

Resources for Video Projects



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Inspiration



Understanding Electronic Media & Digital Technology is not about best gear or app, but about using one's brain

Deciding what to include and what to exclude!



Digital Technology for Teachers

Canon
Because It Counts



Learn



Play



Challenge

Play

Play with the camera controls found in the "Creative Zone" of an EOS Digital SLR. Here, you can really dictate the outcome of your photos and get the effects you want. Your shots will appear below where you can review, get feedback and compare the settings you used.



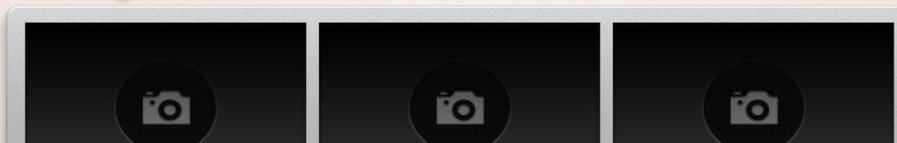
FINDING CORRECT EXPOSURE

Getting a good exposure is a balancing act between Aperture, Shutter Speed and ISO. If you change the value of one, you might need to adjust the others to capture the right amount of light.

[Learn More](#)

Images captured with Canon EOS Rebel T4i and Canon EF 16-35mm f/2.8L II USM Lens

YOUR SHOTS



Find the Canon that's right for you





GLOBAL OVERVIEW

APR
2021

DIGITAL AROUND THE WORLD

ESSENTIAL HEADLINES FOR MOBILE, INTERNET, AND SOCIAL MEDIA USE

INTERNET USER NUMBERS NO LONGER INCLUDE DATA SOURCED FROM SOCIAL MEDIA PLATFORMS, SO VALUES ARE **NOT COMPARABLE** WITH PREVIOUS REPORTS

TOTAL
POPULATION



7.85
BILLION

URBANISATION:

56.5%

UNIQUE MOBILE
PHONE USERS



5.27
BILLION

vs. POPULATION:

67.1%

INTERNET
USERS*



4.72
BILLION

vs. POPULATION:

60.1%

ACTIVE SOCIAL
MEDIA USERS*



4.33
BILLION

vs. POPULATION:

55.1%



we
are
social



KEPIOS



APR
2021

GLOBAL DIGITAL GROWTH

THE YEAR-ON-YEAR CHANGE IN DIGITAL ADOPTION

INTERNET USER NUMBERS NO LONGER INCLUDE DATA SOURCED FROM SOCIAL MEDIA PLATFORMS, SO VALUES ARE **NOT COMPARABLE** WITH PREVIOUS REPORTS

TOTAL
POPULATION



we
are
social

+1.0%

APR 2021 vs. APR 2020

+80 MILLION

UNIQUE MOBILE
PHONE USERS



+1.9%

APR 2021 vs. APR 2020

+97 MILLION

INTERNET
USERS*



+7.6%

APR 2021 vs. APR 2020

+332 MILLION

ACTIVE SOCIAL
MEDIA USERS*



+13.7%

APR 2021 vs. APR 2020

+521 MILLION

APR
2021

DAILY TIME SPENT WITH MEDIA

THE AVERAGE AMOUNT OF TIME* EACH DAY THAT INTERNET USERS AGED 16 TO 64 SPEND WITH DIFFERENT KINDS OF MEDIA AND DEVICES

TIME SPENT USING THE
INTERNET (ALL DEVICES)



6H 56M

QOQ: +0.5%



TIME SPENT WATCHING TELEVISION
(BROADCAST AND STREAMING)



3H 17M

QOQ: -3.4%



TIME SPENT USING
SOCIAL MEDIA



2H 22M

QOQ: -2.1%

GWI.

TIME SPENT READING PRESS MEDIA
(ONLINE AND PHYSICAL PRINT)



1H 56M

QOQ: -4.9%

TIME SPENT LISTENING TO
MUSIC STREAMING SERVICES



1H 33M

QOQ: +2.2%

GWI.

TIME SPENT LISTENING
TO BROADCAST RADIO



0H 58M

QOQ: -3.3%

we
are
social

TIME SPENT LISTENING
TO PODCASTS



0H 52M

QOQ: -3.7%



TIME SPENT PLAYING VIDEO
GAMES ON A GAMES CONSOLE



1H 10M

QOQ: -2.8%



USE OF THE INTERNET

APR
2021

OVERVIEW OF GLOBAL INTERNET USE

A SNAPSHOT OF INTERNET USE AROUND THE WORLD

 INTERNET USER NUMBERS NO LONGER INCLUDE DATA SOURCED FROM SOCIAL MEDIA PLATFORMS, SO VALUES ARE **NOT COMPARABLE** WITH PREVIOUS REPORTS

TOTAL NUMBER
OF GLOBAL
INTERNET USERS



4.72
BILLION

INTERNET USERS AS A
PERCENTAGE OF TOTAL
GLOBAL POPULATION



60.1%

ANNUAL CHANGE
IN THE NUMBER OF
GLOBAL INTERNET USERS



+7.6%
+332 MILLION

AVERAGE DAILY TIME SPENT
USING THE INTERNET BY
EACH INTERNET USER



6H 56M

PERCENTAGE OF USERS
ACCESSING THE INTERNET
VIA MOBILE DEVICES



92.8%

APR
2021

DIFFERENT PERSPECTIVES: GLOBAL INTERNET USERS

GLOBAL INTERNET USER NUMBERS PUBLISHED BY DIFFERENT SOURCES, OFFERED FOR REFERENCE AND PERSPECTIVE

GLOBAL INTERNET USERS:
ITU DATA*



4.04
BILLION

vs. POPULATION:

51.4%



GLOBAL INTERNET USERS:
CIA WORLD FACTBOOK DATA



4.23
BILLION

vs. POPULATION:

53.9%



GLOBAL INTERNET USERS:
INTERNETWORLDSTATS DATA



5.05
BILLION

vs. POPULATION:

64.3%

we
are
social

GLOBAL INTERNET USERS:
INTERNETLIVESTATS DATA



4.88
BILLION

vs. POPULATION:

62.2%

APR
2021

INTERNET ADOPTION AROUND THE WORLD

INTERNET ADOPTION IN EACH REGION, SHOWN AS A PERCENTAGE OF TOTAL POPULATION

⚠️ INTERNET USER NUMBERS NO LONGER INCLUDE DATA SOURCED FROM SOCIAL MEDIA PLATFORMS, SO VALUES ARE NOT COMPARABLE WITH PREVIOUS REPORTS

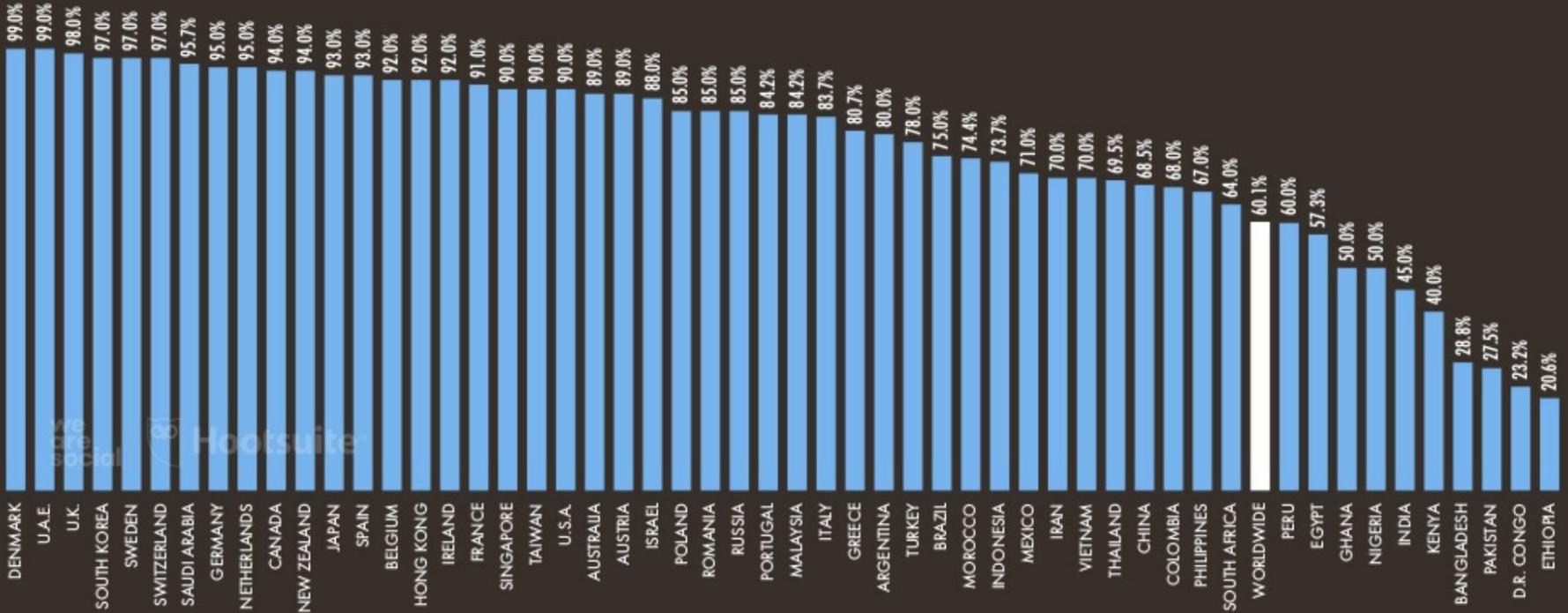


APR
2021

INTERNET ADOPTION

PERCENTAGE OF THE POPULATION THAT USES THE INTERNET

 INTERNET USER NUMBERS NO LONGER INCLUDE DATA SOURCED FROM SOCIAL MEDIA PLATFORMS, SO VALUES ARE **NOT COMPARABLE** WITH PREVIOUS REPORTS



APR
2021

MOBILE INTERNET USE

INTERNET USERS WHO ACCESS THE INTERNET VIA **MOBILE PHONES**

 INTERNET USER NUMBERS NO LONGER INCLUDE DATA SOURCED FROM SOCIAL MEDIA PLATFORMS, SO VALUES ARE **NOT COMPARABLE** WITH PREVIOUS REPORTS

TOTAL NUMBER OF
MOBILE INTERNET USERS
(CELLULAR AND / OR WIFI)



4.38
BILLION

MOBILE INTERNET USERS
AS A PERCENTAGE OF
TOTAL INTERNET USERS



92.8%

SMARTPHONE INTERNET
USERS AS A PERCENTAGE
OF TOTAL INTERNET USERS



91.5%

FEATURE PHONE INTERNET
USERS AS A PERCENTAGE
OF TOTAL INTERNET USERS



4.8%

AVERAGE DAILY TIME SPENT
USING THE INTERNET
ON MOBILE DEVICES



3H 36M

APR
2021

SHARE OF WEB TRAFFIC BY DEVICE

EACH DEVICE'S SHARE OF TOTAL WEB PAGES SERVED TO WEB BROWSERS

⚠️ THE FIGURES ON THIS CHART ARE BASED ON TRAFFIC TO WEB BROWSERS ONLY, AND DO NOT INCLUDE DATA FOR OTHER CONNECTED ACTIVITIES (E.G. USE OF NATIVE MOBILE APPS)

MOBILE
PHONES



54.18%

MAR 2021 vs. MAR 2020:

+4.3%

+221 BPS

LAPTOPS &
DESKTOPS



42.90%

MAR 2021 vs. MAR 2020:

-5.2%

-236 BPS

TABLET
COMPUTERS



2.84%

MAR 2021 vs. MAR 2020:

+7.2%

+19 BPS

OTHER
DEVICES



0.08%

MAR 2021 vs. MAR 2020:

-33.3%

-4 BPS



INDIA

JAN
2021

INDIA

ESSENTIAL HEADLINES FOR MOBILE, INTERNET, AND SOCIAL MEDIA USE

⚠️ CHANGES TO DATA SOURCES FOR INTERNET USERS AND SOCIAL MEDIA USERS MEAN THAT VALUES ARE **NOT COMPARABLE** WITH PREVIOUS REPORTS



INDIA

TOTAL
POPULATION



1.39
BILLION

URBANISATION:
35.2%



MOBILE
CONNECTIONS



1.10
BILLION

vs. POPULATION:
79.0%

we
are
social

INTERNET
USERS



624.0
MILLION

vs. POPULATION:
45.0%



ACTIVE SOCIAL
MEDIA USERS



448.0
MILLION

vs. POPULATION:
32.3%

JAN
2021

ANNUAL DIGITAL GROWTH

THE YEAR-ON-YEAR CHANGE IN KEY INDICATORS OF DIGITAL ADOPTION

 CHANGES TO DATA SOURCES FOR INTERNET USERS AND SOCIAL MEDIA USERS MEAN THAT VALUES ARE **NOT COMPARABLE** WITH PREVIOUS REPORTS



INDIA

TOTAL
POPULATION



we
are
social

+1.0%

JAN 2021 vs. JAN 2020

+13 MILLION

MOBILE
CONNECTIONS



+2.1%

JAN 2021 vs. JAN 2020

+23 MILLION

INTERNET
USERS



+8.2%

JAN 2021 vs. JAN 2020

+47 MILLION

ACTIVE SOCIAL
MEDIA USERS



+21.2%

JAN 2021 vs. JAN 2020

+78 MILLION

JAN
2021

POPULATION ESSENTIALS

POPULATION DEMOGRAPHICS AND OTHER KEY INDICATORS



INDIA

TOTAL
POPULATION



we
are
social

1.39
BILLION

FEMALE
POPULATION



48.0%

MALE
POPULATION



52.0%

ANNUAL CHANGE
IN TOTAL POPULATION



+1.0%

MEDIAN
AGE



28.6

URBANISATION
OF POPULATION



35.2%

POPULATION DENSITY
(PEOPLE PER KM²)



466.4

OVERALL LITERACY
(ADULTS AGED 15+)



74.4%

FEMALE LITERACY
(ADULTS AGED 15+)



we
are
social

65.8%

MALE LITERACY
(ADULTS AGED 15+)



82.4%

**JAN
2021**

POPULATION BY AGE GROUP

THE TOTAL NUMBER OF PEOPLE WITHIN EACH AGE GROUP



INDIA

TOTAL
POPULATION



we
are
social

1.39
BILLION

POPULATION AGED
13 AND ABOVE



KEPIOS

77.7%
1.1 BILLION

POPULATION AGED
18 AND ABOVE



Hootsuite

68.6%
950.6 MILLION

POPULATION
AGED 16 TO 64



65.5%
908.6 MILLION

JAN
2021

DEVICE OWNERSHIP

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 THAT OWNS EACH KIND OF DEVICE



INDIA

MOBILE PHONE
(ANY TYPE)



96.4%



SMART
PHONE



96.3%

GW.

NON-SMARTPHONE
MOBILE PHONE



15.8%



LAPTOP OR DESKTOP
COMPUTER



56.4%

GW.

TABLET
DEVICE



23.1%

TV STREAMING
STICK OR DEVICE



17.8%

GW.

GAMES
CONSOLE



14.4%

we
are
social

SMART HOME
DEVICE



13.2%

GW.

SMART WATCH
OR WRISTBAND



27.2%



VIRTUAL
REALITY DEVICE



6.0%

JAN
2021

DAILY TIME SPENT ON MEDIA

THE AVERAGE DAILY TIME* THAT INTERNET USERS AGED 16 TO 64 SPEND ON DIFFERENT KINDS OF MEDIA AND DEVICES



INDIA

TIME SPENT USING THE
INTERNET (ALL DEVICES)



6H 36M

TIME SPENT WATCHING TELEVISION
(BROADCAST AND STREAMING)



3H 16M

TIME SPENT USING
SOCIAL MEDIA



2H 25M

TIME SPENT READING PRESS MEDIA
(ONLINE AND PHYSICAL PRINT)



2H 26M

TIME SPENT LISTENING TO
MUSIC STREAMING SERVICES



1H 53M

TIME SPENT LISTENING
TO BROADCAST RADIO



0H 48M

TIME SPENT LISTENING
TO PODCASTS



1H 08M

TIME SPENT PLAYING VIDEO
GAMES ON A GAMES CONSOLE



1H 20M



INTERNET USE

JAN
2021

OVERVIEW OF INTERNET USE

KEY INDICATORS OF INTERNET ADOPTION AND USE



INDIA

USER NUMBERS NO LONGER INCLUDE DATA SOURCED FROM SOCIAL MEDIA PLATFORMS, SO VALUES ARE **NOT COMPARABLE** WITH PREVIOUS REPORTS

TOTAL NUMBER
OF INTERNET USERS
(ANY DEVICE)



624.0
MILLION

INTERNET USERS AS
A PERCENTAGE OF
TOTAL POPULATION



45.0%

ANNUAL CHANGE
IN THE NUMBER
OF INTERNET USERS



we
are
social

+8.2%
+47 MILLION

AVERAGE DAILY TIME USERS
AGED 16 TO 64 SPEND
USING THE INTERNET



GWl.

6H 36M

PERCENTAGE OF USERS
ACCESSING THE INTERNET
VIA MOBILE DEVICES



91.7%

JAN
2021

MOBILE INTERNET USE

USERS WHO ACCESS THE INTERNET VIA MOBILE PHONES



INDIA

⚠️ USER NUMBERS NO LONGER INCLUDE DATA SOURCED FROM SOCIAL MEDIA PLATFORMS, SO VALUES ARE **NOT COMPARABLE** WITH PREVIOUS REPORTS

TOTAL NUMBER OF
MOBILE INTERNET USERS
(CELLULAR AND / OR WIFI)



572.2
MILLION

MOBILE INTERNET USERS
AS A PERCENTAGE OF
TOTAL INTERNET USERS



91.7%

SMARTPHONE INTERNET
USERS AS A PERCENTAGE
OF TOTAL INTERNET USERS



90.9%

FEATURE PHONE INTERNET
USERS AS A PERCENTAGE
OF TOTAL INTERNET USERS



5.3%

AVERAGE DAILY TIME USERS
AGED 16 TO 64 SPEND
USING MOBILE INTERNET



3H 45M



we are social



we are social

we are social

JAN
2021

SHARE OF WEB TRAFFIC BY DEVICE

EACH DEVICE'S SHARE OF TOTAL WEB PAGES SERVED TO WEB BROWSERS

⚠ THE FIGURES ON THIS CHART ARE BASED ON WEB TRAFFIC TO WEB BROWSERS ONLY, AND DO NOT INCLUDE DATA FOR OTHER ICT-RELATED ACTIVITIES



INDIA

MOBILE
PHONES



76.6%

DEC 2020 vs. DEC 2019:

+3.1%

+230 BPS

LAPTOPS &
DESKTOPS



22.9%

DEC 2020 vs. DEC 2019:

-10.0%

-253 BPS

TABLET
COMPUTERS



0.5%

DEC 2020 vs. DEC 2019:

+74%

+23 BPS

OTHER
DEVICES



[N/A]

DEC 2020 vs. DEC 2019:

[N/A]

[N/A]



we
are
social



we
are
social



Hootsuite®

JAN
2021

ONLINE CONTENT ACTIVITIES

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 THAT CONSUMES EACH KIND OF CONTENT VIA THE INTERNET EACH MONTH



INDIA

WATCH
ONLINE VIDEOS



GWI.

96.7%

WATCH
VLOGS



60.8%

LISTEN TO MUSIC
STREAMING SERVICES



GWI.

82.1%

LISTEN TO ONLINE
RADIO STATIONS



we
are
social

51.1%

LISTEN TO OR
WATCH PODCASTS





SOCIAL MEDIA USE

JAN
2021

SOCIAL MEDIA USE

USE OF SOCIAL NETWORKS AND MESSENGER SERVICES, WITH DETAIL FOR MOBILE SOCIAL MEDIA USE



INDIA

DATA ARE **NOT COMPARABLE** WITH PREVIOUS REPORTS DUE TO CHANGES IN DATA SOURCES. USER NUMBERS MAY NOT REPRESENT UNIQUE INDIVIDUALS.

TOTAL NUMBER OF
ACTIVE SOCIAL
MEDIA USERS*



we
are.
social

448.0
MILLION

SOCIAL MEDIA USERS
AS A PERCENTAGE OF
THE TOTAL POPULATION



KEPIOS

32.3%

ANNUAL CHANGE
IN THE NUMBER OF
SOCIAL MEDIA USERS



360

+21.2%
+78 MILLION

NUMBER OF SOCIAL
MEDIA USERS ACCESSING
VIA MOBILE PHONES



Lightbulb icon

445.8
MILLION

PERCENTAGE OF TOTAL
SOCIAL MEDIA USERS
ACCESSING VIA MOBILE



99.5%

JAN
2021

SOCIAL MEDIA BEHAVIOURS

PERSPECTIVES ON HOW INTERNET USERS AGED 16 TO 64 ENGAGE WITH SOCIAL MEDIA



INDIA

VISITED OR USED A SOCIAL NETWORK OR A MESSAGING SERVICE IN THE PAST MONTH



99.4%

ACTIVELY ENGAGED WITH OR CONTRIBUTED TO SOCIAL MEDIA IN THE PAST MONTH



90.9%

AVERAGE AMOUNT OF TIME PER DAY SPENT USING SOCIAL MEDIA



2H 25M

AVERAGE NUMBER OF SOCIAL MEDIA ACCOUNTS PER INTERNET USER*



11.4

PERCENTAGE OF INTERNET USERS THAT USES SOCIAL MEDIA FOR WORK PURPOSES*



46.7%



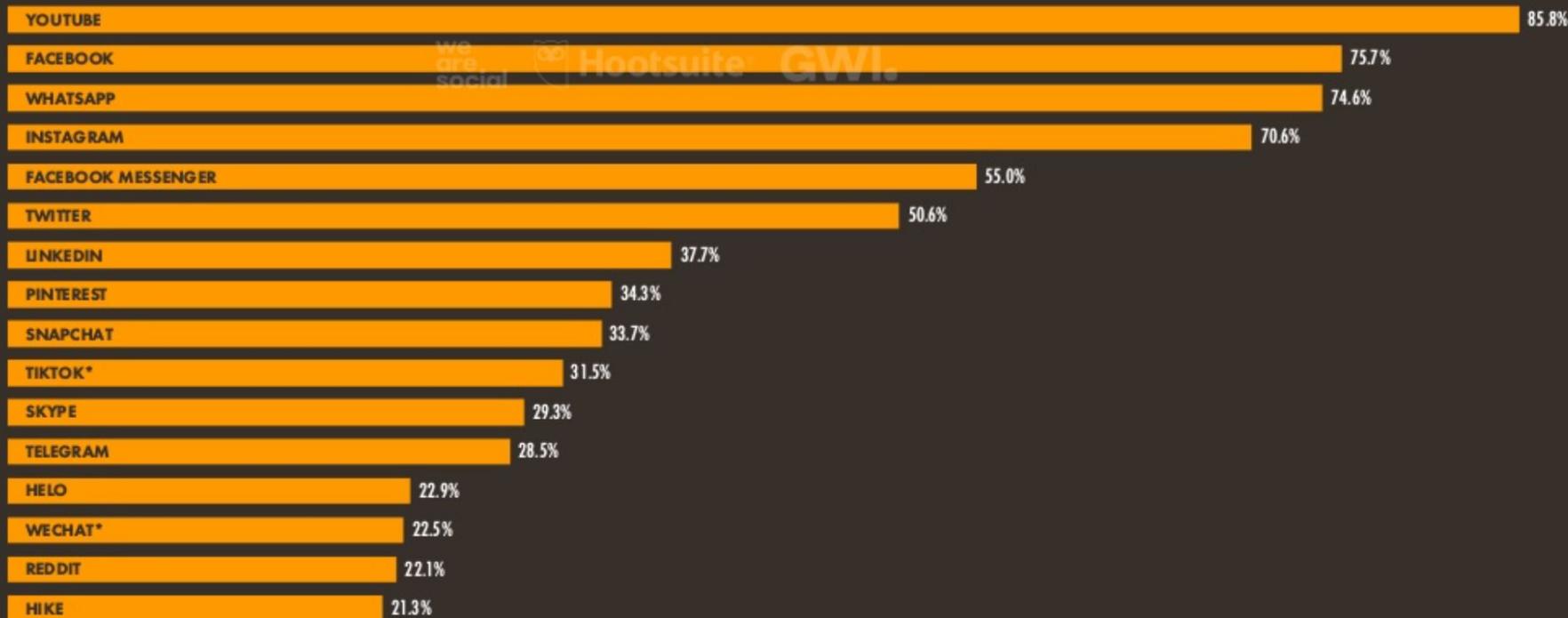
JAN
2021

MOST-USED SOCIAL MEDIA PLATFORMS

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 THAT HAS USED EACH PLATFORM IN THE PAST MONTH



INDIA



JAN
2021

TOP SOCIAL MEDIA AND STREAMING VIDEO APPS

TOP SOCIAL MEDIA AND VIDEO STREAMING APPS ON ANDROID PHONES, BASED ON TOTAL CUMULATIVE TIME SPENT IN 2020



INDIA

TOP SOCIAL MEDIA MOBILE APPS, RANKED BY CUMULATIVE TIME SPENT*

#	SOCIAL MEDIA APP	AVE. TIME PER USER
01	WHATSAPP	21.3 HOURS / MONTH
02	FACEBOOK	17.1 HOURS / MONTH
03	INSTAGRAM	9.8 HOURS / MONTH
04	TRUECALLER	4.5 HOURS / MONTH
05	TIKTOK	10.6 HOURS / MONTH

TOP VIDEO STREAMING MOBILE APPS, RANKED BY CUMULATIVE TIME SPENT*

#	VIDEO STREAMING APP	AVE. TIME PER USER
01	YOUTUBE	26.4 HOURS / MONTH
02	MX PLAYER	7.8 HOURS / MONTH
03	HOTSTAR	4.5 HOURS / MONTH
04	NETFLIX	7.4 HOURS / MONTH
05	AMAZON PRIME VIDEO	4.4 HOURS / MONTH

JAN
2021

TOP YOUTUBE SEARCH QUERIES

USERS' TOP SEARCH QUERIES ON YOUTUBE IN 2020



INDIA

#	SEARCH QUERY	INDEX
01	SONG	100
02	MOVIE	70
03	VIDEO	55
04	SONGS	29
05	DJ	27
06	GANA	26
07	HINDI MOVIE	19
08	CARTOON	18
09	FILM	18
10	NEW SONG	18

#	SEARCH QUERY	INDEX
11	CARTOON CARTOON	18
12	MOVIES	17
13	TELUGU	16
14	DJ SONG	14
15	BHOJPURI	14
16	गाना	14
17	TIK TOK	13
18	COMEDY	12
19	NEWS	11
20	LOVE	9



JAN
2021

MOBILE ACTIONS

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 THAT PERFORMS EACH ACTION USING THEIR MOBILE PHONE EACH MONTH



INDIA

MAKE VIDEO CALLS
OR USE SERVICES
LIKE FACETIME



52.1%

WATCH CONTENT
ON A TV BY CASTING IT
FROM A MOBILE PHONE*



GWI.

35.4%

USE OR
SCAN
QR CODES



we
are
social

45.2%

USE A MOBILE PAYMENT
SERVICE (E.G. APPLE
PAY, SAMSUNG PAY)



GWI.

36.9%

USE A MOBILE
PHONE AS A TICKET
OR BOARDING PASS



25.0%





CHANGING TRENDS OF FILM MAKING THROUGH MOFI: MOBILE FILM REVOLUTION



Mobile FILM

Empowering the individual storyteller

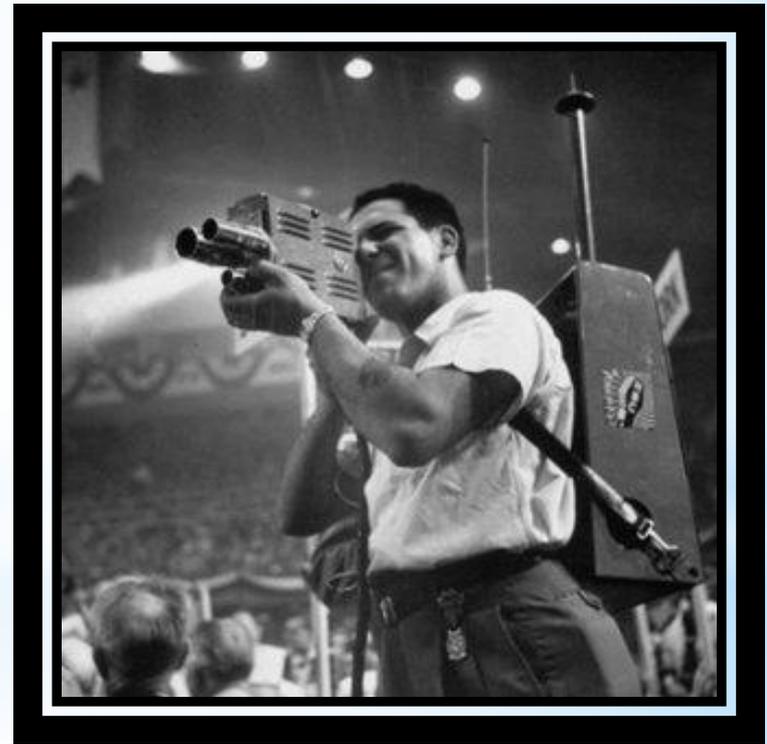
- *The small 35 mm camera designed in 1913 by Oskar Barnack at the workshops of the German company Leitz, was not only a great technological innovation, but also represented an authentic conceptual revolution that would change 20th-century photojournalism.
- * Gave photographers and reporters freedom of movement, enabling them to leave their heavy equipment in the studio and go outside.

1925 - THE PRINTED PRESS AND THE LEICA:



*The *Walkie-Lookie* from RCA - the first truly portable camera - that reporters could go out and move among the people.

**1953 - THE TV
AND THE
"WALKIE-LOOKIE"**



- * In 2007 the release of the iPhone changed everything. It changed the way we communicate, listen to music, get informed... but it especially changed the way how all humanity started creating and sharing content in a fast, easy and global way.
- * Journalists immediately saw the opportunity of this new technology and started using their smartphones to completely change the way they created and shared stories in the new digital society.

2007 - THE INTERNET AND THE IPHONE



* Cost Factor

* Portable

* Citizen Journalism

* Film Making

* High Speed Internet

* **THE REASON BEHIND USING MOBILE**

PHOTOGRAPHY

- * Filmic First Light ([iOS](#) / [Android](#))
- * Adobe Lightroom ([iOS](#) / [Android](#))
- * Halide Mark II ([iOS](#))
- * Pro Camera: ([iOS](#))
- * Snapseed ([iOS](#) / [Android](#))
- * ProShot ([iOS](#) / [Android](#))
- * VSCO ([iOS](#) / [Android](#))

VIDEO RECORDING

- * Filmic Pro ([iOS](#) / [Android](#))
- * Beastcam ([iOS only](#))
- * Open Camera ([Android only](#))
- * Cinema 4K ([Android only](#))
- * Cinema FV-5 ([Android only](#))
- * Skyflow ([iOS only](#))
- * Lapse it ([iOS](#) / [Android](#))

APPS FOR MOJO & MOFI

<https://www.thinglink.com/scene/1018465640987492355>

<https://www.thinglink.com/scene/1018182572166873089>

MULTI-TRACK VIDEO EDITING

- * LumaFusion ([iOS only](#))
- * KineMaster ([iOS](#) / [Android](#))
- * PowerDirector ([Android only](#))
- * Alight Motion ([Android](#))
- * iMovie ([iOS only](#))

SIMPLE SOCIAL VIDEO EDITING APPS

- * Spark Camera and Video Editor ([iOS](#))
- * GoPro Quik ([iOS](#) / [Android](#))
- * Animoto ([iOS](#))
- * Apple Clips ([iOS](#))
- * VideoLeap ([iOS](#))
- * CuteCut ([iOS](#) / [Android](#))
- * Vlogit ([iOS](#) / [Android](#))
- * VideoShop ([iOS](#) / [Android](#))

AUDIO RECORDING AND EDITING

- * Voice Record Pro ([iOS](#) / [Android](#))
- * Ferrite ([iOS](#))
- * AudioEvolution Mobile Studio ([Android](#))
- * n-Track ([Android](#))

360°

- * Google Street View ([iOS](#) / [Android](#))

ANIMATION

- * Adobe Spark Post ([iOS](#) / [Android](#))
- * TypeArt ([iOS](#))
- * Legend ([Android](#))
- * Wizibel ([iOS](#))
- * Headliner ([iOS](#) / [Android](#))

VERTICAL STORYTELLING

- * Unfold ([iOS](#) / [Android](#))
- * Mojo ([iOS](#))
- * Storyluxe ([iOS](#))

*The Remote and Cloud based TV Production Revolution will be continued Post Pandemic

*News shows became Zoom-a-thons

*Setting up home studios and backdrops by Anchors and Reporters

*Flexible work schedules and fewer hours commuting

*Olympics Broadcasts to Rely More on Remote Production

***The Future of TV**



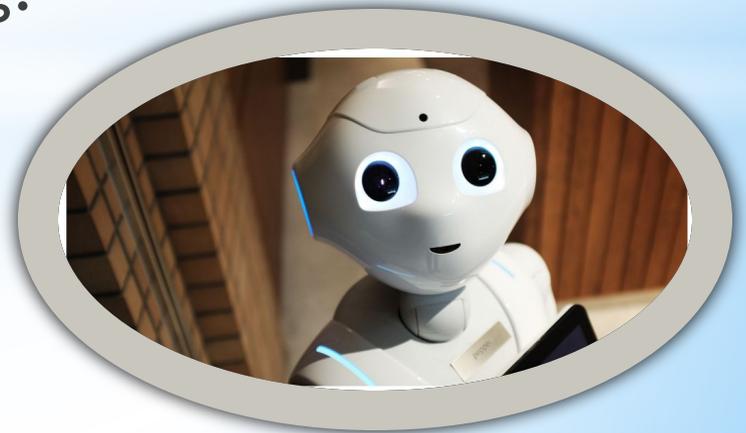
READY-TO-GO REMOTE SOLUTIONS

- * ARTIFICIAL INTELLIGENCE
- * IMMERSIVE TECHNOLOGIES
- * 5G
- * INTERNET OF THINGS (IOT)
- * SAAS (Software as a Service)

* **CRUCIAL TECHNOLOGICAL TRENDS FOR THE MEDIA SECTOR**

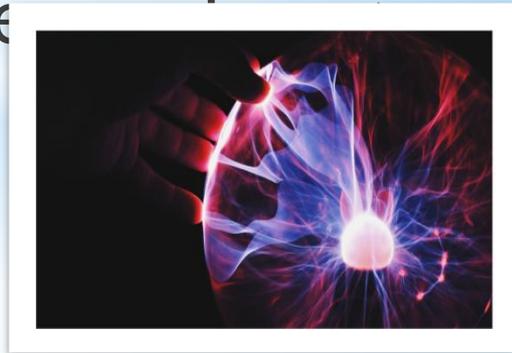
- * Artificial Intelligence is the ability of a computer or a computer-controlled device to perform tasks commonly associated with human intelligence. AI is deemed to include, amongst other things, understanding human speech and interacting with human agents.
- * The impact on the media sectors are related to things such as personalization, content recommendations, automated content creation, content delivery optimization and fact-checking.

* ARTIFICIAL INTELLIGENCE



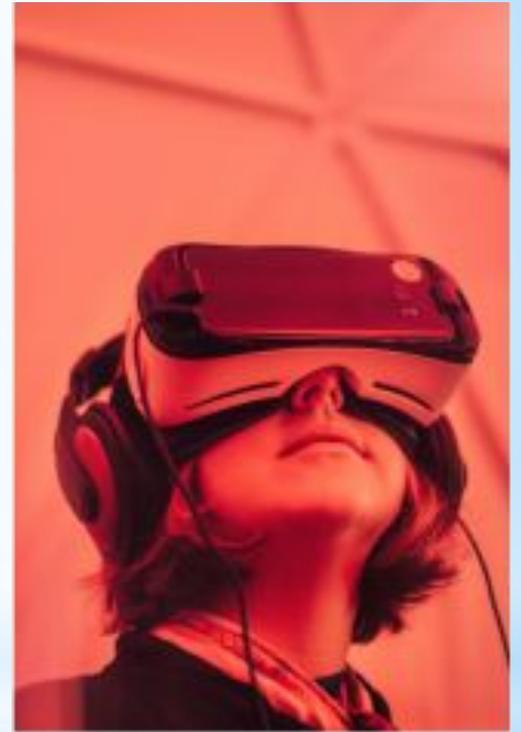
- * Immersive technologies refer to technologies that attempt to emulate a physical world through the means of a digital or simulated world, thereby creating a sense of immersion.
- * The best-known forms are Augmented Reality (AR) and Virtual Reality (VR). While VR and AR are currently separate technologies and devices, they are expected to merge in the near future (the collective term for this is “eXtended Reality” - XR).

* IMMERSIVE TECHNOLOGIES



*Immersive technologies open up new ways of storytelling (with, for example, parallel or interactive story lines) and experiencing live events (attending from home but feeling like being there).

*They also enable innovations in educational content. Users can modify their social behaviour and extend the use of these technologies on social platforms.



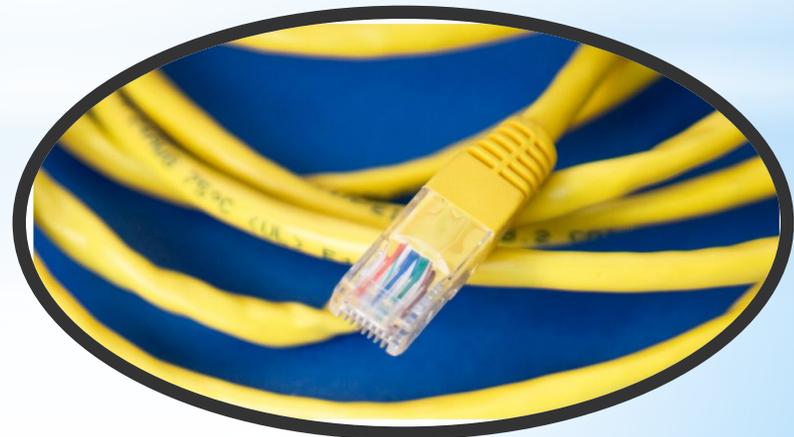
- * Next generation of cellular mobile networks.
- * The speed of this cellular network will be much faster than 4G (as much as 20 Gbps or even higher) and have an interaction time in the range of milliseconds.
- * It will be fully controlled by software, making it highly flexible and configurable reserving a portion of network capacity for a particular service or a user and ensure that the quality requirements of that service or user are consistently met. This is known as ‘network slicing’..
- * It will accelerate existing trends such as ‘social interaction anywhere, anytime. on any device’. It will also increase the pace of acc

*** 5G**



- *The internet of things is a system of interrelated computing devices, mechanical and digital machines, objects, animals or people that are provided with unique identifiers (UIDs) and the ability to transfer data over a network without requiring human-to-human or human-to-computer interaction.
- *A *thing* in the internet of things can be a person with a heart monitor implant, a farm animal with a biochip transponder, an automobile that has built-in sensors to alert the driver when tire pressure is low or any other natural or man-made object that can be assigned an Internet Protocol (IP) address and is able to transfer data over a network.

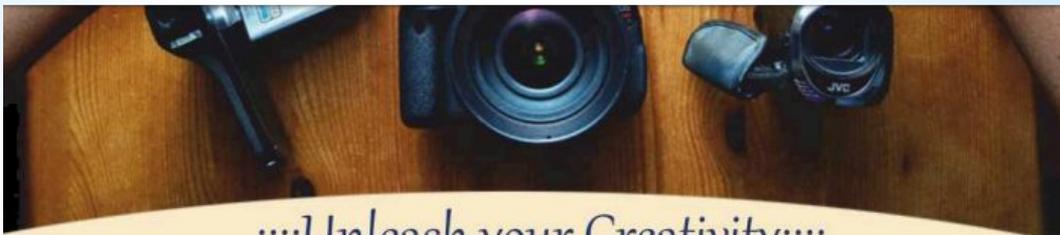
* IOT



*Software as a service (or SaaS) is a way of delivering applications over the Internet—as a service. Instead of installing and maintaining software, you simply access it via the Internet, freeing yourself from complex software and hardware management.

*SAAS





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*Thank You

