



KBC-4 on Sony to see Amitabh Bachchan back as host

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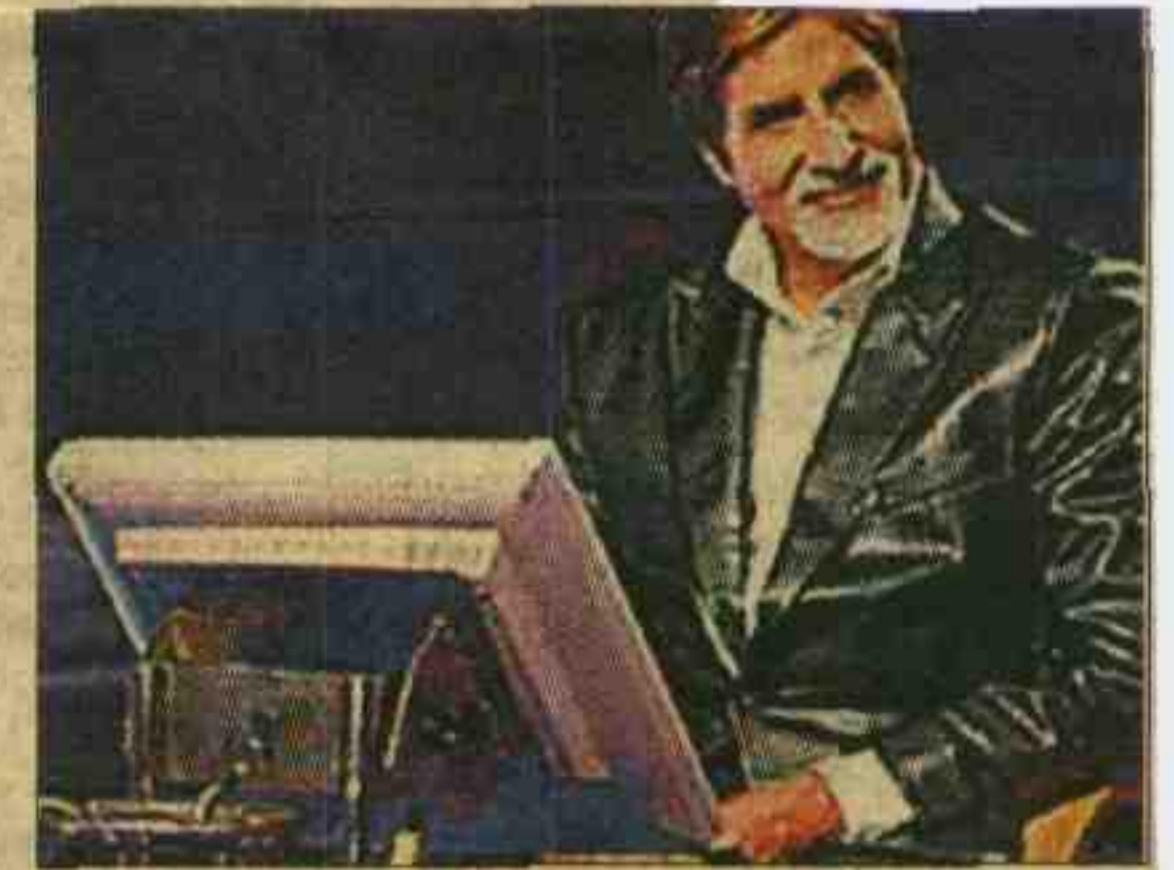
Mumbai, Jul 7: *Kaun Banega Crorepati* (KBC), a quiz-based reality show owned by Endemol, will be back on TV screens later this year. It will be aired to Multi Screen Media's (MSM) general entertainment channel, Sony Entertainment Television, instead of Star Plus, which aired the show in its earlier three versions.

The show's erstwhile anchor, actor Amitabh Bachchan will be back for the edition. He hosted the first two editions of the show. The third edition was

hosted by Shah Rukh Khan.

NP Singh, COO, Sony Entertainment Television said: "We are pleased to bring KBC back to our Indian viewers. Once we decided to launch the show, the only name that came to our mind was Amitabh Bachchan. We look forward a show which will provide wholesome entertainment with fun, knowledge and humour to the entire family."

According to Television Audience Measurement (TAM) data, Sony ranks fourth in the GEC roster with 148 gross rating point (GRP) with 11% channel share.



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The launch of KBC will be the channel's third biggest attempt to get back in the reckoning.

Last year, the channel introduced a new branding initiative and had launched a slew of new shows and had revised its content offering.

Except for the Salman Khan-hosted celebrity reality show *Dus Ka Dum*, the other new shows did not succeed and were pulled off air.

At the beginning of this year, Sony made a second attempt to bring back audiences and announced its exclusive content tie-up with Yash Raj Films TV.

Under this, five new shows were launched but were pulled off within 3 months due to poor ratings. So will KBC help Sony reduce the gap with its competitors? Analysts say that the comeback of KBC is all about creating the buzz and catching eyeballs. More viewers mean higher television ratings and this in turn means more advertisers.

And the end goal is of course higher earnings for the channels. KBC, during its inaugural editions, had garnered some of the highest television ratings ever for Star Plus which in turn helped the channel consolidate its position at

the top.

For MSM, this will be a very significant television property following Indian Premier League and Indian Idol. However, IPL is considered the channel's most premium property.

For IPL3, the channel recorded an average television rating of 5.72% during the first week as compared to 5.16% of the previous edition. It is estimated that the channel has earned over Rs 600 crore during IPL3 through on-air advertising inventory. Media planners say that the cost of advertising inventory of KBC will be at least 25% less than the IPL.