

CONCLUSION &  
REFERENCE

IDEAS

REASON FOR DECLINE

6

3

2



TEAM  
EUREKA

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# Major Issues Leading to Decline



## THE SHOW DIDN'T GO ON

We need a Virat Kohli to live without Tendulkar; in short **Indian fans need superstars**. Many wrestling giants' departure <sup>[0.2]</sup> has created the viewers to lose interest in the show. This can only be creating new Heroes.



## SHORT AND CRISP

With 3.6 Billion Viewership FIFA WC matches run for 90 to 130 minutes <sup>[0.3]</sup>. Decade long Undertaker vs. Kane storylines <sup>[0.4]</sup> doesn't keep today's **viewers involved**. No time bound stories leads to boredom <sup>[0.5]</sup>.



## INDISCIPLINE

Instances of wrestlers misbehaving with crowd is not rare <sup>[0.6]</sup>. Cases of authorities more involved in show is also disliked by crowd. Frequent partial judgements also creates distrust.



## GENDER DISCRIMINATION

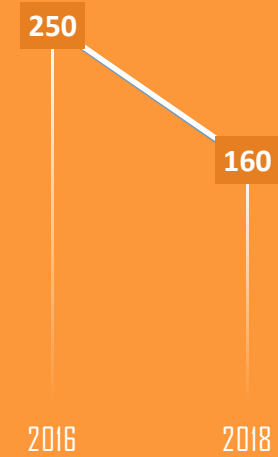
Several instances of sexual assaults, gender discrimination and extreme sexism came under media watch which created a bad reputation <sup>[0.7, 0.8]</sup>. Far less importance is also given while broadcasting female WWE matches.



## BAD BOOKING

Though being the largest content consumer of WWE <sup>[0.1]</sup> there is hardly (if) any live events in India. Shows were cut off from half of the tour even though there was great interest among fans, creates a very bad reputation.

## VIEWERSHIP (IN GRPS)



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# 1. The Homeland WWE

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## THE IDEA



A reality show to find next India's next Wrestling Superstar who will **represent India** International events.

## IMPACT ON SPNI



- **Indian participation** <sup>[1.5]</sup> 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**.
- Sony will have to invite giants of the WWE to the finals.

## INSIGHT BEHND THE IDEA



Popular reality shows claiming audience as high as 114 millions <sup>[1.1, 1.3]</sup> 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 judges.
2. **Live audience** <sup>[1.4]</sup> with voting participation.
3. Analyzing this, subsequent seasons can be organized in each 1 or 2 years penetrating more cities <sup>[1.6]</sup>.
4. Following SmackDown success in embracing **female participants**<sup>[1.2]</sup> ,Women Championship can also be brought to the Homeland WWE .



## 2. OTT for Smart Viewing

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### THE IDEA



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

### INSIGHT BEHND THE IDEA



- 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.

### IMPACT ON SPNI

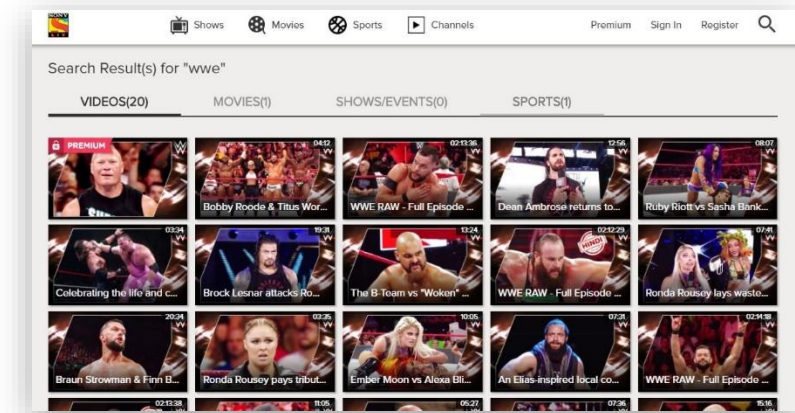


- From OTT, SPNI can gather and analyze information regarding viewership based on **demographics, geography** etc. This will help SPNI keep a track quality of the content and audience-based suggestions.
- **Pocket Friendly on-boarding** will attract more viewers compared to other expensive OTT competitors. Later revenue can be generated with Prime content from persisting users.

### LAUNCH & SUSTENANCE STRATEGIES



1. WWE Superstars endorsing about SonyLIV .
2. Frequent **player interaction for fans** through the application.
3. **View credits** count and monthly freebies for viewers with higher credits.
4. After popularizing, **exclusivity** to own OTT platform will help in sustaining viewership.



# 3. Big Screen Entertainment

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## THE IDEA



Organizing open projector previews of important matches in city centers, malls, street-corners and cafes.

## INSIGHT BEHND THE IDEA



- The new age consumers want **experiences**, not things <sup>[3.1]</sup>. As the demand of live matches can not be full filled an alternative is creating broadcast hubs for interesting matches.



## IMPACT ON SPNI

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



## LAUNCH & SUSTENANCE STRATEGIES

1. Providing small cafes and restaurants with big screen TVs or Projector to preview matches.
2. WWE Superstars touring multiple cities and **inaugurating these screen**.
3. Tie up with **ageing Cinemas** <sup>[3.3]</sup> and theaters of Tier – 3 and 4 cities. And weekdays multiplex previews in big cities.



## 4. Adapting WWE for India

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### THE IDEA



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



### IMPACT ON SPNI

- 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**.

### INSIGHT BEHND THE IDEA



- As only one tenth of Indian population understands Western English <sup>[4.1]</sup>, 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 <sup>[4.2]</sup>, **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. Broadcasting WWE in SPNI's other **regional channels** like Sony Marathi.

# 5. User Engagement

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## THE IDEA



Engaging users with games, quizzes, cards and online discussions.



## IMPACT ON SPNI

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

## INSIGHT BEHND THE IDEA



- With projected 62 million Indians <sup>[5.1]</sup> playing in **mobile, WWE game** will boost user engagement. WWE Games with VR will also create great hype. These can be sold in bundle with Sony's Play Station.
- Indians getting highly involved in **social media discussion** sites like Quora <sup>[5.2]</sup>. 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. Yearly upgrades to keep the game **evolved**.
4. Commentary and weekly discussion **podcast** in Radios and Music apps.





# 6. Apparels & Action Figures

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## THE IDEA



WWE Apparels and action figures to improve player visibility.



## IMPACT ON SPNI

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

## INSIGHT BEHND THE IDEA



- With more than 500 million below age 20 [6..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.



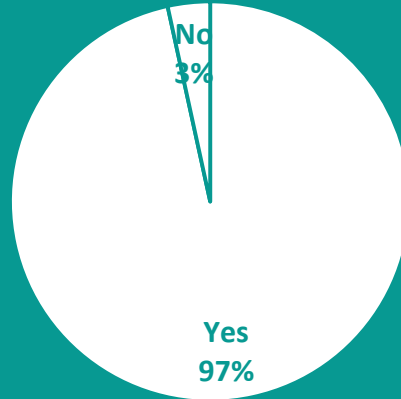


# Conclusion

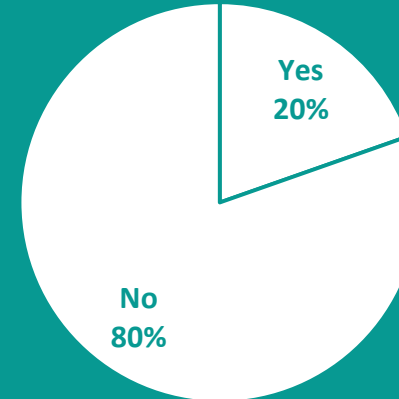
We conducted a survey over sample of viewers with various interests, background, age and location. These are some of the data we found.

As seen from these data, enthusiasm among viewership is low. The strategies suggested will help come a great way for revival of WWE.

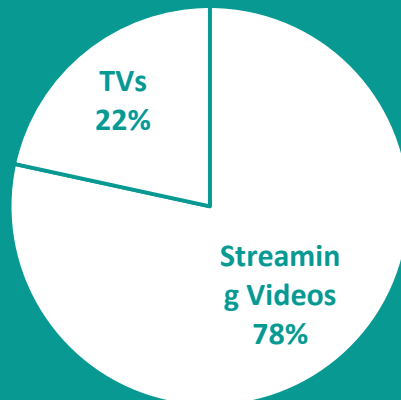
## HAVE YOU EVER WATCHED WWE?



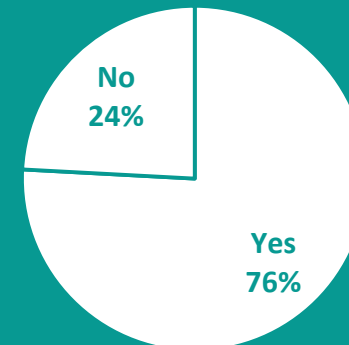
## DO YOU STILL WATCH WWE?



## STREAMING MEDIA OR TELEVISION?



## WOULD YOU LIKE POPULAR WWE STARS TO COMEBACK?



Sr. No.	Links
0.1	<a href="#">Analysis: How Does India Fit Into WWE's Business Model?</a>
0.2	<a href="#">6 Wrestlers who retired in 2017</a>
0.3	<a href="#">10 Most-Watched Sport Events In The History Of Television</a>
0.4	<a href="#">6 of the longest storylines in WWE history</a>
0.5	<a href="#">WWE reduces India tour to one show</a>
0.6	<a href="#">Wrestler spits at a child, gets assaulted by an adult</a>
0.7	<a href="#">It's Time for the WWE to Close Its Gender Pay Gap</a>
0.8	<a href="#">WWE women face blatant discrimination, sexism in wrestling universe</a>
1.1	<a href="#">In India, Reality TV Catches On, With Some Qualms</a>
1.2	<a href="#">WWE SmackDown Is Embracing Female Viewers, And It's Working</a>
1.3	<a href="#">Reality wave hits Indian television</a>

Sr. No.	Links
1.4	<a href="#">Which TV shows are taped or aired in front of a live audience?</a>
1.5	<a href="#">A look at all the Indian stars in the history of WWE</a>
1.6	<a href="#">How do small towns produce so many pro athletes?</a>
2.1	<a href="#">Digital will overtake TV viewership in India by 2020</a>
3.1	<a href="#">The Multitasking Generation</a>
3.2	<a href="#">IPL 2018: Now, watch matches on big screens for free; here is how</a>
4.1	<a href="#">English or Hinglish - which will India choose?</a>
4.2	<a href="#">List of states and union territories of India by population</a>
5.1	<a href="#">Online Gaming in India</a>
5.2	<a href="#">Indians in Quora</a>
6.1	<a href="#">Latest Census data shows youth surge</a>

Thank You.