

'There are only a few Gods to make shows on, so we need to reserve the concept'

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A senior official from a leading channel says, "There are only seven-eight Gods you can make shows on. This is a way of saying, 'Yeh meri jagah hai'. Mythological shows require a lot of investment. After the *Ashoka* incident, the industry has become cautious."

Another official says, "Zee TV had put out the teaser for *Radha Krishna: Ek Aalokik Prem Gaatha* almost a year in advance because they got to know that Colors was coming up with *Krishnadasi*, and they didn't want any overlap. Even though the shows are quite different in concept, it's always better to be cautious. Even in the case of *Ek Tha Raja, Ek Thi Rani*, the channel put out a teaser with the lead couple almost three-four months in advance, because they got to know that another channel was also working on a period love story."

TV IS FOLLOWING THE ROUTE OF BIG FILMS

Sunjoy Waddhwa, producer of *Ek Tha Raja, Ek Thi Rani*, says, "At times, teasers are released in advance when the shows are mounted on a big scale or have a unique concept. Once you have started working on it seriously, you need to announce it. It's like a film. A big film is announced seven-eight months in advance, so that if anyone else has the same concept, they stop working on it. Most of the time, these things are done so that there is no duplication. The teaser comes on air with the understanding of the channel. But not all shows are announced in advance."



A still from *Ek Tha Raja, Ek Thi Rani*

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— An official from a TV channel

