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Quick Takes: Is MyNetworkTV's shift to reality programming a viable strategy in today's marketplace?

[By Stephanie Robbins](#)

"Like any network, all MyNetworkTV needs is an original hit show or two, and/or the one big idea. As America's appetite for quality reality programming continues to be very strong, I believe this is a strategy that will prove beneficial for the network over time."

Michael Yudin, president, MY Entertainment Company

"Just as the telenovelas were an unknown, I think going with a reality strategy is also a risk. Even if the programs find an audience, very few programs in the reality genre have had much of a shelf life."

Steve Gahler, VP, station manager and director of sales, KSTW-TV, Seattle

"Reality can offer lower-cost production, therefore a higher chance of profit. However, many advertisers stay away from that format, so MyNet will have to face that challenge."

Mandy Liles, research director, KENS-TV, San Antonio, Texas

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