

## **DISCUSSION PAPER 4:**

**AUDIO VISUAL AND INTERACTIVE MEDIA SECTOR** (FILM AND VIDEO, TV AND RADIO, INTERNET PODCASTING, TELEVISION, INTERACTIVE DIGITAL MEDIA, VIDEO GAMES AND MAKE-UP SERVICES).

The bulk of the film and television industry is similarly located in Gauteng because of the location of the SABC television centre and the presence of the main consumers of corporate television services. There is a trend to locate shoots in Cape Town especially commercials, and the industry is centered in the city especially around the refurbished Longkloof Studios complex. A perceived sense of segmentation in the industry between Gauteng and Western Cape exists, which has led to a level of underlying competition between the two centres. Film and Television industry is still very poor in Durban (KZN) even though about three production houses have started producing and shooting their work in the city (UZALO, IMBEWU, DURBAN-GEN) – however bulk of expertise is still brought from Johannesburg – depriving KZN/Durban based creatives job opportunities even at their doorstep.

The quarantine measures in response to the COVID-19 pandemic have had a profound effect on film and television production globally. Social distancing made filming difficult and travel bans made it difficult or impossible to assemble a full production crew in one place. Screen sector workers cross the creative and technical divide can require high degrees of specialism or very broad skills, therefore a halt to travel had a significant effect on local industry's capacity to work.

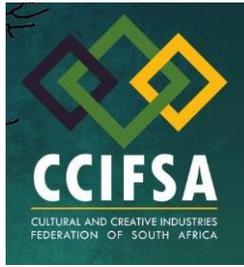
However, while the current environment is challenging for the sector, industry sees opportunities to turn conditions to their favour and grow the size and capacity.

Better known as Screen and Media sector, covers a wide range of performance and technical occupations. Workers in broadcast technology require a high level of technical knowledge.

Organisational Skills are highly sought after in the Motion Picture and Sound Recording Activities industry, and the Broadcasting [not Internet] industry area needs people with skills in Planning.

Entertainment Lawyers (critical scarce skills), Producers, Director (film, TV, Radio), Technicians, Screenwriters, Marketing Specialist, Sales and Marketing Manager, Actors, Film Score Composers, Stunts, Graphics & Web Designers, Illustrators, Animators and Other Entertainers are some of the specific scarce skills for this sector.

The nature of the way some art in this sector is being created may be undergoing change. This includes field such as digital design, animation, new types of editing software and other technological advancement. Therefore, it is necessary to ensure workers have the skills needed to adapt to technological and workplace changes.



**DISCUSSION:**

**Priority of growing film and TV productions in KZN, Durban in particular by local creatives and benefiting the local artists.**

**Drive for developing KZN quality screenwriters (without good script there is no film/TV industry).**

**Need for KZN Arts Academy to tap into the existing rich talents of the province – and fully dedicated to the creative industry.**