

We plan to make SET number-1 channel: MSM CEO



New game plan

THE year 2009 started off on a difficult note for Multi Screen Media (MSM), earlier known as Sony Entertainment Television. At the centre of its strategy for 2010 is its long-standing relationship with Yash Raj Films (YRF), which will soon launch its television production division. MSM, which holds rights to a large number of YRF movies, will have exclusive access to its television content. In a chat with Leena Mulchandani, Man Jit Singh, CEO, MSM elaborates on the company's strategy and what the deal with YRF could mean. Excerpts:

How did the YRF deal materialise? What is it all about?

We've had a long relationship with YRF and we were keen on partnering them in their television production venture. This is an exclusive arrangement with Sony Entertainment Television (SET). We're slotting the 8-10 PM slot on the weekends (Friday, Saturday and Sunday) for this. It is done in the hi-definition format with very high quality standards.

How do you see YRF's ideas shifting to the small screen?

Films and television are distinct from each other. The team at YRF has spent a lot of time in learning the medium apart from investing in infrastructure. Their story-telling ability will be a huge plus

point and this was clear when we heard their concepts for the first time.

Could you outline the importance of this deal in MSM's strategy in the time to come?

Our strategy is to make SET the number one channel in the next 12-18 months. The YRF deal is very much a part of this strategy. It will strengthen our position over the weekends. The deal with YRF is at the core of our strategy to get to the number one position.

What is the status of MSM's plans to launch a sports channel?

We're evaluating all the global rights available today. The Indian Premier League (IPL) will be the backbone of the channel but other rights are also crucial since we will need content throughout the year. While cricket will be core, we will also have soccer and wrestling. If we have rights that are good, we will launch in the next six months. A large part of the Set Max team come from a sports background, which means there is already a lot of talent.

Could you recap MSM's performance in 2009?

The year started off as a tough year because we were way down in the ratings. It is gratifying to see the way we've progressed. Ratings of SET,

our flagship channel, have progressed from 70 gross rating points (GRPs) to 190 GRPs. We are on a stronger platform now and doing a lot more research also. SAB is the fastest growing channel. It skews the older demographic and brings in male viewers giving our advertisers a larger portfolio of viewers. We're also doing new movie runs on Sony Pix now, while Set Max is the number one movie channel.

In your opinion, what went wrong with SET?

I think we confused our viewers. We changed strategy and were not consistent. We did not quite understand the small town audience. As TAM peplemeters moved out of the big cities and started tracking the small towns, this became crucial.

What are the targets for 2010?

We want to be in the top three slot and ensure that we have a strong fiction line-up on weekends. In 12-18 months, we want to be the number one channel. Fiction programming ensures stickiness of the audience. We'd like to see SAB move up to the number four position with the continued focus on comedy. We'd like to be in more new movies on Pix. For MAX we'd like to keep acquiring new movies and ensure it is the number one movie channel.

12 December, 2009 – Bombay times

Now It's the small screen

And now, it's the small screen

Yashraj Films have always been at the forefront in the *filmi dunya* and now they're all set to step into the television arena as well. From serials to reality shows, a TV channel will showcase some of the best that Yashraj has to offer. Karan Johar will don the mantle of a host for *Lift Kara De*, touted as the mother of all reality shows. In 20 weeks, 20 of India's biggest superstars will change lives. This will definitely be one of the shows to watch out for! Apart from this, YRF's other shows on the channel include *Mahi Way*, a story of a 25-year-old girl who wants to make a name for herself. Finding the perfect match for you will be Rohan and Isha, in the show *Rishta.Com*. The ultimate battle between good and evil will be fought in *Seven*,

Karan Johar

which will explore the journey of seven ordinary people with extra-ordinary powers and their quest to fulfill an ancient prophecy and save the world from evil forces. Human emotions will be explored in *Powder*, that will witness a gritty battle for supremacy.

नवीन वर्षाची (इंग्रजी कॅलेंडरनुसार) चाहूल लागली, की अनेक नव्या संकल्पांचीही चाहूल लागते. त्यामुळे नवीन वर्ष उजाडताना कोण काय नवीन करतंय, याकडे लक्ष लागणं स्वाभाविक आहे. काही महिन्यांपूर्वीच आपलं रंगरूप बदलणारं 'सोनी' पुन्हा एकदा बदलणार आहे. नव्या वर्षात चॅनलची मदार पूर्णतः 'यशराज'च्या शोजवर असणार आहे.

हिंदी सिनेमांना ग्लॅमरस बनवणाऱ्या 'यशराज'च्या सिनेमांची यादी अनेकांना तोंडपाठ असेल. गेल्या काही दशकांत भरपूर यश मिळवलेल्या या बॅनरला गेल्या काही वर्षांपासून सतत अपयशाशी मुकाबला करावा लागतोय. म्हणूनच कदाचित त्यांनी 'यशा'च्या शोधात छोट्या पडद्याचा रस्ता धरला. 'सोनी'साठी 'वायएफआर टीव्ही'ने पाच शोज बनवले असून एक जानेवारीपासून ते प्रत्यक्ष चॅनलवर पाहायला मिळणार आहेत.

'लिफ्ट करा दे' या शोमध्ये करण जोहरचं अॅकरिंग असून त्यात बॉलिवुडचे सुपरस्टार आणि त्यांच्या एका 'जबरदस्त' फॅनला एकाच मंचावर आणलं जाणार आहे. प्रत्येक आठवड्यात एक सुपरस्टार आणि त्याचा सुपरफॅन एकमेकांसमोर येतील आणि

आपापली आयुष्यं बदलतील. हा फॉरमॅट आत्तापर्यंत रिअॅलिटी शोजमध्ये कोणी आणला नसल्याने त्याचं कौतुक होणारच.

मालिका लोकप्रिय बनवायची असेल, तर त्यात एकतरी स्त्रीप्रधान मालिका हवीच. नायिकेच्या स्वप्नाळू डोळ्यांमध्ये अनेक स्वप्नं तरंगत असतात. ती पूर्ण करण्यासाठी ती जी काही घडपड करते, ती प्रेक्षकांना पाहावी लागते. 'माही वे' या मालिकेचंही असंच काहीसं आहे. यात 'यशराज' टच जाणवला तरच ती वेगळी ठरेल. 'रिश्ता डॉट कॉम'मध्ये रोहन आणि ईशा लोकांची लग्नं

जमवणार आहेत. तिथे 'इमेजिन'वर राहुल बाशिंग बांधून उभा आहेच. तो रिअॅलिटी शो आहे. मात्र, ही 'शुभमंगल' जमवणाऱ्यांवरची हलकीफुलकी मालिका आहे. पौराणिक कथांचा आधार घेत 'सेव्हन' ही मालिका

बनवण्यात आली आहे.

यातल्या सात जणांकडे सात अद्भूत शक्ती आहेत. त्यांच्या आधारावर ते दुष्ट प्रवृत्तींशी दोन हात करतात. बऱ्याच दिवसांनी अशी मालिका पाहायला मिळतेय. हा रुचीपालट प्रेक्षकांना गोड लागला म्हणजे मिळवलं. 'जर्द'च्या नशेत जगणाऱ्या मुंबईचं दर्शन 'पावडर' या मालिकेत घडेल. त्यात मानवी स्वभावाचे अनेक कंगोरे पाहायला मिळतील.

पण या दुनियेशी दोन हात करणारेही या मालिकेत आहेत. त्यामुळे हा संघर्षही वाईट विरुद्ध चांगलं असा असेल.

पाचही शोज थोड्याफार फरकाने इतरांपासून वेगळे आहेत. काही महिन्यांपूर्वी 'सोनी'ने स्वतःला रिलॉच करताना 'वेगळे' म्हणून 'पालमपूर एक्सप्रेस', 'लेडिज स्पेशल', 'भास्कर भारती' असे जे शोज आणले त्यातले बहुतेक सर्वच 'अल्पजीवी' ठरले. कदाचित यशाचा हा वेगळा मार्ग सापडल्याने त्यांनी हे शोज बंद केले असावेत. पण एक गोष्ट मात्र खरी, यावेळेस 'सोनी'ला नशिबाने साथ दिली तर इतर चॅनल्सनाही स्वतःला बदलावं लागेल!

- रुई गावंड

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12 December, 2009 – Deccan Chronicle

Yash Raj to hit TV now

Yash Raj to hit TV now

January 1, 2010 will mark the debut of YRF TV, a subsidiary of Yash Raj Films, with an introduction of five shows on Sony. The offering from YRF TV — one non-fiction and four fiction shows — will have a new look with fresh, contemporary and engaging storylines. These shows will reflect the dreams, aspirations and passions of young India, which is Sony's core audience.

Lift Kara De, hosted by Karan Johar is a reality show

which will feature one film star and his/her biggest fan each week. Among the non-fiction shows, *Mahi Way* is the story of a 25-year-old girl who wants a successful career, a prince charming and an identity of her own. *Rishta.com* is the story about finding a special someone.

Seven is a battle between good and evil while *Power* is about two men on either sides of the law and their gritty battle for supremacy in Mumbai.

13 December, 2009 – Pioneer

Now It's the small screen

Santa Rani



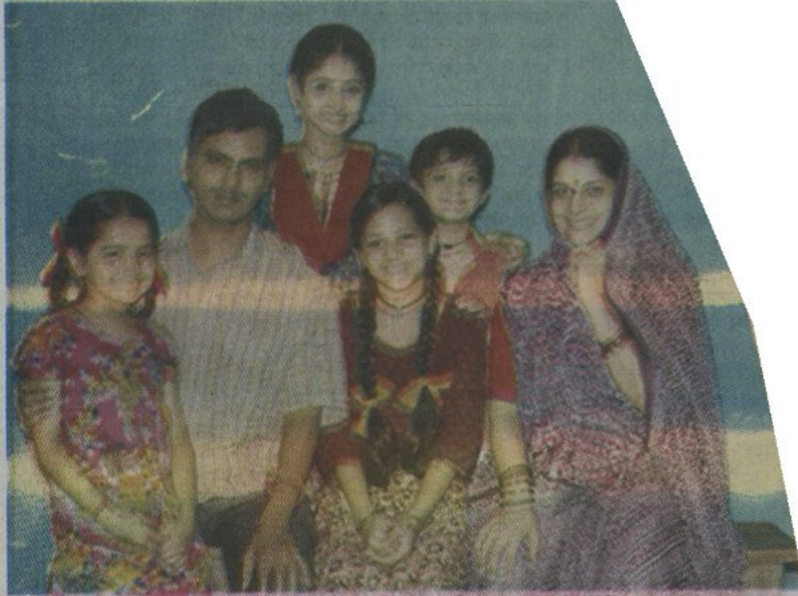
Christmas is still a few weeks away but Bollywood diva Rani Mukherji decided to play Santa in advance on Sony's *Dance Premier League*. In the last episode of the reality show, anybody who impressed Rani had a surprise gift — not *rosogullas* and *sandesh* this time, but gifts to cherish. When Rani heard that Chirag from Uttar Ke Puttar team had been practicing songs on his Cassio back in his hotel, she was touched. She decided to get him one of the latest synthesizers so that he would never forget her. For participant Mini's extraordinary talent as a choreographer she got her a pair of *payals* which she wanted to put on her feet herself, much to Mini's surprise. Choreographer Pappu got a swanky guitar.

15 December, 2009 – Punjab Kesari

Prabhakar And Madhav In Problem

सोनी
टीवी पर
प्रसारित होने वाले
धारावाहिक 'जीत
जाएंगे हम' का प्रमुख
नायक प्रभाकर मीना को पत्र
लिखना चाहता है पर काफी
कन्फ्यूज है। उसकी उलझन को
सुलझाने के लिए बाबू आगे आते हैं और
उन्हें कुछ टिप्स देते हैं। इधर सुमन माधव से
पूछती है कि क्यों यादव के गुंडों ने उसे बुरी तरह
से पीटा। माधव बताता है कि महज दो दिनों में उधार
में लिए गए पचहत्तर हजार रुपयों को न लौटाने की

मझधार में प्रभाकर और माधव



सूरत में उनके गुंडों ने मुझे बुरी तरह से पीटा।

सुमन इन बातों को सुनकर ज्योंही अपने घर लौटने की सोचती है, उसी समय एक गाड़ी उसके ठीक पीछे आकर रुकती है। वह गाड़ी उसे टक्कर मार कर आगे बढ़ जाती, अगर प्रभाकर उसे नहीं बचाता। प्रभाकर भी सुमन को प्रेम पत्र भेजना चाहता है पर भेज नहीं पाता। उधर माधव खाली हाथ पुरन के पास जाता है और उसे इस लोन के बारे में बताता है। क्या ये सभी अपनी-अपनी जंग को जीतने में कामयाब होंगे यह तो आने वाला समय ही बताएगा। ❀ फी.डे.

15 December, 2009 – Hindustan times

Shruti makes come back in Rista.com

tube
tattle



Shruti makes a comeback in Rishtha.com

Shruti Seth will soon be seen on television playing the lead character of Isha Mirchandani, a match-maker in Yash Raj Films' TV show called Rishtha.com. While Shruti is ready with a comeback of sorts, what is interesting is her brother **Rishabh's** debut with his badi behena! Apparently Rishtha.com is being written and directed by Rishabh Seth.

It is a story about two partners Rohan Mehra and Isha Mirchandani who do their best to find the right match for the right people. Bhaiyya Rishabh found no one but Shruti apt for the role, but who is Rohan? After six gruelling months and 100 auditions, **Kavi Shashtri**, a 24-year-old youngster from UK was selected. Kavi has extensive experience in theatre and has done cameos on British TV. He has also worked under **Imtiaz Ali** in Love Aaj Kal.

15 December, 2009 – mid-Day

KJo shoot with PC



KJO SHOOTS WITH PC

Karan Johar shoots for his new reality show Lift Kara De with **Priyanka Chopra**. The show airs on Sony next month and will have a host of celebrities being grilled by Karan. PC will be his first guest followed by many more.

15 December, 2009 – Punjab Kesari

Family Is Unhappy With Mohan's Decision

छोटे पदों
पर प्रसारित होने
वाला धारावाहिक
सुख बाय चांस में इन
दिनों काफी धमाचौकड़ी मची
हुई है। एक तरफ तो मोहनभाई के
फैसले से उनके परिवार वाले काफी
अपसेट हैं, दूसरी तरफ मोहन भाई सारे
धन को लाकर में रखना चाहते हैं।
इधर बंटी सभी घर वालों को बताता है कि

मोहन के फैसले से नाखुश घरवाले



उनके मोहल्ले में 2 लाख रुपयों की चोरी हो गई है और पुलिस इस धन की तलाशी के लिए एक-एक घर की छानबीन कर रही है। मोहन भाई मन ही मन काफी डरे हुए हैं क्योंकि अगर पुलिस वालों को 3 करोड़ रुपयों के बारे में पता चलता है तो काफी परेशानी झेलनी पड़ सकती है, इस धन के बारे में उन्हें अनर्गल बातें तक सुननी पड़ सकती हैं साथ ही उनके परिवार वालों को अपमानित तक होना पड़ सकता है। अब देखना है कि मोहन भाई अपने फैसले पर अडिग रहते हैं या फिर इस समस्या से बचने का कोई रास्ता निकालने में सफल होते हैं।

फ़ी.डे.