

WWE was at its high during the 1990s and had no match to competitors in its sector. But suddenly their viewership decreased in very quick span of time. The main reasons for this are stated below

- **Titles losing prestige:** The WWE scrapped European Championship, Cruiserweight Championship and Hardcore Championship and fans slowly lost interest in the Divas Championship, Intercontinental Championship and the WWE Tag Team Championship.
- **Over dependence on main characters:** Over dependence on main characters and they leaving (some finding other opportunities and others retiring). The organization hired part timers to compensate the gap. This was one of the main reason for fans losing interest in the show.
- **Loose ends:** Storylines are probably one of the biggest factors which keeps a fan involved with your content every week. You cannot leave loose ends, nor can you drag a storyline till it bores the fans.
- **Bad Bookings decision:** The WWE has botched their bookings in ridiculous manners over the last few years and there is no way the fans appreciate bad bookings
- **PG era kicking off:** It might be true that no age-group buys WWE merchandise more than young kids but it is also true that no age-group watches WWE more than the 18-34 age bracket. Ever since the PG era kicked off, the adults have severely lost interest and the WWE somehow ignores this fall and continues to pander content to the kids.

Strategies to increase viewership:

- **Frequent WWE Live in India-** To enhance interest of target audience towards WWE, Sony should arrange frequent visit of popular WWE icons to India. A tour of through major Indian Tier 1 cities including Mumbai, Hyderabad, Chennai, Gujarat and Punjab would help revive the popularity of the show.
- **OTT-** OTT stands for “over-the-top,” which is used for the delivery of film and TV content via the internet, without requiring users to subscribe to a traditional cable or satellite. After the initial branding we can stream it on Sony Live platform making use of the advantage of lower subscription cost when compared to its competitors such as Netflix and Hotstar.
- **Invite veteran players** of the game like to all the post and pre-match programs to analyse newbies. Frequent appearance of legend wrestlers would help target the 25-35 age group.
- **Regional Language Commentary-** Awareness of the scripted nature of pro-wrestling matches is one of the reasons of the decrease in viewership. Changing the target audience to rural sector and penetrating in that market would lead to increase in viewership. This can be done by introducing regional language commentary which would become popular in the Tier-3 cities and the rural segment.
- **Reality Shows-** Introduce reality shows in Sony where auditions for the next wrestler from India to get a chance to represent India in WWE would be taken. Coming up

with exciting offers including a chance to view WWE Main Event or Smackdown will increase participation from the viewers.

- **Preview in Public Places-** Preview of the important matches in popular pubs and bars of Tier 1 cities.
- **User Engagement-** Improve online revenue by engaging users in quizzes and games. This would help excite viewers and keep audience engaged.
- **Increase User base** by having more pay per view games in India.
- **WWE Apparels and Figurines-** Team up with Indian Brands to sell figurines to improve visibility of new players who do not have the connect like the old timers.

Impact of applying the strategies for SPNI:

In an era of Internet, where 64.84% of population in Urban India and 20.26% of population in Rural India are daily Internet users, the OTT strategy will be a huge success. In rural India, where people cannot afford a television and the mobile handset penetration is much higher, providing access to mobile would ensure an increase in viewership. So, to cater to that population will increase the consumer base and overall viewership.