



### Three Reasons Why 'The Voice' is a Ratings Success: Concept, Casting, Choice

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NBC had some disappointing ratings in the 2010-11 season, but they also had one huge ratings success. "The Voice" consistently beat established competitors "Glee" and "Dancing With the Stars" and easily took honors as the season's highest rated new show.

To try and get a handle on why "The Voice" succeeded, we assembled a panel of experts in both TV and music.

#### 1. Concept

The show's basic premise sets it apart. "I think people are catching on to the idea that talent and appearance don't necessarily have to ride each other to glory," says [songwriter-producer-performer Jeff Savage](#). "There are a lot of people who are discouraged about their talent because they may or may not have the looks to back it up. That's what makes this show great: the coaches hear them, hit the button, and then see the package."

#### 2. Casting

"They did a good job with the coach selections: people who can actually sing," says Kevin Syka, producer and head of A&R for [iShine Records](#).

Not only that, says [TheCelebrityCafe.com's John Neal](#), they did a good job of casting contestants. "Instead of just a mass of people auditioning to be on TV, these [artists] were searched for, selected, and then groomed for competition."

#### 3. Choice

The coaches and the song selections represent a broad range of musical genres and that, says [pop culture expert Jill Wilderman](#), is another big draw. "Aside from the major star power on the panel of judges, there's something in this show for everyone. It seems that young or old, country or rock, [viewers] seem to have found something that resonates with them."

Can "The Voice" Maintain Those Ratings?

The show will get a guaranteed ratings spike when it airs in TV's most coveted spot: immediately following the Super Bowl. But it will take more than just a choice time slot for one episode to maintain the show's success in its second season.

"In order for the show to be a success next year," suggests [Amy Malin](#), president of the entertainment marketing firm, Trueheart Events, "this year's champion will need to have a successful single on the radio and have performed at some high profile events or toured, so that future contestants can see the value in winning the show. If the winner is on the track to a successful career in music and can stay in the spotlight, it will give other musicians hope that the show really does work to launch a new superstar."

Because, after all, nothing succeeds quite like success.

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