

# Industry 101 ENTERTAINMENT

The media and entertainment industry consists of film, print, radio, and television. This includes movies, TV shows, radio shows, news, music, newspapers, magazines, and books. The top ten media and entertainment companies are The Walt Disney Company, Time Warner Inc., McGraw-Hill Companies, DIRECTV Inc., Viacom Inc., Comcast Corporation, Paramount Pictures Corporation, Hearst Corporation, News Corporation, and CBS Broadcasting Inc.



## TRENDS & INDUSTRY INFO

The digitization of content and ongoing innovations in technology will continue to drive growth and force changes in the media and entertainment industry. Publishers and broadcasters alike will continue to experiment with new revenue streams, particularly to reap the benefits from digital subscriptions and online advertisements. The research group Magna Global reported that global media companies experienced nearly 4 percent growth in advertising revenue in 2012, at nearly \$480 billion, compared to the previous year.

The film industry alone contributes more than \$175 billion each year to the economy and provides more than 2 million people with employment.



## WORK ENVIRONMENT

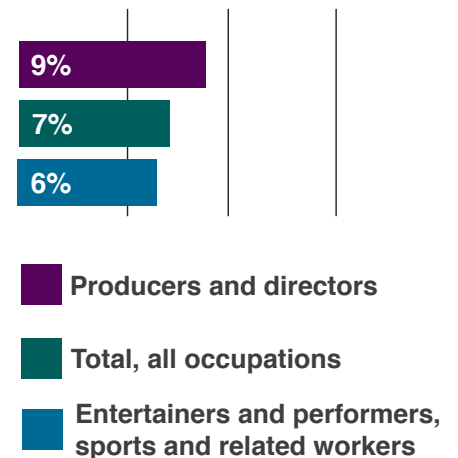
Work environments vary between film, media, tv and radio. All are creative careers, but some may require on set work while others require writing in a writers room or editing in an editing bay. Once you decide the avenue you wish to pursue, look into what the daily work entails.

You will be expected to have a lot of tangible experience on your resume, so get an early start while you are still in school. This career requires a lot of hands on experience in writing, editing and working on a set.

## FACTS & STATS

The U.S. film industry posted \$29 billion in revenues in 2015, with box office receipts growing at a steady rate of seven percent over 2014 when the industry had a dip, while over the top streaming grew 15 percent in 2015; by 2019 both sectors will be valued at \$12.6 billion, according to PriceWaterhouseCoopers. Streaming of electronic home video grew over 13 percent in 2015, to \$4.4billion.

### Projected Percent Change in Employment, 2014-24 Producers and Directors



# A Career in ENTERTAINMENT

## SKILLS & EXPERIENCE NEEDED

### Resume

Your resume should demonstrate your past experiences. It should be clear, concise, grammatically perfect and buttoned up. Make sure you have experience in this field.

You may have to show your work in a video reel depending on the area of entertainment you want to enter. Create a digital portfolio to show any work you have edited or created on your own.

### Skills Required

- Editing Skills (Avid, Quantel, Final Cut Pro, Adobe Premiere)
- Be Digitally Minded
- Operating knowledge of video streaming and content management systems
- Conduct interviews
- Flexibility
- Technical Skills
- Image Editing (Photoshop, etc.)
- Master social media and analytical metrics
- Working knowledge of HTML and basic coding

### Experience

Find [work locally](#) as a production assistant. Join a club or organization and network. Find out who is coming to the area to film (Veep, House of Cards) If you want to write, submit a screen play to the [Baltimore Film Office](#).

## SAMPLE JOB TITLES

- Production Coordinator
- Production Assistant
- Assistant Producer
- Writer
- Account Manager
- Account Coordinator
- Producer
- Director
- Talent Scout
- Location Scout
- On Air Talent
- Editor

## UMD CAMPUS RESOURCES

- [UMD Film Makers Club](#)
- The Shout Out Film Society

## OTHER RESOURCES

- The Avalon
- AFI in Silver Spring
- [Look locally and see who needs help!](#)
- [Media Bistro](#)
- [ABC Development Programs](#)
- Check out opportunities at [FOX](#)

## WHERE ARE UMD ALUMS?



LIONSGATE



HEARST television inc



nickelodeon VIACOM

