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CHAPTER SEVENTEEN

A significant role of innovative entrepreneurs in Animation and Visual Effects industry

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1. Introduction

Animation and visual effects marketing is invariably the latest phenomenon which is very indispensable in the era of science and technology. The animation and visual effects has been associated in the films, cartoon pictures, advertising agencies, TV programmers and online publicity media's besides applying android mobile devices. Animation is the process and methods of making the motion pictures or images by changing the sequence and texture of static images rapidly. The type of animated movies can be classified into two types based on the production technology.

- (a) Traditional animation or classical animation, cel animation, hand-drawn animation, is an animation technique in which each frame is drawn by hand using the light box.
- (b) Computer Graphic animation is created by computer graphic in the whole process, such as using Adobe Flash for 2D animation, and using Maya for 3D animation.

The current study and research focusing on the entrepreneurial skill, kind of human resources and expertise in production of 2d and 3d animated cartoons, movies and short animated documents in the advertisement which is now the need of the hour in the world trade and industry. Animation and visual effects have become key to the making of feature films while cutting-edge work carried out by Indian production houses has catapulted the country on to the global animation and visual effects seen and the Bollywood space is witnessing certain projects that are pushing animation and visual effects to the spearhead of movie making. However, piracy, lack of uniform media policy for foreign investment, content regulation, price regulation, cross-media ownership rules and lack of empowered regulators are hampering the progress of India entertainment and media industry. Newborn players in expanding media marketplaces tend to have a notable advantage over mature entrants due to network effects, whereby the value of the marketplace increases as the number of participants increase. Many states like Maharashtra, Karnataka, Telangana and Tamil Nadu have announced, or are coming up with, policies in support of the

animation and visual effects industry and enable the Indian animation and visual effects industry to successfully participate in the battle of well-constructed markets such as the US, Canada and developing centers like Australia, South Korea, France, Japan, China and India. Broadcasters are collaborating with animation studios for original content, with channels like Cartoon Network, Sonic, Pogo and Nick for animated cartoons. In addition, the digital space also saw a shot in demand for kids content with the introduction of channels such as Amazon Prime and Netflix signing exclusive content licensing deals with various studios in India. The animation and visual effects industry continues to acquire acceptance with Indian talent controlled to compete with global counterparts and registering the CAGR of 15.5 per cent in 2017 to reach a size of USD 0.91 billion, driven majorly by a 31 per cent growth in visual effects, with animation remaining steady at a growth rate of 9 per cent. Animation and visual effects market with the substantial value of market share in 2017. However, animation and visual effects tend to cover the larger portion of the market in the forecast period at CAGR of 11.3 per cent. The report covers the present ground scenario and the future growth prospects of the facility management market for 2017-2030 along with the market players' analysis. We calculated the market size and revenue share on the basis of revenue generated from major players worldwide. India's animation and visual effects industry Outlook is forecasted on the basis of revenue analysis, product benchmarking and strategic developments of key market players. India animation and visual effects industry Outlook 2017-2030, has been prepared based on an in-depth market analysis from industry experts. "India animation and visual effects industry Outlook Report" also recognizes value chain analysis to understand the cost differentiation, pricing models to provide competitive advantage to the existing and new entry players. Animation and visual effects growth to develop motion graphics artists, 3D modelers, Texture artists, Animator, Rigger artists, Lighting artists, Storyboard artist, and compositing other in demand skills. If you have aspiration to set out your career in this challenging animation and visual effects industry, the best animation training institute in India will mentor you with all the right attributes to get your career soaring high.

The Indian media and entertainment Industry reached 1,50,000 cores in 2017, which is almost to 13 per cent growth when comparing to 2016. Based on these report by 2020 it will reach to 2,00,000 cores. For this vast growth animation and visual effects industry is one of the main reason. Why because animation and visual effects industry growth percentage is almost 25. Animation and visual effects industry is on boom and witnessing a surge in its growth like never before. With the increased digitization, the animation industry is expected to be one of the driving sectors of the world's economy. The question that arises what is this animation and visual effects all about? The mixing of the actual shootings by the film industry with images and slides. This is the role of animation and visual effects industry. The special effects which you see in any of the animated films is the visual effects.