

# Thought Of The Day: Why Are You Doing That?

This is something that occurs to me a lot lately and something WWE is very bad at: everything that is done should be to either make you want to watch the TV show or make you want to buy the PPV. That's the point of the company: they should be trying to make you want to see more and preferably to make you want to pay to see it. Instead, it seems to be to do whatever whim the company is on at the moment. Instead things seem to be about pushing whatever their latest endeavor is to get them publicity. It's like they're focusing on everything but their in ring product if that makes sense. How many times do you see the company pushing the in ring product or a future match on the show? Now on the other hand, how many times do you hear something pushed that is about hearing something else about the product? As in hearing about Twitter, Tout, Facebook, the App etc. As in you're not hearing about the product, but about something that is about the product. That seems to be counter productive to me.