Professional Metamorphosis

‘New skills required for Interactive Services’

by

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“TV’s Do Not Crash!”
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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
- Story Telling
- Project MNG
- Script
- Direction
- Salesmanship
- Editing
- Persistence
- Camera
- Contacts
- Team Leading
- Collaboration

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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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