



around the globe. “We have three world events in every four years,” Muirhead explains. “We also have bi-lateral arrangements – that means we play amongst ourselves. So, the ten full members, plus some of the associates, play against each other in various formats of the game. We have three formats: the traditional game that can last up to five days, which we call ‘test’ cricket. That’s for the purists. Then you have the one-day game. Then, we have the most recent format of the game, the ‘T20,’ which lasts three to four hours. It’s very exciting.”

Because of that excitement, cricket is very attractive to TV audiences, as well as TV advertisers. “From the bi-laterals, there are TV rights which are generated when we play at home,” Muirhead relates. “And those TV companies, like in any other sport, pay reasonable sums to broadcast across the world.”

And also, just like in any other sport, the winners get to make the best deals. “We used to rule the world, some twenty years ago,” he laments. “We were number one in the world in all formats of the game; we had put a West Indian stamp on world cricket. We went into a decline and we are looking to come out of that slump and return to where we think we rightfully belong. Sponsors like winners and it puts us in a better negotiating position with our broadcasters.”

And also, just like in any other professional sport, players on winning teams get noticed. “It affords them very lucrative contracts in the leagues across the world,” says Muirhead. “India, Australia, every cricketing nation has one of these domestic leagues and players look forward to being a part of them.”

Faustin suggests that the West Indies teams are head-