

## Foreign Investment Targets ECB's Hundred Cricket League

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England's cricket sector is experiencing a financial shift as overseas investors show increasing interest in domestic competitions, particularly The Hundred, the short-format league created by the England and Wales Cricket Board (ECB).

According to CNBC's UK Exchange, valuations of teams within The Hundred have risen sharply, with individual franchises potentially worth up to £100 million. This marks a

departure from cricket's traditionally cautious financial approach and places it alongside other major UK sports, attracting international capital.

The ECB is said to be considering the partial sale of team ownership in a bid to raise funds and expand the commercial reach of the league. Much of the investment interest stems from the United States and India, where backers of the Indian Premier League (IPL) are now looking at the UK as a viable market for sports-based financial growth.

With IPL franchises now valued in the billions, some investors view The Hundred as an opportunity to replicate a similar model in the UK. This injection of capital could boost infrastructure and player development, but it also raises questions about long-term governance and the role of grassroots cricket.

Concerns have been raised that a focus on global market appeal and franchise profit could detract from local clubs and youth participation. However, the ECB's willingness to engage with foreign backers reflects a broader trend across the UK economy, where private equity has already reshaped industries such as real estate, transport, and hospitality.

The Hundred itself was designed with modern audiences in mind. From its shortened match format to its family-friendly branding and scheduling, the competition aims to attract both domestic fans and global viewers. Media rights and streaming potential are central to its commercial model.