The ICC Mission
As the international governing body for cricket, the International Cricket Council will lead by:
• Promoting and protecting the game, and its unique spirit
• Delivering outstanding, memorable events
• Providing excellent service to Members and stakeholders
• Optimising its commercial rights and properties for the benefit of its Members

Our Vision of Success
As a leading global sport cricket will captivate and inspire people of every age, gender, background and ability while building bridges between continents, countries and communities.
President’s Report

I never anticipated when I began my career in cricket administration that I would have had the chance to serve cricket in the ICC President. The sad death of my great friend Percy Sonn last year created an unexpected opportunity to take up this role and I hope he would have been proud of my efforts in the past year.

It has been a challenging year for the ICC, but one in which we have hopefully restored our reputation as an organisation that delivers outstanding world events, following the disappointments of the ICC Cricket World Cup 2007.

The ICC World Twenty20, held in my home country of South Africa, was a wonderful event, with engaging cricket played in front of wonderful crowds who were entertained by the action on the field of play and the music and dance off it. The final will live long in the memory and demonstrated the capacity of cricket to capture the imagination of the sporting world and the two finalists, India and Pakistan, their qualification for 2011.

Cricket World Cup qualifier, to be held in Dubai in 2009, for four countries to secure their qualification for 2011.

The ICC Executive Board and IDI Board of Directors

As well as the ICC President and Chief Executive the ICC Executive Board and the Board of Directors of ICC Development (International) Ltd (IDI) – the ICC’s commercial arm – comprises the Presidents and Chairmen of the ICC’s Full Member countries, plus three representatives from Associate Member countries. These are the key policy bodies for international cricket.

The ICC Development Program. These events provide invaluable preparation for the ICC Cricket World Cup qualifiers to be held in Dubai in 2009, for four countries to secure their qualification for 2011.

As a South African, I am very proud of the fact my country was a founder member of the Imperial Cricket Conference in 1909, and the next year should see some memorable Centenary celebrations. How fitting it will be that we will also be at Lord’s for the ICC World Twenty20, the home of world cricket and the original headquarters of the Imperial Cricket Conference, to celebrate not only the stars of today and the modern phenomenon of Twenty20 but the history of the world game.

Also believe the certainty created by the agreed regional rotation of leadership will be the role of ICC President should give some stability to the game. I am sure David Morgan and Sharad Pawar will both serve the sport well over the course of the next few years and provide world cricket with a unified front to take the sport from its traditional boundaries and the competitiveness of the events staged for Associate and Affiliate Members, including the ICC World Cricket League and the ICC Intercontinental Cup, demonstrates the continued success of the ICC Development Program. These events provide invaluable preparation for the ICC Cricket World Cup qualifiers to be held in Dubai in 2009, for four countries to secure their qualification for 2011.

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Chief Executive’s Report

When I commenced as Chief Executive of the International Cricket Council in 2002, my ambition was to leave the sport in a stronger state than when I was appointed. Ultimately it will be for others and history to judge whether cricket has grown stronger in this time.

We are going through a fundamental change in the dynamics and economics that will test the traditional foundations of cricket as we know it. I am confident that in my time the ICC has made positive progress in a number of critical areas. There are more people of both genders playing and watching the sport in more countries than at any time in the game’s history. There are sponsors and investors seeking to be involved in cricket at a high level.

In the coming 12 months the ICC will move into new headquarters, based at Dubai, which have been designed with the best interests of the sport in mind. The evolution of the Future Tours Program has enabled all of our Full Members to plan with confidence and share in the financial strength of others when they host bilateral series.

But the role of the sports administrator is about much more than just generating revenue to plough back into the game. Our role is to protect, promote and develop the long-term financial health of the game and our Members. The evolution of the Future Tours Program has underpinned the commercial investment in the ICC Events, particularly through the strong partnerships that we have developed with ESPN-STAR Sports and our major sponsors, and the launch of the domestic Indian Premier League which has created huge excitement in the cricketing world and has the potential to bring many benefits to the sport.

The ICC World Twenty20 event showed that the ICC can run successful global events in a fan-friendly environment. India’s victory in that event provided great momentum for the launch of the domestic Indian Premier League which has created huge excitement in the cricketing world and the potential to bring many benefits to the sport.

The role of the Anti-Corruption and Security Unit in minimising corruption in the game has been an important one. It has restored integrity to the game, following one of the greatest challenges in the game’s history and our proactive work in this area is now looked upon with envy by many other sporting bodies.

We have made a solid start in Cosmov and the ICC Anti-Corruption Unit. Although there has been much noise relating to the tragic death of Bob Woolmer the subsequent investigations showed that there was no evidence linking his death to any other sports being tainted by corruption. Cricket must maintain its vigil against the corruptors and continue to invest in the quietly effective processes that have served us well.

The development of women’s cricket, which became the responsibility of the ICC in 2005, has also been hugely successful and the integration of the sport amongst our Full Members has provided opportunities that have never existed before for girls and women to play the game. The past year’s successes have continued this trend of women’s cricket participation and performance.

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In the coming 12 months the ICC will move into new headquarters, based at Dubai Sports City, where we will have some of the best facilities in world cricket. The adjacent ICC Cricket Academy will provide an environment for all cricketers from elite level and below to train and develop and improve their game. There will be significant steps forward in the evolution of the organisation.

We have acknowledged the need to bring some transparency to the many challenges that remain. The past year has seen many of the issues that we have had common themes throughout the last seven years. It has been an honour and a privilege to serve as ICC Chief Executive and it has undoubtedly required careful managing by my successor. The challenges that emerge from this is how we deal with the large sums of money that are being generated by this sport. It is causing a fundamental rethinking of the funding of the game. Part of this challenge is to maintain and preserve the existing forms of the game, particularly Test cricket, that are loved by many of our supporters.

The recent success of the Indian Premier League showed that the ICC can deliver on global events in a fan-friendly environment. India’s victory in that event provided great momentum for the launch of the domestic Indian Premier League which has created huge enthusiasm in the cricketing world and has the potential to bring many benefits to the game.
Delivering cricket’s major events
The inaugural ICC World Twenty20 2007 event proved to be one of the most exciting cricket events of all time, sparking huge interest in the format across the globe.

India and Pakistan played out a dramatic final which was only decided in the last over as India triumphed by five runs. It was, however, the one between the same sides days earlier in Durban which had been settled by the first ever bowl out at an ICC event after a dramatic tie.

As the Times of India argued in its editorial two days later, “The final - indeed the entire tournament - summed up what Twenty20 cricket is all about: fast, furious and entertaining.”

The final created television history with the TV Ratings touching a peak of 15.2 - a record for Indian television. ESPN and Star Cricket had a combined rating of 21.2 and a channel share of 47.2, despite being up against popular reality TV shows being shown at the same time.

The event, the first under the new commercial cycle of rights between 2007-15, was also the first that saw IDI manage contracts directly with its sponsors and broadcasters, rather than through a third party.

ESPN STAR Sports, the ICC’s broadcast partner, provided cutting edge coverage with new and innovative camera angles including a suspended cable camera and new features including human-centric player profiles, the introduction of the biggest sixes property that showed the longest sixes hit during the game and tournament, live fielding tracking, graphic and other features such as the Corridor of Uncertainty to gauge wide balls. It was also the first ever event where ICC branded graphics were used in the official broadcast.

Played out in Cape Town, Durban and Johannesburg, attendances were very good with a short tournament format, affordable to lot prizes (with lowest price of R20 – about US$2.5 – for Group A matches) and a successful marketing
campaign, which included innovative television commercials targeted at a South African audience, drawing fans to the matches. Spectators at the ground were treated to an exciting Sportainment experience - with a combined delivery of exciting stadium entertainment to match the fast and furious on-field action.

The included DJ booths at each venue, accompanied by J/Anounce dinners on podiums around the ground, the presence of DJ Brett - a character created by Cricket South Africa to interact with the spectators, distribution of hatchies, face-painting, school kids promotion to encourage attendance figures, replay screens at each venue, pyrotechnics, dogs and the event song. Their every need was attended to by a hugely successful volunteer team, who were hailed by the crowd at each of the venues in the volunteer parade.

Listening to the audio stream provided by IMG or accessing the almost instant highlights of matches for free on the Yahoo powered official tournament website, www.worldtwenty20.com, were treated to some magical moments. These included Yuvraj Singh’s six hitting display against England where he scored an incredible 36 off a Stuart Broad over, Chris Gayle’s hundred on the opening night of the tournament, Brett Lee’s hat-trick against Bangladesh and Shahid Afridi’s consistent brilliance throughout which saw him win Man of the Tournament.

And the event was certainly a hit with spectators. A survey conducted by the official tournament website, which saw 91.5 million page views during the event, saw an average fan rating of over 4.6 out of 5 for the event, with 74% of supporters more supportive of the Twenty20 format than they had been before the event and the ‘sportainment’ drawing an average rating of almost 4 out of 5 across all age groups.

The twelve competing teams were split into four groups of three with the top two qualifying for two pools of four from which the top two went on to contest the semi-finals.

But it was the dramatic final that will be remembered by most fans. Pakistan narrowly fell short of India’s total of 157-5, as they were bowled out for 152 all out off 19.3 overs, with Irfan Pathan capturing the Man of the Match Award.

Bangladesh shocked the West Indies by eliminating them from the Group stages, while the hosts South Africa crashed out at the Super Eight stage in Australia, India, New Zealand and Pakistan all progressed to the semi-finals.

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The ICC U/19 Cricket World Cup 2008 was the first to be held outside one of the top 10 cricket countries and proved to be a spectacular success. Malaysia took on the job with enthusiasm, skill and expertise and put together an event that in many respects was the best yet.

While India eventually ran out the winner in a thrilling final under lights at Kinrara Oval, Kuala Lumpur, there were a number of other teams that proved the future of the game is in safe hands.

In all, 16 teams were split into four groups and played their games across seven venues in the cities of KL, Johor and Penang. Apart from the 10 Full Members and the host Malaysia, the remainder of the field was made up of qualifiers from the five regions, Americas (Bermuda), Europe (Ireland), Africa (Namibia), Asia (Nepal) and East Asia-Pacific (Papua New Guinea).

The top two teams from each group progressed to the last eight while the bottom two went into the Plate Championship.

In the other half, South Africa grew in strength during the tournament and beat Bangladesh in the quarter-final before accounting for South Africa in the final.

In an affected final, India made just 159 all out as South Africa’s bowlers and fielders did a great job after winning the toss and electing to field. But a fine spell of bowling from man of the match Ajitesh Argal gave India victory.

Meanwhile, top Associate side Nepal just failed to reach the finals for the second time and lost to the West Indies in the final. This time around, it lost to the West Indies in the final.

The emphasis of the U/19 CWC event is very much on development and grooming participants for the rigours of international cricket.
Australia secured its place at the top of the ICC Test Championship for the fourth year in a row by winning four of the six Test matches it played while its only loss came against India which finished runner-up.

Ricky Ponting’s all-conquering Australia team started the season with a 21-point advantage over England and finished the season with a 30-point lead over India.

After England conceded its second place to South Africa following its 1-0 defeat in Sri Lanka, India snatched the spot from Graeme Smith’s side due to its victory in the Perth Test by 72 runs. The Proteas won its Test series against the West Indies 2-1 at the same time but it was not enough to retain even third place as Sri Lanka nudged it into fourth.

The season also marked the retirement of the illustrious performers Inzamam-ul-Haq, Adam Gilchrist, Stephen Fleming and Shaun Pollock. Inzamam signed off in 14th position, Gilchrist in 23rd place, Fleming in a career-best 13th position and Pollock in eighth place in the bowlers’ list and in third position in the all-rounders’ category.

It was also a successful year for batsmen with seven – Kevin Pietersen (1,196), Sourav Ganguly (1,170), Mahela Jayawardena (1,151), Sachin Tendulkar (1,114), Alastair Cook (1,093), Jacques Kallis (1,079) and Kumar Sangakkara (1,039) – making 1,000 runs in the 12-month period between 1 April and March 31.

Graeme Smith and Neil McKenzie also made cricketing history by compiling a record Test partnership of 415 for the first wicket against Bangladesh while Kallis became only the 23rd player in history to achieve 900 rating points. Sangakkara finished the year at the top of the LG ICC Player Rankings for Test batsmen while his Sri Lanka team-mate Muthiah Muralidaran topped the bowling rankings after once again becoming the most successful bowler in the history of the game. On 3 December 2007 in Kandy, he bowled England’s Paul Collingwood to claim his 709th Test victim to go past Shane Warne in the all-time list of wicket-takers. Muralidaran had also held the record in a season when he surpassed West Indies’ Courtney Walsh’s 519 wickets. Muralidaran, with 55 wickets, was the leading wicket-taker in the 12-month period between 1 April and 31 March behind South Africa’s Dale Steyn (67) and India’s Anil Kumble (60).

Monty Panesar (50) were the other bowlers to complete a half-century of wickets in that same period. South Africa’s Mark Boucher also entered his name in the record books by becoming the record holder for most dismissals behind the wicket. He regained the record from Gilchrist by dismissing his Bangladeshi opposite number Mushfiqur Rehman.

In April 2008, the ICC announced Reliance as the new official partner for the ICC Rankings.

Australia’s cricketers celebrate defeating India in the Border-Gavaskar Series.

Muttiah Muralidaran celebrates taking his 709th Test wicket.

Kevin Pietersen of England had another successful 12 months.

New Zealand’s Stephen Fleming leaves the field for the final time in Test cricket.
South Africa topped the ICC ODI Championship table at the crucial 1 April cut-off date for the second successive time by once again edging Australia into second place by the narrowest of margins. The Proteas were rewarded with US$175,000 for the achievement of being the top of the table, while Australia pocketed US$75,000 as runner-up.

In the last ODI series before the cut-off, South Africa entered the three-match series against Bangladesh sitting alongside Australia on 127 ratings points but behind Ricky Ponting’s side by just 0.529 of a point. However, Graeme Smith’s men made a clean sweep of Mohammad Ashraful’s side which earned it 0.720 points that was enough to put it ahead of Australia by 0.191 of a point.

The year started with Australia leading second-placed South Africa 130-126. But South Africa narrowed that gap to three points when it won its series against the West Indies 5-0. The Proteas’ chance came due to Australia’s four defeats in its home tri-series, including losing the best-of-three final 2-0 to India.

It was double celebration for South Africa in Bangladesh where it not only reclaimed the coveted top place from Australia but Smith also took the number-one slot from India’s Sachin Tendulkar in the ICC Player Rankings for ODI batsmen. The change of guard took place after Ponting had dominated the rankings for most of the 12-month period between 1 April and March 31.

New Zealand duo of Daniel Vettori and Jacob Oram grabbed the top bowling and all-rounder spots during the home series against England in February 2008. But while Vettori strengthened his position at the top of bowling list through the course of the series, Oram dropped two places to join West Indies’ Chris Gayle in third place while Pakistan captain Shoaib Malik finished as the leading all-rounder at the cut-off date.

It was also a year to remember for India batsmen with Sachin Tendulkar, Yuvraj Singh and Mahendra Singh Dhoni finishing as the top three leading run-scorers in the 12-month period between 1 April and March 31. Tendulkar scored 1,514 runs, Yuvraj Singh 1,227 runs and Mahendra Singh Dhoni 1,198 runs. Other batsmen to complete 1,000 runs in the 12-month period included Mahela Jayawardena (1,111), AB de Villiers (1,075), Graeme Smith (1,042) and Gautam Gambhir (1,003).

Australia’s Nathan Bracken, with 35 wickets, was the most successful bowler in the 12-month period between 1 April and 31 March, followed by England’s Stuart Broad, Australia’s Brad Hogg and South Africa’s Andre Nel, who took 31 wickets each.
The ICC World Cricket League is a five-division structure designed to attract teams of various standards and to offer them the opportunity to play regular one-day cricket against similarly ranked opponents regardless of where in the world they are located. It also ensures that there is a meaningful qualifying pathway to the ICC Cricket World Cup for Associate and Affiliate Members.

For the first time, there was an award for the Emerging Player of the Year. Afghanistan’s Mohammad Nabi was named as the Emerging Player of the Year.

The ICC World Cricket League Division 3 qualifiers were the other teams that participated in the event.

The Cayman Islands’ Steve Gordon finished as the leading wicket-taker with 11 wickets while Uganda’s Odoyo became the inaugural winner of the Associate Player of the Year award and Sri Lanka took the Spirit of Cricket Award.

The ICC Annual Report 2007

Australia captain Ricky Ponting was named Player of the Year for 2007 at the ICC Annual Awards ceremony in Johannesburg ahead of the ICC World Twenty20. Ponting, who collected the Sir Garfield Sobers Trophy for this accolade, also scooped the Captain of the Year award and was named in both ICC World Teams of the Year as chosen by a panel of experts.

In total there were eight individual awards and Sri Lanka took the Spirit of Cricket Award.

The World Test Team of the Year was announced as comprising greats of the game. The Test panel comprised Ricky Ponting, who collected the Sir Garfield Sobers Trophy for this accolade, also helping the winners’ list by eight. It was selectors who knocked out the five with more than six wickets to spare in the third/fourth position play-off match, the third/fourth position play-off match, the ICC World Twenty20 and the ICC World Twenty20. It also ensured that there is a meaningful qualifying pathway to the ICC Cricket World Cup for Associate and Affiliate Members.

The T asmanian had an outstanding season of both Test and ODI level, and also won the Player of the Year Award for his 125 not out in the second innings of the first Test against England.

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The new structure of one-day cricket sits on the regional qualifying events to create a pyramid in which all teams have the opportunity to demonstrate and are an incentive to improve. Promotion and relegation between divisions enables teams to move up the world cricket rankings and aspire to joining the game’s elite at the top.

The World Test Team of the Year was named 12th man.

The World ODI Team of the Year was announced as comprising greats of the game. The ODI panel comprised Michael Hussey (Australia, captain), Kevin Pietersen (England), Michael Spargo (New Zealand), Muttiah Muralidaran (Sri Lanka) and Glenn McGrath (Australia). Ponting, who collected the Sir Garfield Sobers Trophy for this accolade, also helping the winners’ list by eight. It was selectors who knocked out the five with more than six wickets to spare in the third/fourth position play-off match, the third/fourth position play-off match, the ICC World Twenty20 and the ICC World Twenty20. It also ensured that there is a meaningful qualifying pathway to the ICC Cricket World Cup for Associate and Affiliate Members.

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The ICC's premier first-class tournament, the ICC Intercontinental Cup, has quickly grown in stature and profile since its inception three years ago to become an integral part of the Associate Members' cricket schedule.

Having previously been designed around a multi-group, three-day format, the event has evolved into an eight-team, round-robin and truly global tournament. The ICC Intercontinental Cup, has quickly grown in stature and profile since its inception three years ago to become an integral part of the Associate Members' cricket schedule.

The ICC Intercontinental Cup 2007-2008, which concluded earlier this year, has been progressing very well with the chance to experience the longer form of the game.

The chances of taking the outright win from under the nose of Ryan Watson – the defending champion – is a further competitive competition. There have been some spectacular partnerships in the highly competitive competition.

On the bowling front, Burger of Namibia. The left-arm seamer has taken 10 wickets in five matches at an average of just 9.71, taking three five-wicket hauls. Three have been four partnerships in excess of 200 runs, including two involving Ireland's Andre Botha, just to mention a remarkable partnership of 276 for the ninth wicket between Sikandar Raza and Kincheloe of Zimbabwe.

On the bowling front, Sunette Loubser, of South Africa and Pakistan became the best and most consistent cricketer throughout the week. In a one-sided final, South Africa crushed Pakistan by 81 runs as Alisa Smith, who during the match became the first woman from the country to take five wickets in an ODI, inspired her side to an historic victory as Pakistan stumped to just 61 all out.

South Africa and Pakistan qualify for the ICC World Twenty20 2009 through their performances at the event.
Promoting and protecting the game and its unique spirit
The Spirit of Cricket

The ICC’s vision for cricket is that it should capture and inspire people of every age, gender, background and ability while building bridges between continents, countries and communities. Central to this ambition is promoting the Spirit of Cricket, an ethos on how the game should be played and viewed both on and off the field.

Cricket enjoys a unique mix of attributes in international sport. It is underpinned by rich traditions and high values; it is played under a guiding principle of respect; it evokes passion, commitment and excitement; it is truly multi-cultural, it stands proudly on the world’s sporting stage, it is a sociable game that forges deep long-lasting friendships; it is a team sport that combines skill, strategy, endeavour and athleticism; above all it is a game that means many different things to many different people and provides endless joy to those that it touches.

As part of cricket’s social responsibility, the ICC is committed to using major events, such as the ICC World Twenty20, as a platform to raise the awareness of issues such as Diversity and HIV/AIDS as well as the wider aims of the Spirit of Cricket.

A number of leading players during the ICC World Twenty20 promoted the Spirit of Cricket including Brett Lee (Australia), Tamim Iqbal (Bangladesh), Darren Maddy (England), Virender Sehwag (India), Maurice Ouma (Kenya), Shane Bond (New Zealand), Salman Butt (Pakistan), Shaun Pollock (South Africa), Jehan Mubarak (Sri Lanka) and Prosper Utseya (Zimbabwe) by talking about what the concept meant to them in a campaign which was run on the tournament website.

While there have been a number of high profile confrontations on the field of play in the last year, bringing into the focus the off field behaviour of players more than ever before, the ICC Code of Conduct remains an integral tool in ensuring that players maintain the standard of behaviour that is expected of international cricketers on the field of play.

In addition, the ICC wrote to all Full Member countries in March 2008 reminding them and their players of their responsibilities on the field of play. Following this letter the leadership of all of the top countries undertook to prioritise an improvement in player behaviour.
Umpires and Match Referees

It has been a challenging year for Umpires and Match Referees in international cricket and a number of structural changes are in the process of being implemented to provide additional support to the game’s top officials.

The ICC Umpires’ Task Force was set up in June 2007 to review the structure and resources allocated to the development and support of umpiring. After meeting in September it proposed a number of recommendations which the ICC Board approved in October.

Another initiative will see five regional umpire coaches/mentors appointed to work with the Elite and International Panel Umpires from their region as well as all visiting umpires.

It was agreed that the payment structure for Elite Panel Umpires should provide sufficient incentive for officials to aspire to be appointed to the top panel, and also that each umpire should be paid a merit-based increment.

The Board decided that the selection of umpires to the panels should be carried out by an independent three-person selection group chaired by a fourth person, the ICC General Manager – Cricket.

Meanwhile the current policy regarding the appointment of neutral umpires for Test matches and ICC events was retained.

The controversial Sydney Test between Australia and India brought the officials as well as the players into the spotlight.

While many questioned the decision to withdraw Steve Bucknor from the next Test, the ICC recognised that requesting him to stand in the match would have placed him and his colleague in an untenable position.

While the performances of match officials have been occasionally subject to criticism, the ICC believes that the umpires perform to the best of their abilities in what is, especially in an age of television scrutiny, a challenging job and that decision making standards remain high. For the period April 2007 to March 2008, the average correct decision percentage of all umpires in Test cricket was 94.3% and for ODI matches was 95.1%.

The ICC Board also resolved in March 2008 that Darrell Hair would remain on the Emirates Elite Panel of ICC Umpires and would be appointed to umpire matches involving Full Member teams.

This position will be reviewed at the end of March 2009.

‘ICC believes that the umpires perform to the best of their abilities in what is a challenging job.’

1. Steve Bucknor (L) and Ijaz Choudhry
2. England bowler Monty Panesar and umpire Mark Benson
3. Billy Bowden (L) and Asad Rauf

Firstly the 14-man Elite Panel of ICC Umpires has been expanded from 10 to 12 in order to cope with busy periods in the cricket calendar. This will also ensure the leading officials can spend less time away from home and gives them more time to work on their skills and mentor up and coming officials in their own countries.

The Board also approved the recommendation that an accreditation process be developed and implemented for umpires wishing to gain entry to the International Panel.

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Tackling HIV/AIDS

The ICC continued to develop its partnership with UNAIDS, UNICEF and the Global Media AIDS Initiative to raise awareness and reduce stigma around people living with HIV/AIDS. At the ICC World Twenty20 2007, a number of players visited community projects as a show of support for people living with HIV/AIDS, as the global partners of the campaign and loveLife, a South African charity focused on supporting HIV prevention amongst teenagers and young adults, united for the tournament.

Among those to visit community projects were Nathan Bracken (Australia), Dimitri Mascarenhas (England), Ross Taylor (New Zealand), Kumar Sangakkara (Sri Lanka) and Vusi Sibanda (Zimbabwe), while community groups at risk of contracting HIV were able to watch and meet their heroes at training sessions involving the likes of the South Africa, Pakistan and India teams. Other lucky children were provided with the opportunity to attend event matches.

At all ICC World Twenty20 2007 matches, advertising boards carrying the Unite for Children, Unite Against AIDS slogan were displayed bringing the campaign to the attention of the millions of viewers watching at home.

The 500 volunteers at the ICC World Twenty20 2007 also received education sessions from UNAIDS and loveLife, providing important information on how to reduce the risks of contracting HIV in a country with the highest rate of infection in the world.

Public Service Announcements were shown both in the stadium and by broadcasters around the world, featuring leading international players, while further Public Service Announcements were filmed at the ICC World Twenty20 2007 and these were premiered for the first time in April 2008.

For the first time in the history of the partnership, women’s players took part in a visit to promote the initiative at the ICC Women’s World Cup Qualifier in South Africa. Women’s players from Ireland, the Netherlands, Papua New Guinea and South Africa visited a school project.

Players in televised matches at the ICC U19 Cricket World Cup also wore red ribbons as a show of support for people living with HIV/AIDS, while around World AIDS Day on 1 December players taking part in international cricket around the world supported the campaign in the same way.

‘Community groups at risk of contracting HIV were able to watch and meet their heroes at training sessions.’

3. All the Villiers and Graeme Smith met children from a UNICEF supported project at the ICC World Twenty20 2007.
4. New Zealand’s Jeetan Patel joins in with ball games at the Little Champs Academy in Johannesburg.
5. Kumar Sangakkara provides some coaching tips.
6. Isobel Joyce of Ireland passes on her bowling skills.
Celebrating cricket’s diversity

The ten Members of the International Cricket Council are drawn from across the world and make cricket a truly global game. Cricket has a rich and diverse history and regularly demonstrates the capacity to break down boundaries and draw cultures together. There is a strong tradition of fans from rival teams enjoying matches side by side and the off-field camaraderie amongst players is a celebrated feature of the game.

During the past year allegations of racism both on and off the field of play have been treated seriously by the ICC. There is no place for racism in world cricket. The ICC is also examining whether further steps are necessary to promote cultural understanding.

The ICC’s commitment to removing the diversity of the sport is respected by its participants and is enshrined in the Code of Conduct for Players and Officials. Under the Code of Conduct for Players and Officials, a template that sets out the actions that can be committed, with the possibility of a life ban for anyone found guilty of such an offence. Furthermore, at the ICC’s request, Justice Albie Sachs from South Africa, drafted penalties if racist incidents happen at a venue under their control. These penalties range from warnings through to fines and the possible withdrawal of international status from a venue.
Anti-Corruption

The International Cricket Council is today recognized as a world leader in the fight against corruption in sports. The Anti-Corruption and Security Task Force was set up in 2000 to ensure that the game of cricket is played in a safe and secure environment.

The Unit’s three main objectives are:

1. to educate players and match officials against bringing cricket into disrepute;
2. to do preventive vigilance at all matches and tournaments by enforcing ‘minimum standards’, approved by the Executive Board; and
3. to inquire and examine breaches of the Code of Conduct.

In recognition of the ACSU’s efforts to fight corruption in the field of sports, Lord Justice John Hansen, the Chairman of the ACSU, was invited by the International Olympic Committee to present the anti-corruption report on the World Cup in Malaysia to deliver the Anti-Corruption Education Programme to all 16 participating teams.

The ACSU continues to pursue these objectives vigorously.

The ACSU played a major role in assisting the police investigation into the death of Bob Woolmer who tragically died in March 2007 in the Caribbean, during the ICC Cricket World Cup. There was no link between Woolmer’s death and cricket corruption.

An investigation was also conducted against the West Indies player Marlon Samuels, for breach of the ICC Code of Conduct and a report was sent to the WCA.

The ICC’s primary policy-making body is its Executive Board which meets three times a year and comprises a Director from each of the ten ICC Full Members and three Associate Member Directors. The Full Member Directors are appointed by each individual Member and are generally the President or Chairman of the respective National Governing Bodies. The Associate Member Directors are elected through a hierarchy of the Associate Members and five representatives of the Full Members. The Executive Board is chaired by the ICC President who, along with the ICC Chief Executive, manages the affairs of the ICC.

Governance

The work of the ICC Board is supported by a number of Committees, including the ICC Chief Executive’s Committee, the Cricket Committee, the Audit Committee, the Governance Review Committee, the HR, Remuneration and Appointments Committee, the Development Committee, the Code of Conduct Committee, the Ethics Committee, the Finance and Commercial Affairs Committee. These Committees make important recommendations on policy which is then considered by the Board.

The ICC also formed its first permanent Medical Committee in 2005, with the first ever meeting held in 2006. The Medical Committee will provide recommendations on medical and sports science issues and will have specific duties at ICC Events in particular in relation to anti-doping.

The Medical Committee met for the first time in May 2007. The Committee is chaired by Dr. Malcolm King, from the World Anti-Doping Agency. Other Associates include Dr. Richard Freeman of the London School of Economics and the Wellcome Trust.

The Medical Committee in 2008, which met for the first time in May 2007, will also provide recommendations on medical and sports science issues and will have specific duties at ICC Events in particular in relation to anti-doping. The work of the Medical Committee is supported by a number of Committees, including the ICC Chief Executive’s Committee, the Cricket Committee, the Audit Committee, the Governance Review Committee, the HR, Remuneration and Appointments Committee, the Development Committee, the Code of Conduct Committee, the Ethics Committee, the Finance and Commercial Affairs Committee. These Committees make important recommendations on policy which is then considered by the Board.

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Follow the death of the former ICC President Percy Sonn, the Governance Review Committee met in Cape Town in June 2007 to discuss the appointment of the next ICC President and, following its recommendation, a by-election was held to appoint the next ICC President and Board.

These elections were made at a Special Meeting of the ICC held in October 2007. As a result of these changes, the ICC Nominations Committee was disbanded.
Providing excellent service to Members and stakeholders
The ICC’s commitment to delivering excellent service to Members has been evidenced in a wide range of ways over the year. In particular the focus has been on developing education and training resources and processes with the emphasis always on the production of programmes that can be delivered by Members themselves.

A uniform set of ICC Coach Education benchmarks has been approved against which all Members will soon have an opportunity to have their coach education courses evaluated and update them as required. This will be complemented in 2008 by the introduction of the first modules of the ICC Cricket Administrator Program (CAP), a suite of educational resources targeted at meeting the needs of those that administer the game.

The ICC is also committed to providing targeted assistance to help selected Members improve very specific areas of their operations through its Business Improvement Program.

In September 2007 the ICC hosted the biggest ever gathering of state, county and province Chief Executives in South Africa.

The ICC head office, which is supported by five regional offices across the world, is based in the Dubai Media City Free Zone in Dubai, United Arab Emirates. It will relocate around 10km down the road in 2009 to a purpose-built complex in Dubai Sports City. This geographical base at the heart of the cricketing world provides a central point for many of the ICC’s meetings and committees.

As the global governing body of the game, the ICC’s staff draws from across the world, reflecting the diversity of the organization’s membership. These staff members share an important function in servicing both the ICC’s Members and the game’s stakeholders.

The five regional offices are based in Melbourne, Kuala Lumpur, London, Johannesburg and Toronto. They provide a local point of contact for the Associate and Affiliate Members to gain support from their ICC Region on a range of development issues.

The ICC Office Structure

‘In September 2007 the ICC hosted the biggest ever gathering of state, county and province Chief Executives in South Africa.’

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The ICC Development Program is responsible for the growth of cricket outside the traditional Test playing countries. As well as supporting a series of global Development events, including the ICC Intercontinental Cup, the ICC World Cricket League and the ICC Women’s World Cup Qualifier, the Program is responsible for supporting the strategic development and growth of cricket in the 91 Associate and Affiliate Members of the ICC.

The work of the Program is currently focused on five priority areas, namely:

• Improving Member governance and administration
• Retaining and transferring participants from junior involvement to junior playing
• Assisting the generation of non-ICC income in and for the benefit of Member countries
• Focusing on the integration of women’s cricket in regional and Member activities
• Improving playing and education standards

To ensure the ongoing effective delivery of the ICC Development Program’s aims, key performance indicators (KPIs) have been attached to the five priority areas against which all of the ICC’s regional offices are now measured.

In the past year, the ICC High Performance Program (HPP) continued to provide important targeted support to the 10 Associate Members in an effort to improve the quality and quantity of cricket for teams close to the top tier. The High Performance Manager works with the leading Associate countries to prioritise strategies for their own high performance programs, player development pathways and administrative structures directed at improving on-field performance. There have been a number of encouraging developments on and off the field in this regard, such as the appointment of a Chief Executive at Cricket Canada for the first time which completed a strategic objective of having full-time professional administrators in this role in all of the top six High Performance countries.

Much work has also been focused on the development of new increased funding scenarios for the Development Program, following the success of the ICC’s broadcasting deal, and these will provide greater opportunities for progress than ever before. These opportunities, which will be supported through the roll out of educational materials aimed at key areas of work, will help ensure the continued growth of the sport around the globe.

1. Rodney Trott of Bermuda U/19s attacks against Ireland U/19.
3. Isobel Joyce and Jill Whelan of Ireland celebrate at the ICC Women’s World Cup Qualifier.

Development Program
During 2007, the ICC Development Program experienced unprecedented rates of annual growth around the world. The highlights of these figures were:

- **Participation**: a 17% increase in overall participation, including a 5% increase in senior playing formal competition teams, an 11% increase in junior playing (formal competition teams) and a 23% increase in junior involvement.
- **Coaches**: a 5% increase in total qualified coaches, a 3% increase in active coaches.
- **Umpires**: a 7% increase in total qualified umpires, a 11% increase in active umpires.
- **Grounds**: a 5% increase in total grounds (incl. a 6% increase in turf grounds).
- **Administration**: a 31% increase in employee levels.

This summary demonstrates very positive progress over the past 12 months, and is a tribute to the efforts of the local cricket workers and enthusiastic that dedicate themselves to the improvement of the sport across the developing cricket world. It is also a sign that the development strategies of National Cricket Boards, along with the assistance of the ICC Regional Development Programs and the Full Members that support them, are paying off. Within these results, it is also worth highlighting that 2007 saw the highest ever increase in new junior cricket activity – 45,457 more participants than any year on record.

Further, 131 new part-time and full-time employees of National Cricket Boards, is also a record in terms of increases in administration over a 12 month period.

Given that sustainable growth and the strengthening of Member country governance and administration are key strategic objectives of the ICC Development Program, these results bode well for the future of cricket beyond its traditional boundaries.

‘2007 saw the highest ever increase in new junior cricket activity.’

**ICC Development Program - Regions**

1. Young people play cricket in Bermuda.
2. Lotte Egging (bowler) and Violet Wattenberg (wicketkeeper) celebrate a wicket against Pakistan.
Each Region runs comprehensive programs and here are some of the highlights from around the world which demonstrate ways in which the five key objectives of the ICC Development Program are being achieved:

AFRICA - ASSISTING THE GENERATION OF NON-ICC INCOME IN AND FOR THE BENEFIT OF MEMBER COUNTRIES

The Regional offices are responsible for supporting the generation of non-ICC income, both for the regional office and in supporting Member countries. In Africa, the Regional Manager negotiated a Motor Vehicle Sponsorship which has helped to gain Provincial League Sponsorship from Sahara Computers for Cricket Kenya. The office has also supported successful applications for Government funding for several African Members.

ASIAN CRICKET COUNCIL - FOCUSING ON THE INTEGRATION OF WOMEN’S CRICKET IN REGIONAL AND MEMBER ACTIVITIES

The first international tournament for Asian women outside India, Pakistan and Sri Lanka was a major breakthrough. It brought together players from countries such as Bangladesh, Pakistan and the United Arab Emirates and received considerable international coverage. Bangladesh won the tournament, beating Nepal in the final at Johor Bahru in Malaysia in July 2007.

EAST ASIA-PACIFIC – IMPROVING MEMBER GOVERNANCE AND ADMINISTRATION

Cricket Fiji appointed its first full-time National Head Coach/High Performance Manager. He will have an enormous role to play as Fiji build up to the ICC World Cricket League Division 4 tournament in Tanzania in October 2008. Japan also made significant steps in improving their governance and administration, appointing their first Chief Executive Officer while Papua New Guinea appointed a General Manager for the first time.

EUROPE - IMPROVING PLAYING AND EDUCATION STANDARDS

The Europe Region launched the new ICC European Coaches Association (ECA) which will act as a subsidiary of the ECB Coaches Association. This initiative has been set up to improve communication between coaches within the Europe region and to provide opportunities for the ongoing development of coaching. The initiative also acts as a forum for the transfer of knowledge, information and experience.
As part of ICC’s relocation to Dubai an agreement was made with the authorities that the ICC’s new Global Headquarters would be built in Dubai Sports City.

The designs were created and agreed by the ICC Board for the building of a three-storey office block of 3,000 square feet and in July 2007 a contract was signed with AMBB, a local Dubai company, to construct the headquarters.

Construction has now started and the target for completion is December 2008. Located next to the new Headquarters, will be the ICC Global Cricket Academy (GCA) which has been designed to provide opportunities for players, coaches, curators and administrators to hone their skills and learn new ones in an environment focused on progress and achievement.

It has been conceived as a flexible facility so that tailor-made programmes can be built to suit the specific needs of individuals and teams. As such, the best national, domestic and underage squads will be able to use the facilities for intensive training and take part in competitive tournaments on the two outdoor academy ovals and in the nearby 25,000-seater dedicated cricket stadium that will be owned and maintained by Dubai Sports City.

Construction began on the ICC GCA in 2007 and is progressing well, with work on the ovals begun in February 2008, with the cricket pitch construction beginning in April 2008.

Rodney Marsh, the ICC GCA Director of Coaching, along with the GCA General Manager has made several visits in the past year educating the ICC’s Members and stakeholders on the facilities that will be available.

The first practice matches on the GCA Ovals are expected to take place later in 2008 and the GCA is expected to open for business at the start of 2009.
The ICC’s current women’s cricket strategy has set five key objectives which are:

• to increase participation in all areas and at all levels of the game
• ensure successful integration of women’s cricket within ICC management and governance
• ensure the effectiveness of women’s cricket integration in Member countries with a particular focus on the top 10 ranked countries and Full Members,
• establish and maintain an international women’s cricket schedule
• improve the competitiveness of cricket at international level.

The growth of the women’s game can be seen by the fact 89 of the 101 ICC Members now have some form of women’s cricket. This compares to there being 15 Members of the IWCC at the point of integration with ICC in 2005.

The inclusion of the ICC Women’s World Cup in the bundle of ICC events, guaranteeing a minimum of six live broadcast of matches at the 2009 and 2013 events, will bring unprecedented exposure to the game and the preparations for these events are integrated across the ICC’s administration. To help the teams prepare for next year’s event the ICC’s High Performance Manager ran camps for both Sri Lanka and the Windies as part of the ICC’s efforts to raise standards across world cricket.

There has been some excellent progress of integration in Member countries, notably from the England and Wales Cricket Board, who announced they were contracting eight female players allowing them to coach and train—an unprecedented and innovative step for the women’s game. Cricket Australia also provided the opportunity for Australia and England to play a Twenty20 curtain raiser at the MCG, ahead of the men’s game between Australia and India, which followed the women’s Twenty20 curtain raiser at the Afro-Asia Cup.
Cricket will now be able to participate in many of the key decision-making forums of international sport.

IOC Recognition

In developing its 2006-2010 Strategic Plan, the ICC set the attainment of recognition by the International Olympic Committee (IOC) as one of its key objectives and in December 2007 the IOC Executive Board approved the ICC’s application to become an IOC-recognised International Federation at the first time of asking.

This important achievement has now brought the sport of cricket firmly into the mainstream of international sports more closely than ever before. The process of obtaining direct and indirect benefits to national cricket federations and the world cricket community as a whole will continue to accelerate as the ICC works with the IOC and several leading bodies to work in partnership to convey the positive aspects of sport.

Secondly, it will bring both direct and indirect benefits to national cricket federations as the IOC values the synergies between the values of the Olympic Movement and the Sport of Cricket and it is hoped that future opportunities can be identified for the two bodies to work in partnership to convey the positive aspects of sport.

The programme for the 2007 Olympic Games has already been determined and IOC recognition does not mean that cricket will necessarily be included for the 2012 Games when the programme for that event is being finalised. However, the ICC and the IOC will meet at least annually to discuss whether to make a collective commitment to pursue participation in the Olympic Games as a new strategy objective.

Given the four cricket-crazy countries of the Indian sub-continent – which account for over 20 per cent of the world’s population – picked up only one silver medal between them at the Athens Olympics, it could be argued that closer co-operation between the ICC and the IOC could have a significant impact on spreading the Olympic message to this part of the world.

‘Cricket will now be able to participate in many of the key decision-making forums of international sport.’

Stakeholder Engagement

The ICC is committed through its strategic plan to improving the service it provides to the game’s key stakeholders – in particular, players, media and spectators. Both current and former players have a voice on the ICC Cricket Committee which meets annually to make recommendations on the major off-field issues in the international game. Over the last year a number of these changes that were adopted, leading to: among other things - new regulations for ball replacement and no-balls in ODI cricket and an emphasis on player development.

The ICC Awards function, tour programming issues and an anti-doping education program for players. The ICC and FICA also carried out a joint survey of players who took part in the ICC World Twenty20 2007 in order to get a better understanding of players’ views. This project will be repeated in the coming year.

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1. COB Cricket: Olympic Games were not considered serious threat to that of the ICC in a recent poll.
2. COB Cricket: Olympic Games were not considered serious threat to that of the ICC in a recent poll.
3.Included in the survey were support.
4. Royal Ballet Company hands them from a box.
5. COB Cricket: Olympic Games were not considered serious threat to that of the ICC in a recent poll.
Optimising commercial rights and properties for the benefit of Members
Commercial Programme

The ICC works on behalf of its Members to generate revenues to help grow the game across the world. One of the key ways it does this is through its successful commercial programme.

Cricket has never been in a stronger financial position, with more money coming into the game than ever before. This year was the first year of the ICC’s new media rights and sponsorship cycle. It has seen the ICC working with a number of new high profile partners who not only have shown their commitment to cricket with their financial investment but provide a wider reach to the sport with their global brands.

The success of the ICC World Twenty20, which was seen to inspire domestic Twenty20 franchise leagues, most notably in India, was a commercial success with the ICC broadcasters and sponsors gaining unprecedented exposure.

ESPN STAR Sports, the ICC’s official broadcast partner for ICC events through to 2015, ensured that live coverage was seen across the globe in countries as diverse as China, Papua New Guinea and Canada, while INC acquired audio rights which were distributed to a global audience.

Amongst the key strategic appointments of the year has been a Media Rights Services Manager who is tasked with ensuring that ICC events get maximum broadcast exposure and its official licensed broadcasters offer quality viewing to cricket audiences around the world. This was achieved by an aggressive pre-event broadcast promotion plan of the ICC World Twenty20 and its innovative broadcast, as well as live coverage of the ICC U19 Cricket World Cup.

Outside of major events, Sportsbrand renewed its agreement to produce the ICC’s weekly magazine show on television, ICC Cricket World, which has been ongoing for four years.
and is broadcast in 110 countries, to a
global audience of 95 million, will be
re-launched in a new format in 2008.
Cricket’s continued global popularity
has allowed the ICC to attract leading
global brands to invest in the sport and
use cricket’s unique audience to reach
their customer base. The long-term
commitment of partners such as Pepsi
and Emirates, who have been involved
with the ICC for almost a decade, is
testament to the success of cricket.

The ICC has contracted with Reliance
Mobile (Official Mobile Operator
Services), Emirates (Official Airline
Partner), PepsiCo (Official Beverage and
Snacks Partner), Reebok (Official Clothes
Apparel and Cricket Equipment Supplier)
and Yahoo (Official Internet Partner) as
commercial partners.

In addition, the ICC also appointed
event specific local partners for the ICC World
Twenty20 2007 and the ICC U/19 Cricket
World Cup 2008.

For the ICC World Twenty20 2007
additional, ‘event specific’ global partners
were Emaar MGF and Nokia whilst the
local partners were Standard Bank,
Imperial European Southern Sun and
South African Tourism. For the ICC U/19
Cricket World Cup 2008, NST Group were
the official print media partners.

To help build the exposure of both the ICC
and its partners, the ICC has also worked
with Whitestone’s and Nike to develop
event identities and logos for major and minor events. The new
ICC World Twenty20 logo was a positive
feature of the event and set the tone with
its vibrant colour and abstract, though
identifiable, design.

The ICC has also sought to exploit new
commercial revenues through the
employment of a Business Development
Manager who is responsible for
identifying and developing revenue
opportunities in new areas. As part of
this program Gatwick’s Sports Travel
training, as Cricket Logistics has become
an eight year partner as the Official Travel
Agent and Tours Provider Electronic Arts
became the Official Games Provider
for eight years; Licensing in Motion, a
joint venture between Velocity Brand
Management (‘VBM’) and Sports &
Entertainment Limited (‘SEL’), became
the Official Licensing and Merchandising
Partner and Getty Images was appointed
as the Official ICC Photographic Services
Provider for a term of four years.

As this was the first time that the ICC has
been well placed to sell its commercial
rights directly to partners and service
them in-house, this enabled them to
monitor the exploitation of these
rights and implement practical solutions
 hypertuned to their needs.

The ICC is committed to showcasing
the game on the internet. The official
ICC website, www.icc-cricket.com,
continues to attract visitors from across
the cricketing world, with most visits
from India, the United Kingdom and the
United States. Working with Yahoo, the
ICC was able to develop state of the art
event websites for cricket fans and sell
advertising to widening both the ICC
 corporate site and future event websites
in the coming year.
Where does the ICC’s money come from and how is it redistributed?

As a Members’ organisation the ICC’s mission requires it to optimise its commercial revenue for the benefit of its Members.

It does this primarily through staging major events and selling the related broadcast and sponsorship rights.

The ‘costs’ graph demonstrates that over 86% of expenditure in 2007 was directly distributed to Members with the remainder spent on staffing and operating expenses.

ICC income is the primary income stream of many of the 101 Members.●