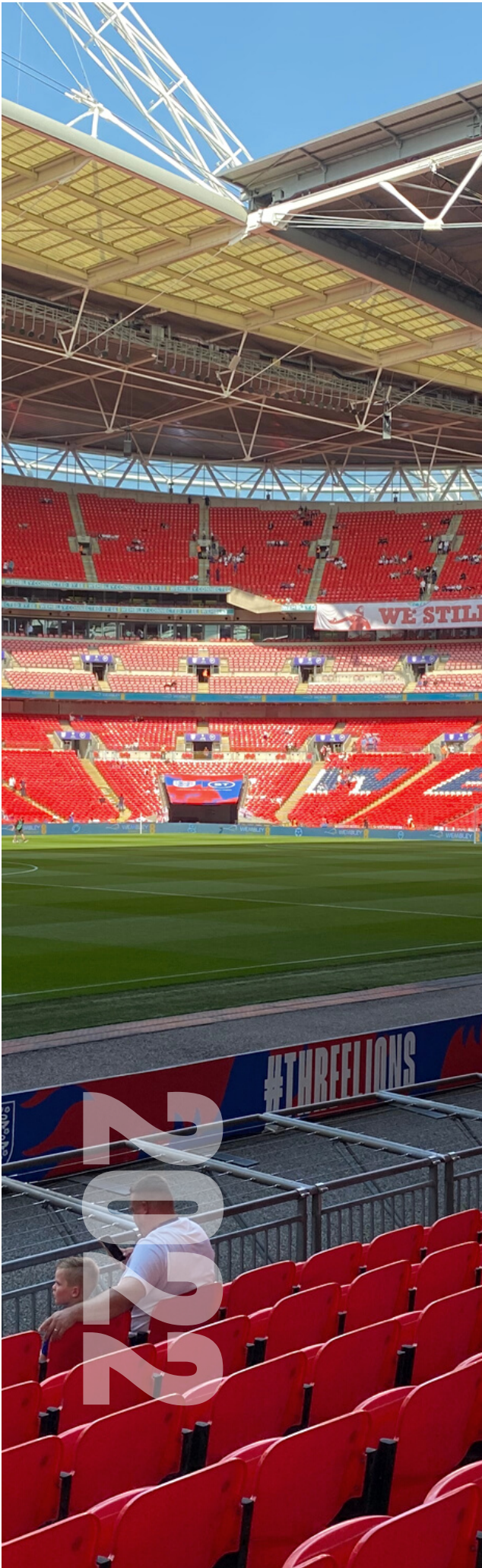




2022 at a Glance

A look at what we
achieved together

contact@thebridge.in
www.thebridge.in



Bridging the gap in Indian Sports

Despite the avalanche of passion and fandom towards outdoor men's cricket in India, literally no other sport or sporting format get the visibility, reach and regular coverage needed to realise India's potential as a true sporting nation.

There are multitude of talents whose contributions to the country still see them live in abject poverty in their old age, then there are talents who do not get the right visibility and support to go and make a career in sports and so on. This is what The Bridge is actively trying to solve day in and day out.

1.3 Billion

That's almost as much as entire population of India!

People consumed our content digitally across our website and social media platforms

250 Million

We hit 250 Million Video views

Videos on forgotten heroes, athlete interviews, event reels and live streams. You name it, we did it!

640 Million

of you interacted with us on our Social media

Be it our Commonwealth Games coverage, the National Games or leagues like the PKL, ISL you were there with us through it all

25 Million

Pageviews on our website

Stories of deserving Indian athletes being read by millions of people not just in India but also from the US, UK and Singapore!

Highlighting India's success in sporting events

2022 was a pathbreaking year for Indian sport, one that witnessed many historic feats for Indian athletes in the world stage. From the first-ever Thomas cup triumph, to a successful campaign at the Commonwealth Games, we saw few of our best sporting moments.

Thomas Cup



- 7.5 Million users reached through our coverage
- 500K+ Page views
- 4 Million Video Views

- 100X Growth from CWG 2018 for The Bridge
- Over 3 Million Indian sports fans interacting with us
- Highest interaction rate across the industry during CWG

Commonwealth Games





2022: The year of Women in sports

2022 has been great to see eminent women getting leadership positions like PT Usha becoming the President of the Indian Olympic Association, Meghna Ahlawat becoming the President of the Table Tennis Federation of India & much more.

BCCI's recent announcement of hiking the match wage of centrally-contracted women cricketers to a match the sum received by their male counterparts was a good move. We are also looking forward to the Women's IPL scheduled to happen in 2023. It will definitely be a good boost to promote the sport among girls.

Here's a quick recap of why 2022 was an important year for growth of Women's sport in the country

Watch:



www.thebridge.in

Stories that matter



Exclusives, stories of lesser-known heroes, from the grassroots specially curated to highlight often forgotten aspects of Indian sports

Who was **Achinta Sheuli** before he became a CWG hero?



THE BRIDGE

We went to his house in Howrah before CWG to speak to his family and know **his REAL story!**

Swipe >>

#EXCLUSIVE **THE BRIDGE**



"IT'S USUALLY JUST THE VOLUNTEERS WHO TALK TO ME. I FEEL GOOD WHEN PEOPLE COME AND CLICK PHOTOS."

WHO CLICKS PHOTOS WITH A HOUSE HELP OTHERWISE?"

AAKASH SAAVAJ VOLUNTEER

ABHUIT NAIR

LINK IN BIO

THE BRIDGE **#EXCLUSIVE**

"कबड्डी तो समझिए खत्म थी। **PRO KABADDI** ने बचाया भी और एक भविष्य भी दिया इस खेल को"



WE WENT DEEP INTO THE HARYANA HEARTLAND TO EXPLORE HOW POPULAR KABADDI IS **AND WERE PLEASANTLY SURPRISED!**

PRITISH RAJ **LINK IN BIO**

EXCLUSIVE **THE BRIDGE**

28 SEXUAL HARASSMENT CASES IN 5 YEARS ACROSS GOVT SPORTS INSTITUTES!



After the recent sexual offence complaint filed by a cyclist, **The Bridge** filed an RTI to understand how rampant such cases are.

WHAT WE FOUND OUT WILL SHOCK YOU!

LINK IN BIO

C.C. CHENGAPPA

Our first sport-fan funded story project

We explored the secluded villages of Manipur trying to find stories that deserve to be heard. We travelled 3500 kms, spoke to close to 150 people and spent 10 days in search of some inspiration!

The result? **12 unheard stories identified from Remote Manipur that reached over 2 Million people!**



50+ sports loving people contributed to the cause. We also launched a five episode video series featuring Olympians, forgotten heroes and future stars



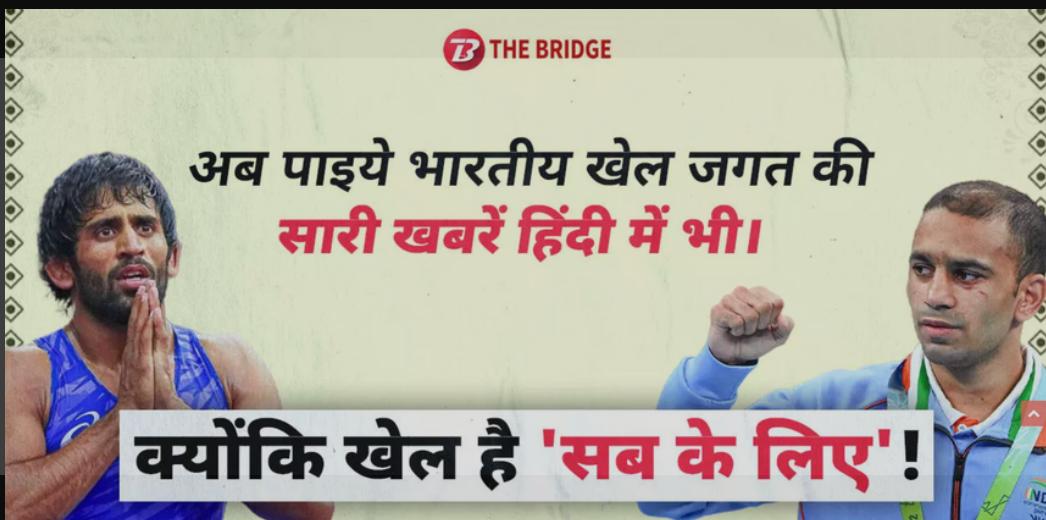
National Games

The biggest multi-sport event in India - the National Games made a comeback after 7 years and we had the privilege to cover this wonderful event from Gujarat and bring exclusive interviews of your favourite athletes to you.



Re-launch of The Bridge Hindi

Despite the Hindi vertical being in its nascent stages, over 100K people interacted with our content during the games. This not only inspired us to produce more vernacular content but also think beyond conventional ways of bridging the gap and reach out to more households.



We experimented with detailed Weekly Bulletins, live streams of major sporting events in Hindi and sports updates on The Bridge's Hindi socials. It was also heartening to see the number of people asking us to expand our coverage



Partnerships

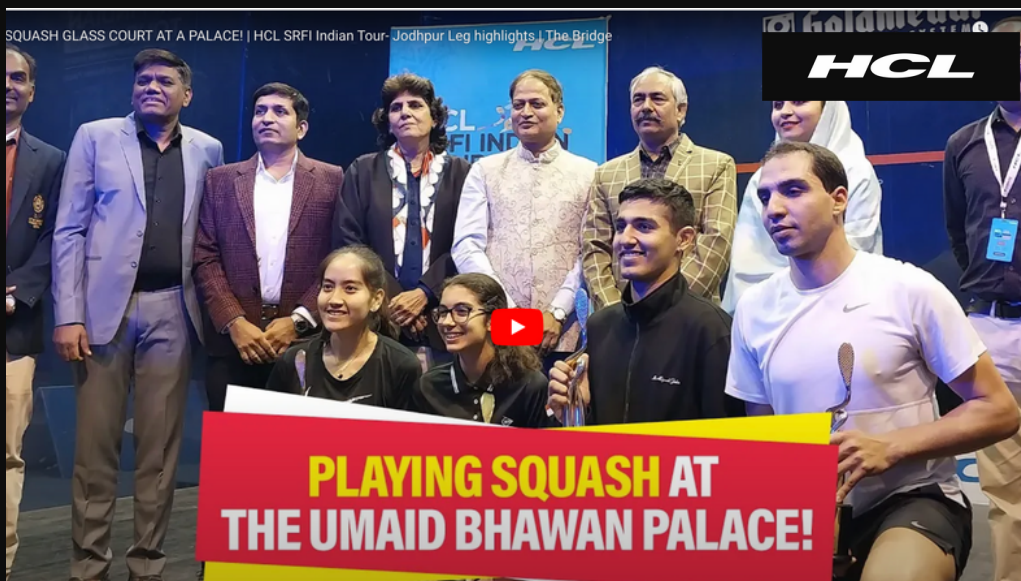
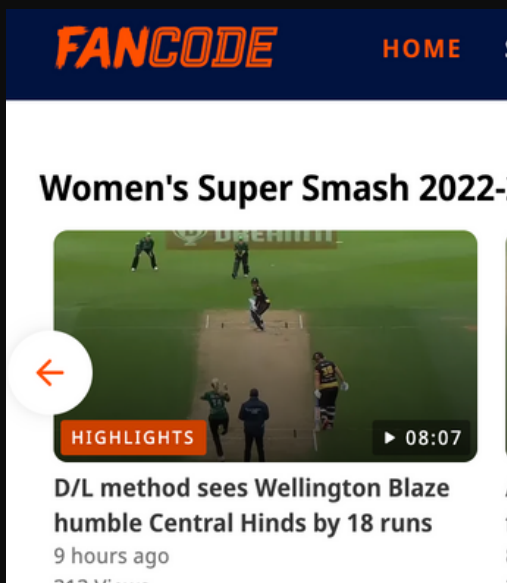
Expanding on-ground coverage to a few of the most unconventional sports like breakdancing, dirt-racing, esports and arm-wrestling in the last few months, we travelled to few of the remotest places in India to give these athletes the credit they deserve through national visibility.



Para-Nationals, Pro Panja League, Khelo India Games, Snooker Nationals, Special Olympics and Pro Tennis League are some of the national-level events which partnered with the four-year-old media house to increase reach and impact.

Consultancy Projects

From providing support on content creation, to SEO and digital marketing, we expanded our services for brands from various industries to use sports as a marketing tool in a easy way



Scaling up with strategic Partnerships



Google News Initiative

Chosen out of over 70 applicants from across India, ten news start-ups were part of the Google News initiative that was launched to help accelerate digital transformation of news publishers.

Google for Startups

We were selected out of more than 400 applicants in the GFS program designed specifically for women-founded startups with emphasis on improving the representation of women across different sections of India's digitally-trained workforce.

JournalismAi

We were a part of a cohort of 40 journalists, editors, and newsroom managers selected from all across the Asia-Pacific region. The program consisted of series of masterclasses given by experts working at the intersection of journalism and artificial intelligence, as well as hands-on activities to guide us on our AI-adoption journey

Meta

Worked with Meta as a sports publisher to produce more than 1000 high quality sports content featured videos as a part of their creator program.

Brand Collaborations

Besides covering live sports we also created topical content and captured moments that made Indian sports beyond cricket consumable by the masses. We worked with businesses like Myntra, Cosco, HCL and Adani among others to help spread athlete tales.



By providing a credible avenue for these brands to invest into these sports, we are working towards increasing the revenues into the sport, which will help improve on various fronts.

Expanding our reach

1.3 Billion+

Beyond our website and social media platforms, we explored new distribution avenues and platforms

Be it short video platforms like Josh and Moj where we garnered more than 20 million views in a just a couple of months, or expanding our articles and videos audience base, we ventured into various platforms taking sporting news/stories to the masses



Thank You



Thank you for being a part of this journey and for your continued support. To bridging the gap in Indian sports together!

In case of any concerns, queries or feedback, please feel free to reach out to us

✉ **Email**

contact@thebridge.in

🌐 **Website**

<https://thebridge.in/>