

## "Bring Ziva back to NCIS!"

Written by Australian Business

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MADRID, March 12, 2014 /PRNewswire/ --

- **The audience of CBS' show ask for the comeback of Ziva to *NCIS***
- **60.000 fans already voted for the return of Cote de Pablo's character**
- ***NCIS* ratings have dropped**

TV users are not just viewers any more. They create social movements, able to change big networks' decisions. Many television executives have already discovered the power of their audience on many occasions.

Iconic demonstrations by Trekkies achieved the renovation of the original *Star Trek* Series.

Most recently, viewers' pressure led to A & E to return to

Phil Robertson

his starring role in the reality show

*Duck Dynasty*

. This is exactly what

*NCIS*

fans intend to do: bring back the actress Cote de Pablo to their favorite show.

On July 10, 2013, CBS television studios announced that Cote de Pablo would be leaving *NCIS* in Season 11 for reasons still unknown and this decision originated a wave of protests. Viewers organized online platforms, a letter-writing campaign and finally a [ranking on TheRanking.com, where users can vote for the Israeli Mossad agent to return.](#)

The result is that over 60,000 participants have voted so far for a massive "*Yes, please*" asking CBS to give back to Cote de Pablo her character, which was one of the most popular and loved of *NCIS*, one of the first American television shows.

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"Ziva makes the show"

CBS hasn't decided yet if Ziva will be back. In the meanwhile, many *NCIS* fans have threatened to boycott this police drama: "If she does not come back soon I am going to stop watching the show".

CBS should now answer this massive *NCIS* fans demand and should try to bring Cote de Pablo back. Or, at least, they should try to explain the reasons for Ziva's disappearance, since they might lose an important audience next season. In fact, *NCIS* has been the most watched scripted show on American television since its seventh season. It even became the most watched program in 2012-2013, with 21.34 million viewers on average. Despite being leader in its spot, the last episode couldn't draw more than 17.68 million Americans for CBS. Maybe, as a fan commented, "Ziva makes the show".

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