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Reality show Kaun Banega Crorepati (KBC), which is back on Sony Entertainment Television with its 15th season, is attracting sponsors and advertisers in good numbers.

While the iconic quiz show is known to pull brands, old and new, it may not have an easy run this year, feel some industry experts. According to them, the show may have to face some competition from big cricket events and other popular IPs such as Bigg Boss scheduled during the festive season.

In fact, some industry watchers believe that the property may not see a 100% ad inventory sell-out as there could be a shift of eyeballs and ad spends.

Speaking to exchange4media, Vinay Hegde, Chief Buying Officer, Madison Media, shared, "Sony has signed up sponsors.

However, with 90-100 episodes to sell, and Asia Cup & World Cup in between during the festive season, inventory may not see a 100% off-take."

According to Hegde, there could be a decline in viewership due to big cricket events in the festive season.

"Festive season should see KBC fare well with special episodes etc."

That said, this year, cricket could see some shift of eyeballs and spending during the festive period.

Bigg Boss would also start off during the same period."

A media planner, who did not wish to be named, too believes that it is not going to be easy for Sony this year.

"Judging by the demand, they should be able to do (ad invento) Tj T* E

There are 100 episodes and 18 minutes of advertising is available per episode.

So not going to be easy.

Also, this year they are coming up with a lot of integration ideas for brands which they are trying to monetise," he said.

Talking about hiking ad rates, Hegde said that it will be a challenge for Sony as it would be balancing rates and inventory to maximise revenues.

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"And try to add to it through creative integration options," he said.

For example, Hyundai Motor India is offering its newly launched SUV Exter as a prize for the contestant who ends up winning Rs 1 crore and Verna for the contestant

who wins Rs 7 crore.

Also, like last edition, the contestants who cross the second stage of

the show (Rs 3. Tj T* BT /F1 12 Tf 50 12 Td (& 2 4, lakhs) will get an