

Raw Ratings SUCK And I'm Not A Bit Surprised

<http://411mania.com/wrestling/wwe-raw-rating-tanks-to-new-low/>

This is a combination of more than one thing. First and foremost, the NFL is killing WWE. I don't think that's a bit secret at this point.

Second, the fans seem tired of the same matches over and over. Last night's main event was Rusev vs. Reigns. That was a cool showdown in the battle royal last year but now, who in the world thinks Rusev is going to beat him? It's a boring match that is just set up as part of a much longer story. In other words, don't bother watching now because it's going to be at least January before something interesting happens.

Third, the fans have gotten so used to having no one to cheer for that seeing ANOTHER heel champion is burning them out. Reigns held the title for five minutes. Unless you count Brock, who was still officially a heel, we haven't had a face champion since Summerslam 2014. That's getting into TNA territory. At some point, you have to give the people something to celebrate or they're going to give up.

Fourth, the injuries are taking a big toll. All those people being gone leaves a BIG chunk of the show needing to be filled in and it's really hurting things. Without Cena, Orton and Rollins (not to mention the part timers), there's a lot of time to be filled. Last night we had the New Day doing a (funny) segment that went nowhere and Ryback beating up Heath Slater in another "country music is stupid" segment. Couple that with a nothing Mark Henry vs. Neville match and some midcard tag matches and there was nothing interesting to watch.

Finally, Sheamus is the World Champion. Now Sheamus is a cool

guy and capable of doing some good stuff in the ring (see the Big Show matches which gave Big Show his best performances in years), but coming into the title win, he had won one singles match since September. I know WWE disagrees, but fans remember that. They see a guy who stole the title and is likely holding it for a long time. So we have a loser fighting a choker for the title while the Authority sits back and laughs. How is that supposed to be entertaining?

At the end of the day, WWE needs to freshen things up a bit. Aside from major changes like the show running long etc., they need something fresh. I don't mean giving the Authority new toys to play with. I mean a new idea. The Divas closing the show last week drew the best ratings in weeks. Now the show shouldn't be about the Divas, but the key thing is that it felt fresh. It wasn't another tag match or another two upper midcard guys fighting on Monday night Maggle.

Freshen things up, get rid of Sheamus, stop having champions lose and BUILD UP SOMETHING FOR NEXT WEEK! That still drives me nuts. Why in the world can they never have a match built up for the following week unless it's a tournament? "Next week, Dean Ambrose gets his shot at the Intercontinental Title! Ambrose beat Owens at Survivor Series and now he wants the gold! Tune in next Monday!" Maybe that can open the show instead of Stephanie strutting down to the ring and then yelling at someone for fifteen minutes. I don't know about you, but nothing gets me fired up more than TALKING!

But yeah, these numbers aren't surprising given how little effort they're putting in right now.