

# THE HUNDRED

THE NUMBERS SO FAR



## WEEK 1

### TICKETS

 **100K+**  
SPECTATORS AT MATCHES

**13,537**   
RECORD PROFESSIONAL WOMEN'S  
DOMESTIC MATCH ATTENDANCE

**496K**   
TICKETS SNAPPED UP 89k KIDS  
109k FEMALE

**83%** OF TICKETS FOR  
THE HUNDRED HAVE  
NOW BEEN SOLD

### BROADCAST

**8.54M**   
PEOPLE HAVE WATCHED  
THE HUNDRED ON TV

 **3.33M**  
OF THOSE HAD **NOT** WATCHED ANY  
LIVE CRICKET ON TV THIS YEAR

**2.5M** PEAK TV AUDIENCE FOR  
OPENING MEN'S MATCH

**1.95M**  **RECORD**  
HIGH TV AUDIENCE  
FOR A WOMEN'S FIXTURE

### SOCIAL MEDIA

**6.7M**   
VIDEO VIEWS ACROSS  
THE HUNDRED CHANNELS

 **46K** VOTES IN  
THE HUNDRED  
APP POLLS

**3.7K**   
PEOPLE VOTED FOR  
**JEMIMAH RODRIGUES** AS  
PLAYER OF THE HUNDRED SO FAR

\*Information correct as of 28.07.21

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## The Hundred by numbers – week one highlights

After seven days of matches, cricket's newest competition, The Hundred, has seen thrilling action both on and off the pitch, unearthed new superstars and showcased world-class cricketing talent.

Millions of people have tuned in from home and thousands have flocked to the opening games across the seven cities.

But how do the numbers stack up? We take a closer look...

**103,650** - The number of people who have watched the action live in grounds over the first seven days.

**13,537** - The record attendance for a professional women's domestic game was seen at Lord's for the London Spirit vs Oval Invincibles fixture. There have been record numbers watching women's cricket across the competition to date.

**496,000** – The overall number of tickets that have been sold and issued for The Hundred – that's around 83% of tickets available for the whole competition. Around 89,000 of these are for kids and 109,000 have been sold to female buyers.

**100,000** – The number of tickets sold across the first week of the competition – over the last week, 21% of tickets have been for kids, 24% of buyers are female.

**The Hundred has been live on Sky Sports and BBC over the past seven days so that those without tickets have been able to soak up the action, and millions have been tuning in...**

**8,540,000** - The number of people that have watched some of the action on television – 3.33m of whom had not watched any other live ECB cricket on TV this year.

**2,500,000** – The peak TV audience for the opening match of the men's competition on Thursday between Oval Invincibles and Manchester Originals. Following this, Sky's first exclusive match – Birmingham Phoenix v London Spirit – drew a peak audience of more than 1m for the men's clash.

**1,950,000** – The biggest peak TV audience for a women's fixture in the UK on record, clocked up across Sky and the BBC for the opening game last Wednesday.

**But TV isn't the only way to engage with the competition - The Hundred app is the one-stop-shop for everything from tickets to fan polls and games, taking you closer to the action...**

**6,700,000** - The total number of video views online so far across The

Hundred.

**46,000** – The number of votes in the polls on The Hundred app. Fans can vote for their Match Hero, Fanfare Music and more.

**3,700** – The number of fans who have voted for Northern Superchargers' Jemimah Rodrigues as player of The Hundred so far.

**On the pitch, The Hundred is unearthing new superstars and showcasing the talents of world-class cricketers, scoring runs faster than ever before...**

**16** – The age of Oval Invincibles' Alice Capsey who hit a half-century and won Match Hero on her debut at Lord's.

**24** – The number of runs that rookie Chris Benjamin smashed from 15 balls, as he took his Birmingham Phoenix side to victory against London Spirit, in only his fourth first class game.

**152** – The number of runs that leading scorer Jemimah Rodrigues has smashed in the competition so far. She's also the current leader of the favourite player vote in The Hundred app.

**Off the pitch, The Hundred is unearthing new superstars too...**

**8** – The number of DJs that have been rocking crowds across the 7 cities, each linked to their local team.

**7** – The number of live music acts that have brought entertainment to fans, to supercharge the atmosphere during the breaks in the on-field action.

**100** – The number of new roles that have been created for up-and-coming talent through The Hundred Rising programme, with Hosts, Reporters, Content Creators helping to bring the competition to life.

**Sanjay Patel**, Managing Director, The Hundred, said: "The opening week of The Hundred has seen world class cricket and millions of fans enjoying the action live at games, from home or online. To see over 8 million people tuning in and so many families and children going to games so far shows how

the competition can support cricket in future.

“There’s still a long way to go if The Hundred is to truly achieve its aim of throwing open cricket’s doors. But this is a promising start, thanks to the amazing talents of the men and women we have the privilege of watching on the pitch, as well as those bringing the entertainment off it, and I hope fans continue to be wowed with the show we’re putting on for the rest of the competition.”

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