**Annexure 1**

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| **Table 1**  **Interviewee’s Details** | | | |
| **Respondents** | **Gender** | **Age** | **Job Role** |
| R1 | Male | 21 | Engineering Student |
| R2 | Male | 29 | Patent Analyst |
| R3 | Female | 26 | Software Engineer |
| R4 | Male | 27 | Software Engineer |
| R5 | Male | 25 | MBA Student |
| R6 | Male | 34 | Electrician |
| R7 | Female | 33 | Home Maker |
| R8 | Female | 28 | Nurse |
| R9 | Male | 25 | Athlete |
| R10 | Male | 35 | Shopkeeper |
| R11 | Female | 32 | Project Manager |
| R12 | Female | 31 | Home Maker |
| R13 | Male | 23 | Athlete |
| R14 | Male | 36 | Businessman |
| R15 | Female | 27 | Content Writer |
| R16 | Male | 33 | Fitness Trainer |
| R17 | Male | 33 | Teacher |
| R18 | Male | 20 | Engineering Student |
| R19 | Male | 31 | Marketing Manager |
| R20 | Female | 24 | MBA Student |
| R21 | Male | 34 | Cricket Coach |
| R22 | Female | 32 | Home Maker |
| R23 | Male | 26 | Web Designer |
| R24 | Female | 25 | Graphic Designer |
| R25 | Male | 23 | Photographer |
| R26 | Male | 22 | Athlete |
| R27 | Male | 24 | MBA Student |
| R28 | Male | 16 | High School Student |
| R29 | Male | 27 | Software Engineer |
| R30 | Female | 30 | Accountant |
| R31 | Female | 25 | MBA Student |
| R32 | Female | 31 | Makeup Artist |
| R33 | Male | 36 | Entrepreneur |
| R34 | Female | 29 | Teacher |
| R35 | Female | 33 | Home Maker |

### Annexure 2

**Semi-Structured Interview**

Q1. Do you believe ads run during the match impact your viewing experience?

Q2. Do you enjoy watching ads?

Q3. What kind of ad type that runs during the live broadcast of the match is entertaining?

Q4. What is so interesting about this ad type?

Q5. Do you find ads informative? If yes, then which ad type is informative?

Q6. As you know, virtual ads are displayed on the screen during the broadcast. Do you think the ads' location on your TV/mobile screen matter or affect your viewing experience?

Q7. What according to you is the perfect place on the stadium and even on the screen where the ad could be placed without annoying you?

Q8. Do ads annoy you sometimes?

Q9. Which ad type annoys you the most and why?

Q10. Do you think the timings of the ad are poor during the match? If yes, then why?

Q11. Does the frequency of a particular ad affect your viewing experience?

Q12. What frequency of a particular ad is ok for you before you start getting annoyed by it?

Q13. Does the duration of the ad have any effect on your interest in the match?

Q14. What is the maximum duration of the ad which you find as appropriate one?

Q15. Which ad type you find credible and why?

Q16. Do the presence of your favorite celebrity or cricketer in the advertisement adds the credibility of that ad?

Q17. Does the presence of a celebrity or cricketer in the ad excites you?

Q18. Does celebrity’s ad endorsement influence your decision making?

Q19. If given three options which one would you prefer:

* Watching the match without ads.
* Watching the match with the same number of ads.
* Watching the match with a lesser number of ads.