

Professional Metamorphosis

‘New skills required for Interactive Services’

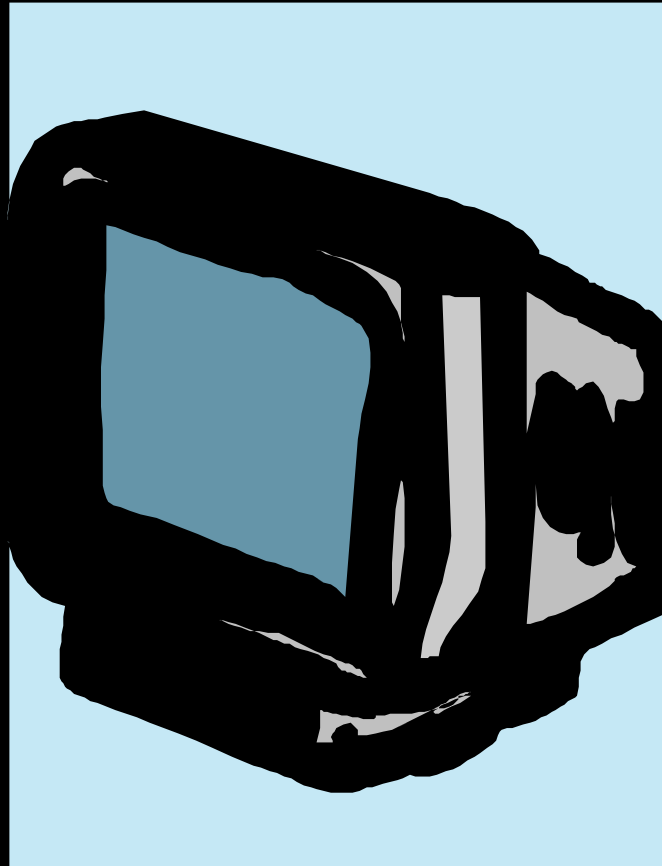
by

Gary Hayes

Senior Producer, BBC Interactive Television

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“TV’s Do Not Crash ! ”

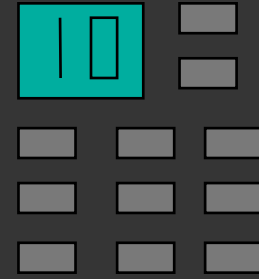
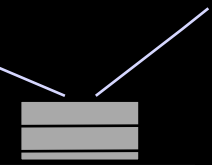


B B C Broadcast

Gary Hayes, Senior Producer 4/3/00

Interactive TV

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WAY-AHEAD-OF-ITS-TIME-TV

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Six Key Areas to Develop as Interactive Producer

THE MEDIUM - Ensure you have a thorough understanding of the complexity and dynamism of the new environments

PROCESS - Bring expertise from the programme production to inform the development of the interactive project

EMPATHISE - completely immerse yourself in the two new critical areas - 'interactive design' and 'programming'

INTEGRATE - Interactive skills flow both ways. Linear and non-linear help each other - interactivity is not an afterthought

STAY ON TOP - keep at the forefront of creativity and innovation in the field

CONVERGE - comprehensive grasp of the technical and creative merger - this drives realistic timelines and budgets

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PRESENTING

BUSINESS MNG

EXPERIENCE

DRIVE

SCRIPT

STORY TELLING

PROJECT MNG

EDITING

DIRECTION

SALESMANSHIP

PERSISTANCE

CAMERA

CONTACTS

TEAM LEADING

COLLABORATION

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APPLICATION
PROGRAMMING

INTERFACE
DESIGN

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Your Interactive 'attitude'

- It is dangerous to think interactive is a poor cousin to linear
- Be flexible to massive strategic and technical change
- Think VERTICAL - a convergent producer needs to
- Think NON-LINEAR - let the viewers explore retrace YOUR research, your ideas, your passion for the project
- Let go - Interactive TV is unfinished. The viewer finishes it
- Understand the medium & really get familiar with and use popular interactive services
- Communicate with the audience - find out what worked and what didn't

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THE END

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