

# Thought of the Day: Make It A Title Match

This is one of those things I put in a Smackdown review recently and it bares repeating. A few weeks ago, Big Show fought William Regal on Smackdown. It lasted like two minutes and was a Big Show squash, making it pretty uninteresting. My idea: make it a title match. Regal never stood a chance, but if you make it a title match there's a tiny chance that we could see a title change, and that makes the match more interesting. It doesn't hurt Show and it makes Regal look like a bigger deal, so why not do it?

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# Thought of the Day: Stop Counting

Sometimes it's so simple that it eludes people. Throughout the history of wrestling, we've had people like Harley Race, Flair and Hogan who have ridiculous amounts of world title reigns (8, 16 and 12 respectively). In the regional area, you have guys like Nick Dinsmore with 10 OVW Titles, Bulldog Bob Brown with 18 Central States Titles, and Jerry Lawler with an insane 80 (yes EIGHTY) Memphis Heavyweight Titles. Today, you have guys like Cena with 12, Orton with 9 and HHH with 13.

What's one of the main difference? Today you have these <http://onhealthy.net/product-category/gastrointestinal-tract/> numbers pounded into your head. Watch old Memphis stuff and you NEVER hear the amount of title reigns Lawler has and the

same is true of Dinsmore in OVW. Today though, you hear about how Cena is a 12 time world champion every time he's on screen. When you hear that number so many times, it takes away the appeal of the next title change. I know you can realize that someone has won that many titles before, but not hearing it over and over again could help a lot.

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## **Thought of the Day – WWE Feuds Are Like Energizer Bunnies**

This is something that's been around for awhile but it's getting worse. On Raw, Orton beat Del Rio in a 2/3 falls match. Why did this match happen? Orton already beat Del Rio in a one on one match and again in a falls count anywhere match. It's been established that Orton is superior, so why is the feud continuing? The same is true of the Sheamus vs. Del Rio feud from a few months ago. Sheamus beat him clean more than once but the feud just kept going. That's one of the big problems WWE has right now: nothing feels like a blowoff match. It feels like the last match that happens in a feud. It's like a movie with no real ending but rather a point where it just stops. That's not good storytelling.

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# Thought of the Day: Referees Used In Storylines

Given the recent storyline of Brad Maddox, this got me to thinking. Do you like the use a referee in a storyline? To me, it's hard because other than a crooked one, there isn't much of a storyline you can use for them. They tend to be best kept in the background, as they're supposed to be impartial instead of interfering in an angle. A crooked referee can work, but as with anything else they need to be used sparingly. I wasn't a fan of Maddox, as most of the story is based around him going into business for himself, and his mere existence in the match is a plot hole.

Thoughts?

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## Thought Of The Day – PPV Buys

This is another thing that crops up a lot that people don't seem to get the common sense aspect of. People want less PPVs and to go to eight PPVs a year or something like that. People like these make me laugh. Here's why.

The lowest amount of PPV buys in modern WWE history is December to Dismember with 90,000. At \$40 a buy, that's \$360,000. Let's go WAY low and say WWE gets 25% of that. That's \$90,000 for three hours. That's not including ticket sales, merchandise sales for that night, any cut WWE might get of concessions and/or parking from the arena. Keeping in mind that's by far the lowest amount of buys in WWE history, here's

my question.

Why in the world would WWE want to cut out HUGE paydays like that? What are they going to do to replace that money? PPV is the biggest money maker they've got, especially when you throw in any sponsorships they get to bring in even more money. How often do you hear of someone wanting to sponsor a Sunday night house show? Now how many times do you hear of someone sponsoring say Summerslam?

Getting rid of PPVs might help the product somewhat, but there is simply no way that cutting out multiple PPVs is going to make the company more money, period.

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## **Thought Of The Day – Marty Jannetty**

This is something I might try to do every few days but don't expect it to happen every day. It might be short, it might be long, it might be stupid. Kind of mixed bag if you will. When a tag team breaks up, why is it such an insult to call someone the Jannetty of the team? Marty Jannetty won two tag titles and the Intercontinental Title after the Rockers broke up. That's a better career than most guys ever have. You know what the insult should be called? Being the Neidhart of the team. What in the world did Jim Neidhart ever do without Bret?