



# 126.3M GLOBAL VIEWING FIGURES IN 2023



**LANCS TV**

## 15.9 MILLION

Views of domestic matches on LancsTV

## 41 MILLION

Views of international matches



**WHERE EXPERIENCES ARE MADE**



## JOSH BOHANNON

Highest run scorer in the LV=County Championship

# £24.3M MEDIA VALUE

Delivered across all partners in 2023

## NET SPONSORSHIP VALUE % INCREASE FROM 2022

# 53%



## 2023 BEST DEVELOPMENT OR NEW FACILITY OVER £500K WINNER

Business of Cricket Awards

## SPONSORSHIP, SALES AND MARKETING AWARD

Lancashire Cricket and Hilton 'No Boundaries' -  
2023 Stadium Business Awards Winner

