

# How do you plan to get your AUDIENCES BACK?

Re-runs of TV shows are being shown and viewers are naturally unhappy. So is there a strategy in place to woo viewers back? Roshni K Olivera speaks to top telly producers

**W**hat's on TV tonight? Well, nothing really, just re-runs of shows! And that's been the story past few days. Audiences are certainly not happy and many of them have

found alternatives. While some of the hardcore daily soap watchers have started surfing news and sports channels, others are watching movies. This is a matter of concern for serial makers. They stand

to lose out on their loyal audiences if the strike goes on too long. Of course, the strike could end any time considering talks are on between all the parties. But at least till the time we have to press, the

problem prevailed. So how worried are our producers about losing out on viewership? And do they have a strategy in place to get the eyeballs back once the strike ends? *BT* spoke to some of our top makers...

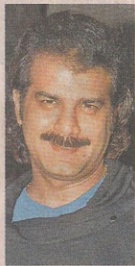


**A**udiences who've gone back. Sometimes a break is good. During this time, there's a lot of planning one can do and also re-evaluate your scripts. We have decided to review all our scripts in this time that we have.

EKTA KAPOOR

**E**ven though re-runs are currently on, we are all trying to run the best of episodes. Cross-viewership is on right now and some shows may benefit from this. We are very confident that our audiences will remain with us or surely return because our shows are unique. Also, once the strike ends, I'm certain all we producers will strive really hard to get our viewers back to watching TV.

J D MAJETHIA



**O**ur loyal audience will surely understand that there is a genuine problem right now and hence re-runs are being shown. This won't go on forever. Right now we are going through recaps but soon the main programming will begin. We are all working towards that.

SUNJOY WADDHWA



**O**ur audiences are tuned in to shows because they identify with the characters. Right now we've taken best of episodes, re-edited, given it some interesting music, voiceovers etc keeping the look fresh and new. So audiences don't go away. If the strike continues for long then there is a fear of losing out on viewers who surf the TV with a remote. However loyal audiences will never go.

DHEERAJ KUMAR



**E**ven in the toughest times like during the IPL our show did extremely well. I am very confident that the audiences are waiting for the break to end so they can get back to watching their favourite show and that too with a vengeance! Re-runs have helped. The feedback I have received is that people who hadn't watched past episodes were happy to catch up on them.

RAJAN SHAHI

**W**e are helpless on that front. There's nothing we can really plan right now. At the moment we can only wait and watch. Yes, what we can do when the show begins again is to make things extremely interesting so we are able to bring the audiences back.

AJAJI SINHA

