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Context to the nugget

Vijay talks about the role distinction between a Broadcaster and a Commentator. He also alludes to the challenge of catering to audiences with varying tastes and appreciation of the game. The challenge is in creating content that appeals to different segments and is not just tailored to the tennis aficionados. Vijay shares some thoughts around how broadcasters could draw audiences in and then keep them there because of the quality of the game.

Transcription

Deepak Jayaraman (DJ): In your understanding Vijay what do you think are the key skills or attributes of a good or a great commentator rather?

Vijay Amritraj (VA): It depends. There are variety of reasons why a person is hired to do commentary. The term Commentary comes from basically an analyst looking at the match and making comments on match that's why he has called a Commentator a presenter is a guy who technically supposedly looks good is very articulate and is able to present the game where as a commentator comments on what's going on so that's why you have a presenter and supposedly an analyst who commentates on game the presenter is the one who brings it in takes it out talks about commercial breaks and talks about the facts about these are the stats and so on and so forth ohh by the way Mr. Analyst what do you think of a this particular match why did you lose and why did you win and so on. So, that's the way a team works together as a commentary in presenting a particular sport. Well I would like to add more value to it by saying if there are four people in the home watching tennis match there may be only two people who like tennis and may be the father and the daughter like tennis but the mother and son would go out and do something else now my job at that point in time is to make sure I still keep the father and daughter completely engaged in the match but how do I bring that mother and son into this sport that's the challenge. And then you work out ways as to how you would do it.

DJ: How do you pitch it right given that there are two disparate audiences with very different expectations and may be different levels of understanding about the game? So, how do you find that midpoint which satisfies both segments?

VA: It again comes from the matches, it comes from the fact that you know, what all these peoples go through and you know what questions were asked to me when I was playing by the audiences post matches and before matches, ohh what do you eat before you play? Do you pet the dog, sleep on the particular side of the bed, go to same restaurant you go to all the time, you eat the same

breakfast every morning because you won that day there are things that interest people that have a very little to do with the match itself its whether Mary Sharapova took her dog to the same restaurant because she was having dinner with some people and so the dog came and sat next to her dinner and what will the dog have, it's so on and so forth but these things kind of tend to fascinate people who might not be interested in the sport but you can perhaps try to draw the mean and then keep them there because its engaging.

Reflections from Deepak Jayaraman

DJ: I guess similar principles apply when you make a presentation or prepare a speech. One needs to have a good pulse of the audience and have a nuanced view of what the different clusters expects from you and use that as a basis for structuring your communication. Thank you for listening. For more, you could follow the Twitter handle Play to Potential.

End of nugget transcription

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Vijay Amritraj - Nuggets

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About Deepak Jayaraman

Deepak seeks to unlock human potential of senior executive's / leadership teams by working with them as an Executive Coach / Sounding Board / Transition Advisor. You can know more about his work [here](#).

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