

The Homeland WWE



The Idea

A reality show to find next India's next wrestling superstar who'll **represent India** international WWE events.



The Insights

Popular reality shows claiming audience as high as 114 millions [1.1, 1.3] and the absence of any popular **sports reality shows**; WWE Homeland India can be expected to attract viewers from many taste.



Launch & Sustenance Strategies

1. Auditions in T1 and T2 cities with ex-WWE players as judge. Another 2 to 3 rounds before finals to keep the **season short**.
2. **Live audience** [1.4] with voting participation.
3. Analyzing this, subsequent seasons can be organized in each 1 or 2 years penetrating more cities [1.6].
4. Following SmackDown success in embracing **female participants** [1.2], woman championship can also be brought to the Homeland WWE.



Impact on SPNI

- **Indian participation** [1.5] will increase in WWE and consequently their showmanship.
- SPNI will have loyal audience as the viewers would have seen the wrestlers journey and **connected emotionally**.
- The **human side of wrestlers** stories can be programmed in Entertainment channels like Sony.
- Sony will have to invite giants of the WWE to the finals.

AB DANGAL HOGA



OTT for Smart Viewing



The Idea

Providing viewers an alternative to TV through streaming media with advance features for 'Smart Viewing'.



The Insights

- As digital will **overtake TV viewership** in India within 2 years ^[2.1] we must focus on improving OTT Services.
- Features such as Best Move Replay, Player Profile Viewer, Continue from where one left can be included.
- With 260 million Indian using social medias ^[2.2], sharing **GIFs and Memes** with WWE watermark from Sony Liv app itself.



Impact on SPNI

From OTT SPNI can **gather and analyze info** such as which part of the match, which match, at what time, from which region is viewed or liked. This will help SPNI keep a track of the content quality and audience based suggestions.



Launch & Sustenance Strategies

1. Advertisement of **match clips** in other OTTs and YouTube.
2. WWE Superstars endorsing about Sony Liv .
3. **A step ahead in Technology** message can be passed to attracting younger audience.
4. Frequent **player interaction for fans** through the application.
5. **View credits** count and monthly freebies for viewers with higher credits.
6. After popularizing, **exclusivity** to own OTT platform will help in sustaining viewership.

Pocket Friendly on-boarding will attract more viewers compared to other expensive OTT competitors. Later revenue can be generated with Prime content from persisting users along with advertisement.



Big Screen Entertainment

3



The Idea

Organizing open projector previews of important matches in city centers, malls, nukkads and cafes.



The Insights

- The new age consumers want **experiences**, not things ^[3.1]. As the demand of live matches can not be full filled an alternative is creating broadcast hubs for interesting matches.
- Spare times are on the verge of extinction, this idea will help the **multi-tasking** generation ^[3.2].



Launch & Sustenance Strategies

1. Providing small cafes and restaurants with big screen TVs or Projector.
2. Initial investment can be done in partnership with multinational food and beverages company like **Coke and Pepsi**.
3. WWE Superstars touring multiple cities and **inaugurating these screen**.
4. Tie up with **ageing Cinemas** ^[3.3] and theaters of Tier – 3 and 4 cities. And weekdays multiplex previews in big cities.



Impact on SPNI

- SPNI can project other shows with **teasers and trailers** to make hype.
- Street Previews will create more audience who are not aware in WWE in TV or OTT.
- Perception of WWE as **an elite audience** show will change.

KAH KAH KE
LENGE



KHA KHA KE
DEKHENGE

Adapting WWE for India



The Idea

Regional language commentary and Indian hosts and ex-players for match discussion.



The Insights

- As only one tenth of Indian understand Western English ^[4.1], visuals without audio makes less attractive.
- Places where WWE is popular i.e. Gujarat, Maharashtra, Tamilnadu And AP combined has about a population 400 million ^[4.2], **crowd this large** can be pleased with regional commentary.



Launch & Sustenance Strategies

1. Commentary in Telegu, Marathi, Gujurati, Tamil and Punjabi as these are **hotspots**.
2. Bollywood superstars, legends from other sports can be invited to pre-match shows.
3. If RC succeeds, experimenting with **even more regional languages** can be done.
4. Broadcasting WWE in SPNI's other **regional channels** like Sony Marathi.



Impact on SPNI

- Collecting **user choices, TV polls and questionnaires** raised in these shows in Sony Liv app during these shows.
- Regional commentary will penetrate market in rural; regional aspiration in WWE will go up.
- The insurance of post retirement period for the veteran wrestlers will encourage many newcomers to choose WWE as a **career choice**.
- Trained Indian language commentators can further assist in broadcasting other sports.

MAA TERI BOHU



NAMASTE MAAJI!



AREY YEH TOH HINDI
BOLTI HEY.

User Engagement



The Idea

Engaging users with games, quizzes and online discussions.



The Insights

- With projected 62 million Indians ^[5.1] playing in **mobile, WWE game** will boost UE. Game with VR will also create great hype. These can be sold in bundle with Sony's Play Station.
- SmackDown, RAW as **quiz** topics in popular application like Quizapp. Sunday newspaper quiz and online impression quiz can also be explored.
- Indians getting highly involved in **social media discussion** sites like Quora ^[5.2]. Online buzz can be started in these sites with frequent topics on day's match.



Launch & Sustenance Strategies

1. Application can be launched by WWE Superstars in season finale.
2. Users credited with enough game points or winners of quizzes will be **eligible for freebies and tickets** in live events.
3. **Gaming contests** can be organized.
4. Yearly upgrades to keep the game **evolved**.
5. Commentary and weekly discussion **podcast** in Radios and Music apps.



Impact on SPNI

- Games can have **character journey** like FIFA.
- Revenue can be generated with paid add-ons, **in-app purchases** and advertisement.

KITNE TICKET JITEY?



DO SARDAR



BOHUT MAJA AYEKA

Apparels & Figurine



The Idea

WWE Apparels and figurines to improve player visibility.



The Insights

- People have more Linkin Park and Beatles t-shirts in their cupboard compared to the songs in their playlists.
- With more than 500 million below age 20 [7..1] **markets for apparels, figurines and stationary** is wide.
- To make Superstars characters **must get out of TVs** and Mobile screens.



Launch & Sustenance Strategies

1. **Sample copy** of products can be bundled with other Sony products.
2. Tie up stationary brands like Classmates and apparels brands like Jack & Jones.
3. **Low cost printed t-shirts** through e-commerce.
4. Figurines **with meals** in popular food chain like Subway and McDonalds.
5. **Encouraging collectors** with special events.



Impact on SPNI

- **Designing and marketing** these products will take a separate team of professionals.
- Stars can popularize these products.

YE KYA KHATA HEY?
DHOOP



AAUR YEH?



BAS ATTENTION!