Small screen allure

TV PRODUCTION With a growing market backed by an increase in potential players, the television industry is the place to be in.

MADHUMITHA SRINIVASAN

These are indeed times when the small screen seems as glamorous and as alluring as the bigger one. No more is it a place for silver-screen rejects or wannabes; it's a preferred choice for many, given its growth potential and excitement on par with its bigger cousin.

Ratish Babu, CEO, Access Atlantech Technologies (I) Ltd, tells us why the television industry should be high on our list of career options for many more years to come...

TV industry in India is yet to fully explore its potential. A much forgotten market is the kids' domain — we forget that 40 per cent of our population in the years to come will cater to the teens. Also, other major areas unexplored is IPTV and TV Blog. And the good news is, entertainment is not largely affected by recession because consumers fall back either on print or electronic medium as a favourite pastime.

Specialisations

Specialisations include being a Producer, Scriptwriter, Storyboarding artiste, Pre-production/Line Manager, Artiste co-ordinator, Studio Director, Studio Floor Manager, Cameraman, Soundman, Production Assistant, Lighting man, Console Operator, On-line/Offline Editor, Visual Effects artiste (for opening sequences, VFX in shows etc), Music Director, Props Manager and many more.

A person with a keen interest in the media, who is not worried about working with technology, who is ready for change, long hours of work, lots of surprises and fun should fit the bill generally.

Unlike the film industry, generally perceived to be male dominated, the small screen emphasises the presence of women both for visual treat as well as behind the scenes. The usual pros of working for a television or in the Media industry is the glitz and glamour, getting popular, winning awards, seeing your name on the screen, getting recognised, published etc. But often ignored is the hard work, long hours, and stress.

A formally trained professional in the television industry will be paid anywhere between Rs. 8000 and Rs. 45,000 a month based on their designations.

For information on the Degree Programmes offered at Access Atlantech, contact: 044-28214045 / 011-41631995 / 022-32501968 / 080-41280156 / Mobile: 9962516000. Email: enquiry@saemia.org or SMS: 58888

Employment options

- Production houses
- TV stations
- Product design and R&D

Internet

- Broadcast companies
- Companies that set up TV studios and stations need the technical expertise
- Animators working on TV Broadcast designs
- Live performances or Events
- Freelance