

Jobs in Interactive TV



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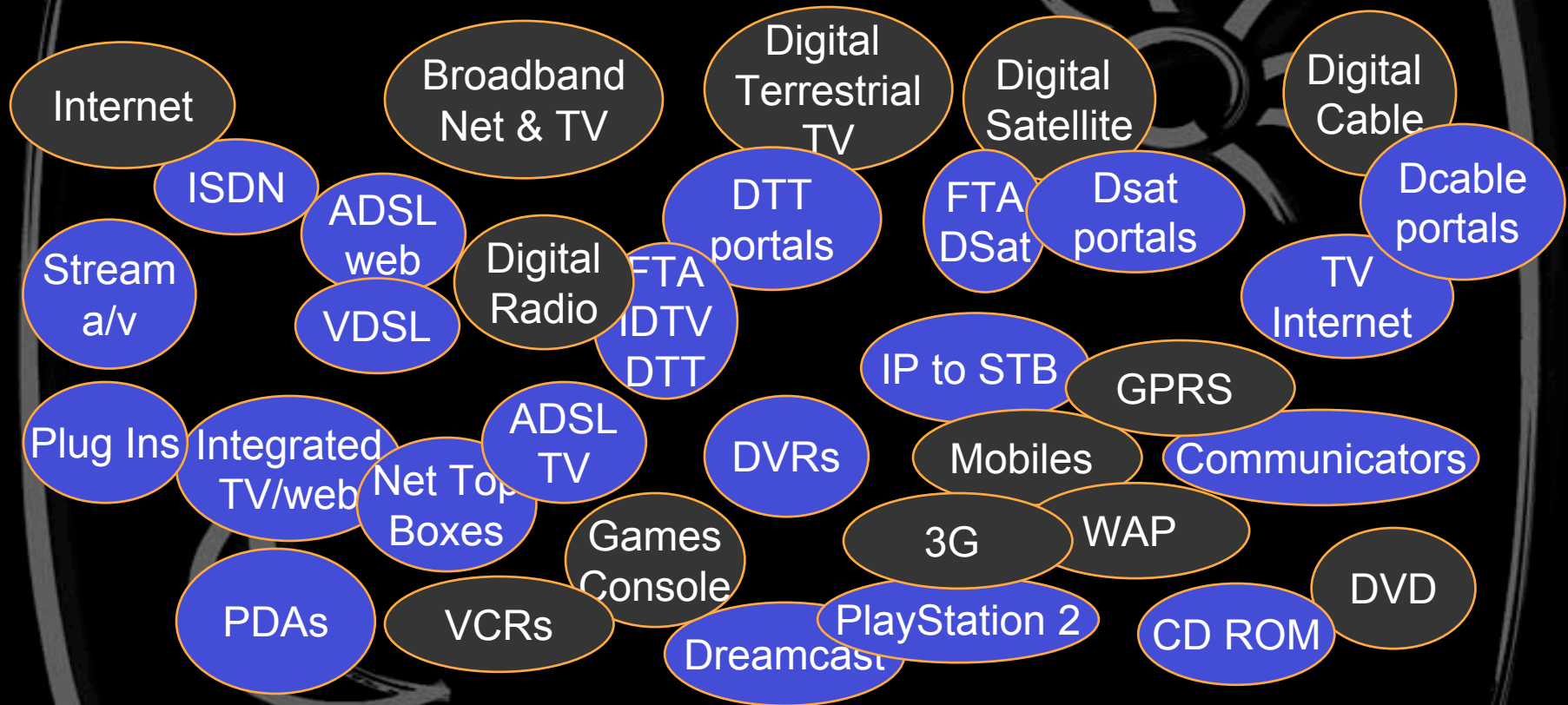
Jobs in Interactive TV

CAVEATS

- No clear definition of what Interactive TV is
- It is not a mature medium nor one we totally understand...yet
- Job descriptions are constantly evolving...
- leading to a diverse range of required skills

Jobs in Interactive TV

UK digital diversity - all skills have New Media relevance



Jobs in Interactive TV

NOW?

- Production triptych - Linear TV meets Web meets CDrom/DVD
- 'Traditional' job titles based around specific services
- Service types include 1 'text - information' 2 'enhanced TV' & 3 'interactive TV'
- Many of the existing staff are eclectic - demonstrating several cross-over skills

Jobs in Interactive TV

CURRENT JOB CATEGORIES

- New Media management
- Service editorial
- Production
- Design
- Applications Development
- Development Teams
- Support



Jobs in Interactive TV

CURRENT JOB CATEGORIES

- **New Media management**
 - Controllers, Directors, Heads, Commissioning Editors
 - Business Dev Manager, Head of Technology
- **Design**
- **Applications Development**
- **Development Teams**
- **Support**

Jobs in Interactive TV

CURRENT JOB CATEGORIES

- **New Media management**
- **Service editorial**
 - Mng Editors, Sub Editors, Specialist Journalists, Executive Producers
- **Design**
- **Applications Development**
- **Development Teams**
- **Support**

Jobs in Interactive TV

CURRENT JOB CATEGORIES

- New Media management
- Service editorial
- **Production**
 - Producers, Directors, Exec & Dev. Producers,
 - Head of Design
- Development Teams
- Support



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CURRENT JOB CATEGORIES

- New Media management
- Service editorial
- Production
- **Design**
 - Designers (Broadcast design meets Information presentation meets non-linear navigation)
- Support



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CURRENT JOB CATEGORIES

- New Media management
- Service editorial
- Production
- Design
- **Applications Development**
 - Programmers with specialist skills: C++ level. MHEG for DTT, OpenTV & Java for DSat, various HTML for DCable. Prototyping on Director & others

Jobs in Interactive TV

CURRENT JOB CATEGORIES

- New Media management
- Service editorial
- Production
- Design
- Applications Development
- **Development Teams**
- (Development projects) Researchers, Strategists, Development Producers & Business Managers

Jobs in Interactive TV

CURRENT JOB CATEGORIES

- New Media management
- Service editorial
- Production
- Design
- Applications Development
- Development Teams
- **Support**

Admin, Production and Broadcast Assistants, Technical Support (broadcast & infrastructure)

Jobs in Interactive TV

FINISH

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