

# **CINEMA – TELEVISION – RADIO**

## **1) What kinds of businesses – products or services – can be started in your subject area?**

Most technicians working in film and television are independent contractors and therefore entrepreneurs. There is a huge upswing in film and television production right now and so everybody from camera operators to sound techs to designers to lighting crew are all being hired. Furthermore alternative production jobs such as starting a company that focuses on commercials, industrial videos, training videos, weddings, live events, and advertising are all growing as well.

## **2) What are the required steps an entrepreneur must take to launch a business in your field? What education, licenses, exams, clinicals, etc. are required?**

No specific degrees or certificates are required but you need to have a high degree of skill in your chosen area of specialty. This is often done in school and then supplemented by working your way on to crews and gaining experience while being a low-paid assistant.

## **3) What are the greatest challenges or obstacles entrepreneurs in your field are facing?**

The greatest obstacles are twofold. The first is that some departments such as sound or DIT typically require you to have your own gear which can easily set you back over ten thousand dollars and then you have to work at very low wages (around \$100 – 150 per day) as you work your way up. The second is that most film and television workers do not understand the importance of having basic business skills. The simple tasks of invoicing, keeping records, tax implications, and contracting are all necessary to survival in this industry.

## **4) What does the future hold for your field? What is new? Up and coming? What is the outlook or potential for entrepreneurs in your field?**

The biggest change on the horizon is the anticipated mass adoption of ultra-high definition cameras and televisions and computer/tablet/phone screens. This will require a major retooling of equipment across the industry. The largest area of growth is likely to be advertising as the sheer volume of commercials being filmed each year is several thousand times that of a couple of decades ago. Think about it: When network broadcasting was all there was you had half a dozen outlets for ads. Now you have 100 channels on television, countless websites playing ads, and even ads on screens when you pump gas or check out at the grocery store. Then there is the fact that almost no wedding or similar event goes untapped or that almost all corporate training is done using videos. This is the beginning of one of the greatest changes in communication in the history of mankind.