of respondents have watched the ICC Men's T20 World Cup 2026, while majority (70%) have not watched.

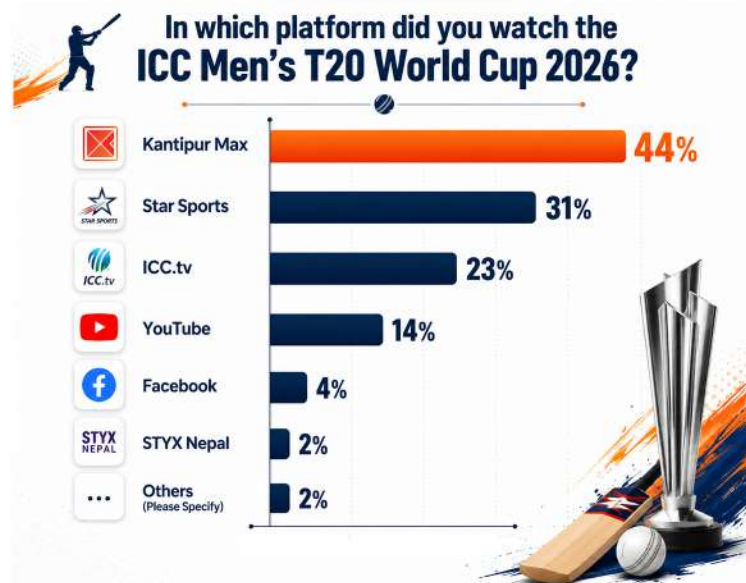
- Male respondents constituted the majority of tournament viewers, with 53% reporting that they watched the ICC Men's T20 World Cup 2026.
- Only 7% of the female respondents have watched the ICC Men's T20 World Cup 2026.

Have you recently watched the ICC Men's T20 World Cup 2026?



4. Viewing Platforms

- Among 30% of respondents who have watched ICC Men's T20 World Cup 2026, majority (44%) watched it on Kantipur Max.
- Kantipur Max remained the preferred viewing platform among both male (45%) and female (35%) respondents.



5. Conclusion

The study provides insights into the viewership of the ICC Men's T20 World Cup 2026 among Gen Z respondents in Kathmandu Valley. The results show that tournament viewership is relatively moderate, with male respondents (53%) demonstrating higher viewership than female respondents (7%). Kantipur Max (44%) continues to be the leading platform for watching the tournament among both male (45%) and female viewers (35%), demonstrating its strong reach across both male and female respondents.



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