

STATE OF THE GLOBAL GAME SNAPSHOT

CRICKET HAS TRANSFORMED DRASTICALLY OVER THE PAST DECADE - AND THE NEXT ONE IS SET TO BE EVEN BIGGER.

This next phase of cricket's evolution requires **greater alignment, stronger partnerships** and **modern frameworks** that allow the game to realise its full global potential.

Last year we published the first **Global Game Structure Report**; a detailed review of the global game. The review found broad agreement that cricket has a significant opportunity ahead, but that a number of structural challenges must be addressed if the game is to realise its full potential. Twelve months on, progress has been made in some areas.

Important conversations around the future structure of the game, player movement, league standards and global growth are now firmly on the agenda.

However, many of the core challenges identified in the report remain unresolved.

The opportunities ahead of the game are unprecedented. The question is whether cricket can align to realise them.

Tom Moffat

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SUMMARY

GROWTH

- CRICKET'S DECADE: THE BIGGEST OPPORTUNITY IN THE GAME'S HISTORY
- LA28: THE CATALYST?

STRUCTURE

- ONE GAME, ONE CALENDAR
- GLOBAL GROWTH NEEDS GLOBAL STANDARDS

LEADERSHIP

- GLOBAL SPORT NEEDS MODERN GLOBAL LEADERSHIP
- PLAYERS: PARTNERS NOT PARTICIPANTS

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WORLD GROWTH

1. CRICKET'S DECADE: THE BIGGEST OPPORTUNITY IN THE GAME'S HISTORY

Olympic inclusion, surging franchise investment, the rise of the women's game, new markets and one of the world's largest fanbases give cricket a bigger opportunity than at any point in its history.

The question is not whether cricket can grow, it's whether the game can align to harness that growth for the sport as a whole and everyone in it, not just a few select markets.

WCA PERSPECTIVE

Cricket has the scale and audience to become significantly bigger, broader and more valuable than it is today.

Fragmentation and short-term regional decision-making are limiting the sport's overall commercial and competitive potential.

If the sport can modernise and align and unite, everyone wins – players, boards, leagues, broadcasters, commercial partners and fans.

KEY OUTCOMES

- Shared global game growth strategy with **long-term rather than short-term decision making**
- Greater **competitive balance** and investment in emerging markets
- Sustainable **growth** across the men's and women's games, stronger women's ecosystem
- **Alignment** between commercial and sporting objectives

2. LA28: THE CATALYST?

Cricket returns to the Olympic Games at LA28 for the first time since 1900, a significant opportunity to unlock new audiences, investment and global relevance.

It also presents a unique opportunity to modernise how cricket (and the IOC) approaches athlete participation, rights, protections and stakeholder collaboration.

Players should be rightly recognised not as just participants but as rightsholders and genuine stakeholders in the future growth of the sport.

WCA PERSPECTIVE

The Olympics presents a major opportunity for cricket – and the moment for players to move from participants to rights holder.

It is a test of the sport's ability to align globally around shared outcomes.

KEY OUTCOMES

- **Collaborative planning** - players, cricket and Olympic stakeholders
- **Modern athlete participation frameworks** and protections, meaningful player **representation** and consultation – **IOC AC v PA**
- Clarity on and fairness of **value return for cricket**
- **Recognition** of player commercial rights and contribution
- **Fair economic return** to players (player remuneration)

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STRUCTURE

3. ONE GAME, ONE CALENDAR

Cricket has become one of the world's biggest sports without a coordinated global scheduling system.

The calendar is now the single biggest lever on fan engagement, player availability, competition value and long-term growth.

WCA PERSPECTIVE

Cricket has evolved into one of the world's biggest sports without a coordinated global scheduling system, creating mounting pressure on players, competitions and the long-term structure of the game.

The Global Game Structure Report demonstrated that a coherent calendar is not just fairer, it's worth more for everyone.

Yet we haven't seen alignment or a shift in the right direction.

KEY OUTCOMES

- Clear **global scheduling windows** - certainty & consistency
- **Coordinated** scheduling principles across international and domestic cricket
- Improved player availability with **stronger context and purpose for international cricket**

4. GLOBAL GROWTH NEEDS GLOBAL STANDARDS

The growth of domestic T20 leagues has been one of cricket's great success stories. The next phase requires world-leading professional standards that support confidence, investment and sustainability.

A sport that sanctions a league, and prevents players competing in unsanctioned leagues, owes the players in it basic protections.

WCA PERSPECTIVE

The growth of domestic leagues has been overwhelmingly positive for cricket, but the system now requires stronger and more consistent global standards to support sustainable growth.

KEY OUTCOMES

- **Modern** global regulatory frameworks - **sanctioning**
- **Minimum professional and contract standards**
- **Payment protection** & integrity mechanisms
- Fair **dispute resolution** systems
- Modern, transparent, fair **player movement** systems

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LEADERSHIP

5. A GLOBAL SPORT NEEDS MODERN GLOBAL LEADERSHIP

The opportunities and challenges facing cricket are greater than ever before.

Strong game growth and long-term sustainability require leadership structures, decision-making processes, and stakeholder engagement capable of managing a genuinely global, complex, and commercial sport.

6. PLAYERS: PARTNERS, NOT JUST PARTICIPANTS

Modern sport recognises athletes as genuine partners and rightsholders, central to decisions that affect them and the game.

Cricket has an opportunity to evolve its stakeholder model to better reflect and achieve global sporting best practice.

WCA PERSPECTIVE

Global sports require trusted, transparent and consistent systems that provide confidence for all participants and stakeholders.

Capitalising on the growth of the game over the next decade requires unprecedented alignment between WCA, the ICC, National Governing Boards, domestic leagues, broadcasters, investors and governments.

KEY OUTCOMES

- Stronger global coordination through a **Global Game Leadership Committee** with balanced representation (boards, leagues, players, independents) advising the ICC Board - concrete, reasonable, realistic ask
- **Clearer, more transparent governance systems** and fairer representation across the sport
- Globally **consistent regulatory frameworks** and greater accountability mechanisms
- Long-term strategic planning and **shared strategic objectives**

WCA PERSPECTIVE

Players are not participants to be consulted after the fact, they are rights holders central to the game's success and value.

Cricket should align with international labour standards on athlete representation, and every major decision of this decade will be better for having players at the table.

KEY OUTCOMES

- Collaborative governance with **meaningful player consultation - alignment with international labour standards**
- **Recognition** of current and emerging player rights (image, data, AI, digital)
- **Modern** stakeholder frameworks and transparent communication
- Stronger, globally **consistent wellbeing protections and standards**