

From the Editor's Desk



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Editor

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The Entertainment Hub – The Final Picture is the theme of the cover of this issue where we have tried to show the various cross-sections of the ecosystem which co-exist to support the end result ie the final picture. Now how the final picture gets created, distributed with the right mix of VFX, colour grading is the visually aesthetic visual or picture what we see. The medium of distribution, whether through OTT, Satellite, Theatrical... etc all land up with the final picture.

We have attempted to touch the various aspects of the ecosystem in this issue. Be it the VFX, OTT, Movie Delivery to the Theatres by Cloud, Linear Television Channel Expansion. All of this makes this a very interesting issue. And finally we touch the critical aspect of the Regulatory Curbs or the regulatory zeal of the Govt to ensure that the content falls in line within its justified parameters as defined by them. Whether the regulatory policies are correct, I think the judiciary of this country will decide and it will drag on for years.

The point I am trying to make is that its time to have things streamlined within the entertainment ecosystem and have one nodal body probably set up by the I&B Ministry which can oversee the critical issues plaguing the industry. Something similar to the role of the Chief of the Defence Staff which oversees the issues of the Army, Air Force and Navy and plays an integrating role. So, the Nodal Authority can oversee the smooth functioning of the OTT, Television, Theatrical and Social Media and Film Industry. I guess even the Telecom industry can be included in this. With the onset of 5G it will be interesting to see how the industry progresses further

The pandemic has hit the theatrical industry very badly. The impact has been felt by the television, cable and DTH, but not to the extent of the theatre industry. OTT has flourished and proliferated.

The vendors in the broadcast business are now looking at measures to keep themselves afloat in the midst of this deadly pandemic. So, the mantra for them is to re-invent and re-establish and think out of the box. Some of them are attempting that and will succeed because the entertainment industry is one such segment which will bounce back. As the saying goes 'The Show must go on'. And so the Show shall go on.

Manoj Madhavan - Editor