

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



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