MEDIA AND ENTERTAINMENT INDUSTRY WITH ONLINE CASTING PLATFORMS – AN ADVENT OF TECHNOLOGY

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Abstract

The media and entertainment industry have always ongoing challenges to get organized, the struggle is visible in most of the industries headed under a label of "developing industries" this battle is fought by the growing industries for consistently innovating newer services/products to stabilize they stake in the market. The media and entertainment industry faced with rapid growth pushed with high-market demand. Has recently attracting new start-ups and inverters towards the industry organization creating opportunities for investments and employments. Technology being the backbone of many business entity, has emphasized its important role in the media and entertainment industry. Technology has always been a very important part of the media and entertainment industry as a pre-production and post-production in the film sector. But recently development of employment organization through a medium of technology being created into online casting websites have become of importance. This has through light on the industry for not only paying interest in receiving, but also paying back to the sociality. The industry employment sector, is going through a transformation from the offline method of recruitments to online hiring. Technology has taken over the media and entertainment industry employment sector by its vas availability to start-ups, making the initiative of organizing the industry. This

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shaped structure will incorporate more ethic practices by reducing the malpractices gripping the industry as a hurled for growth. The software introduced by online platforms are organizing employment by curating scattered data, availability of job option, saving travelling cost, hiring cost, and giving an exposure and knowledge making aspirants aware of malpractices. Technology has played a merger role in the employment sector with online casting websites. These are common platforms bridging the gaps between actor's and casting Director's making recruitment process transparent and fair. Creating more opportunities for employment and even awareness "how to approach the entertainment industry.

Keywords: Technology, employment, media and entertainment industry, organizing.

Introduction

Technology reportedly in the media and entertainment industry are reshaping many aspects. It'strue that technology has become an important feature of our day-to-day life, specially the way we choose to communicate, learn, work and function in different aspects. The relationship of technology and media and entertainment industry have always beenwitnessing growth together out of which technology has become a smarter opportunity for rapid advancement implication. The development in technology has given raised to expectation streaming the entertainment in different geographic regions, which has increased market dynamics, showing an upward graph in the economy growth-rate. Digitization has been a successfully asset of television which has forced on capturing content. The market demand has been consistently high with requirement of technological innovation. As the emergence technology and its potential impact on media and entertainment industry which is composed of many sub-sectors like; television, movies and videos, advertising, information publishing, production and distribution through a number of channels which has fundamentally changed viewers watching screen, names are Netflix, Amazon prime, Airtel TV, Hotstar etc. this change has opened to creating opportunities associated with development for employment aggregation. the industry's growth is so rapid with the screening sector, backed by latest fifth generation 5G networks intelligently connecting the globe across. Taking seconds to download HD movies on one's smart-devices with excellent speed and reliable quality, making accessibility to all. The industry has come to a point where growth had overlooked the employment sector with increasing malpractices, scatted data, scarcity of right talent reaching the right requirement. But the newly spread online casting websites of internet. Which is a platform for both actors (employee's) and casting directors (employer's) for recruitment process. this has been an attention seeker for new investment opportunities for the big inverters as well as many new start-ups have joined-in. The technology based online casting websites are platform organizing the employment sector of the media and entertainment industry.

Talent &Technology

The talent aggregators have put together the large amounts of small and hug employment opportunities from different parts of India. Creating online talent aggregation platforms, which has curated scatted data, reducing malpractices, getting the right talent to the right requirement. Many small industries have been aggregated to sophisticate and create larger opportunities for businesses and availability for consumers, like; Food-aggregators, Zomato,Swingy, travel-aggregators, Goibibo, MakeMyTrip, Uber, Ola etc. But when we talk about media and entertainment industry, aggregation's role is more of curating employment sector. By putting together casting directors/production houses which are employees hurting for the right talent amongst the thousands of aspirants travailing from different cities to make they career in the (M & E) Industry. On the other hand, we have aspirant uploading they portfolio in search of employment.

Aspect of technology

Technology has revolutionized the concept of "talent aggregation" to online talent aggregation as a channelization of a transparent recruitment process. the media and entertainment industry have always witnessed technology support from production to distribution, enriching growth significantly impacting the employment sectorswith an upward demand, for new talent.

Technology has made the process easierfor acquisition of employment, by just a click.Were the aspirant need to login to the online recruitment platforms, fill in his person details, upload images or portfolio. The aspirant can show interest in the list jobs or wait for a casting director/producer, to shortlist or select them for an upcoming movie/video/television opportunity. Same is with the casting director, he/she logins upload company/person details, list the job requirement. And shortlist the actor/aspirant which would fit the role. And may or may-not call them for an audition.

Literature review

Horwitz (2011) Acting and technology have always been inexorably since technological age. Enhancing the performances with development of very sector. Today's internet casting platforms which is an exponential explosion to the actors reaching out and making they career. Digital format of casting has seen technology effects on actors and casters for employment.

Shaw (2012) Innovation in introduced by actors creating something different by their acting skills. Online casting websites has impressive features becoming increasingly common the recruitment amongst the acting and casters.

Wallance (2013) How technology has affected acting. Smartphone are actually giving employment opportunities sitting at home. Personally, meeting or even a video call, is considered while hiring in the entertainment industry. It's not necessarily works for all, but transformation has initiated.

Mehra & Chadha (2013) Online websites that believes in bridging the gap between actors and casting directors with the help of technology create software providing them a common platform for employment.

Actors-Apply (2015) online casting website connecting actors and casting directors. By making the process easier and more efficient. Working on removing language and regions barriers. One does not need to be in the movie hub to get a big break. Online have made things more transparent giving everyone a fair chance.

Laura (2018) Technology business in the entertainment sectors creating digitalizing which has gone beyond simple understanding of replicating actors, whom have lived they lives. The shadow of technology has been improving the media and entertainment industry. Taking it to the next level

MB Team (2018) The ton of resources to actors and casters today. Casting websites have incresed over a period of time, and actors should be aware of the best sites to selcet. I reference check should be done, technology creates for usefullness, but can get misused.
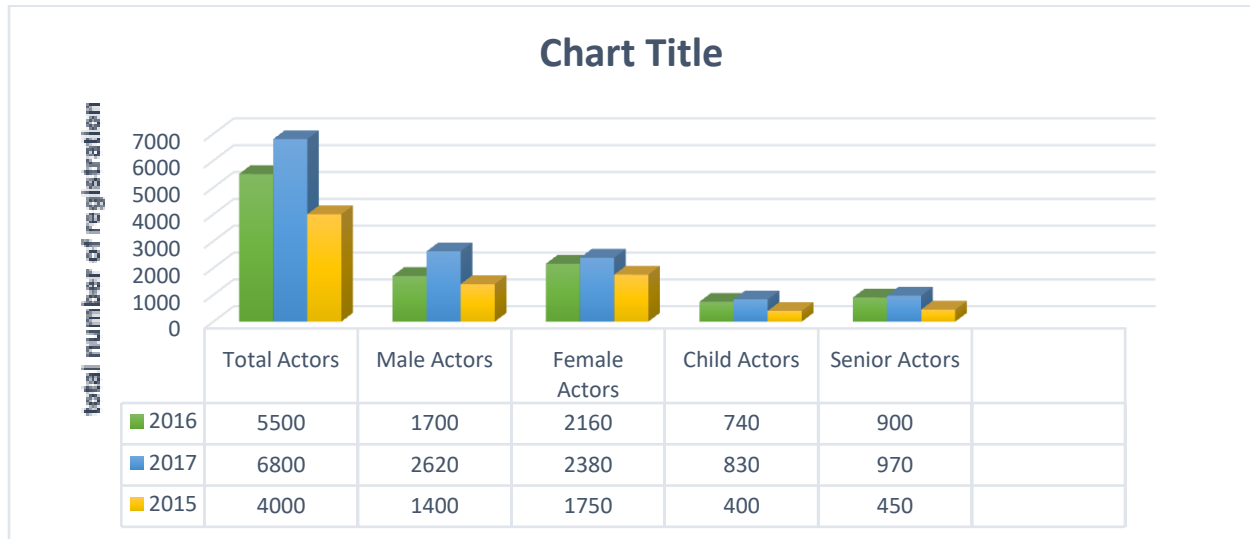
Vasiliauskas (2019) Thanks you technology, aspiring actors have abundance of resources of online legitmate casting opportunities. Instited of going around the town to casting offices, not quite sure about what will to expect in terms of malpractices or exploitation.

Minsky(2019) The business of acting is and its process of employment by auditioning is a nightmare on both ends. Actors don't have much of a choice, sometimes low-paid, don't match the script etc. And casting directors don't have necessary access to talent. Online digital casting websites have made casting efficient, so contemplating acting career is no more required.

Bausch2019) The path of acting wasn't so easy, aspiring actors did not know where to go. As an actor entering the industry is the most difficult path. Technology changing the very approach to build a career by opening opportunities to all aspirants is an excellent step forward.
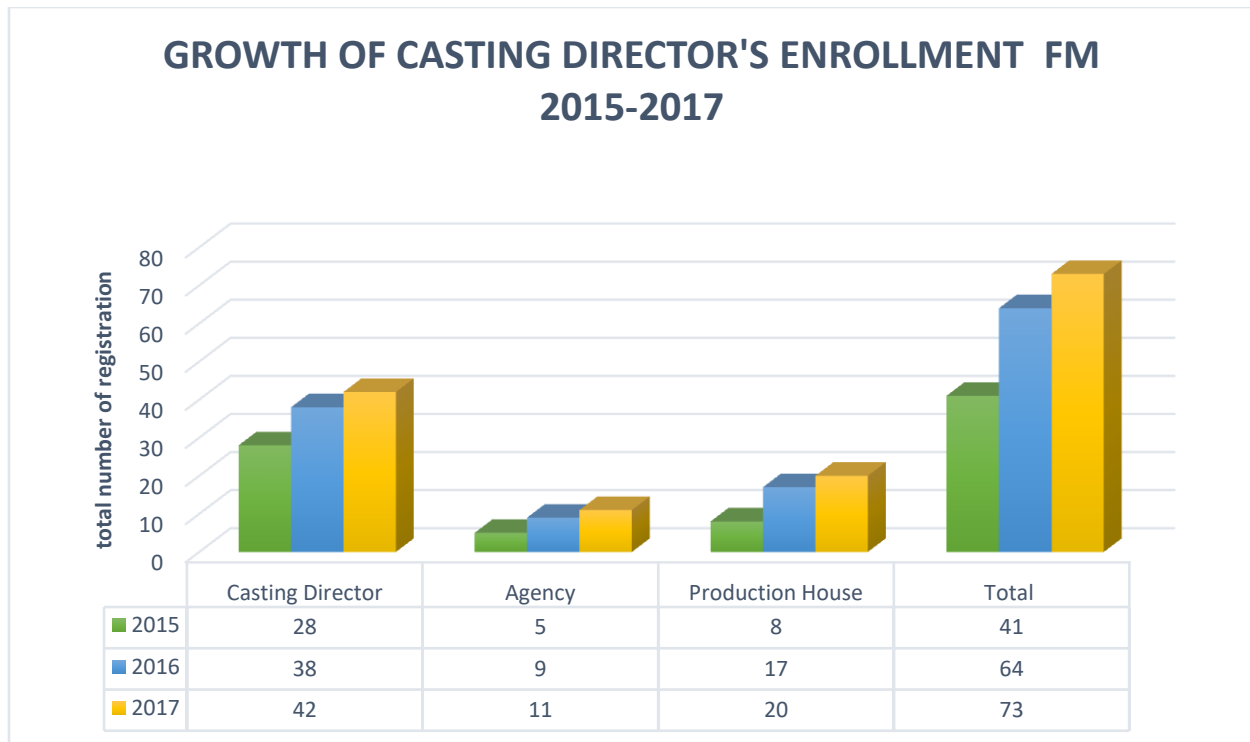
Growth endorsed by technology

The Company casttoday.com has shown a prevalent of growth through the years 2015 to 2017, by the awareness of online casting websites many actors and casting directors, are approaching the new technology driven-recruitment process.

Chart Title

	Total Actors	Male Actors	Female Actors	Child Actors	Senior Actors
■ 2016	5500	1700	2160	740	900
■ 2017	6800	2620	2380	830	970
■ 2015	4000	1400	1750	400	450

Source: Data collected from casttoday.com

Graph 1-4 growth of Online Casting Websites

A significantly visible growth from 2015-2017 with the membership registrations increased has been viewed. The data of 2015 male actors 1400, female actress 1750, child actors 400 and senior actors 450. The data of 2016 showed an increase in male actors 1700, female actress 2160, child actors 740, and senior actors 900. A further increase has been seen in 2017 with membership registration with male actors 2620, female actress 2380, child actor 830 and senior actors 970. Giving us a result of total membership registration of different segments of actors in 2015 - 4000, 2016 - 5500, and 2017 – 6800.

GROWTH OF CASTING DIRECTOR'S ENROLLMENT FM 2015-2017

	Casting Director	Agency	Production House	Total
■2015	28	5	8	41
■2016	38	9	17	64
■2017	42	11	20	73

Source: Data collected from casttoday.com

Graph-2-4 growth of Online Casting Websites

There has been also an increase in membership registrationfrom the casting directors' size which also showing growth from 2015 to 2017. 2015 casting directors 28, agencies 5, production houses 8. The increase from 2015 to 2016 with respect to casting directors 38, Agencies 9, and Production houses 17. Further increasing from 2016 to 2017. 2017 casting directors 42, agencies 11, and Production houses 20. The total membership registration employers providing employment to actors were, 2015 - 41, 2016 – 64, and 2017 – 73. The stable increasing registration of casting directors/production houses etc. have also increased the member of roles offered and acceptance of them.

Analysis

The raped growing media and entertainment industry has showed an increase in number of registrations over a period of 3 years, from2015 to 2017, Which determines poitrinal growth with acceptance of the digital technology platform. The influence of online casting websites is changing consumer behavior across many industries. The media and entertainment industry gaining recognition of producing movie, videos, games etc. have started the organization process towards the back-born of very industry by looking into the core, which is employment sector.

The talent aggregation tools are an organizer of the industries employment sector channeling young aspirants to find the right job and employers to find the right talent.

The growth online casting websites can be with increasing numbers from 2015 to 2017 whereas registration has increased of employees (actors) and employers (casting director/producers) seeking employment in the media and entertainment industry. From the above graph-2 we see the number of enrollments of actors are, 4000 in 2015. 5500 in 2016. And 6800 in 2017. The upward graph showing more actors and casting director/production houses registering on the online casting websites, is a visible growth followed by acceptance. The job providers have increased the from 2015 to 2017. Whereas 28 employers registered in 2015. 38 employers registered in 2016 and 42 employers registered in 2017 as show in graph-2. The media and entertainment industries acceptance towards organizing and channelizing has created a lot of opportunity.

Research Method

Problem Definition

The media and entertainment industry are growing very faster, with recruitment being a concern as off-line process of job acquisition cannot handle the expansion. And disorganization giving rise to malpractices are stepping forth. The industry organization is the requirement of the employment recruitment process. Online casting websites back with the latest technology's acceptance might give rise to creating opportunities in building many aspirants carrier in the media and entertainment industry. Focusing on organizing the employment process.

Objective:

1. To study online casting technology-basedwebsites user-friendly, based on uploading time, easy navigation, convenient to use?
2. To analyzed acceptance of the online casting websites based on usage of the platform.

Type of Study

Have approached an exploratory study. To understand online casting websites which are trying to become a solution to job acquisition in the media and entertainment industry. For hiring talent through an organized process. leaving no room for malpractices. The technology based websites user-friendliness, as a platform and its acceptance will be analyzed by studding both secondly and primary data

Data collection

The data was collected through a survey questionnaire in Mumbai city. With respondents using the online casting websites. And an online casting website (casttoday.com) data of enrollment, has been collected as a secondary study.

Data type

Primary data was collected through survey questionnaire and secondary data of one existing online casting website's (casttoday.com) data has been analyzing to understand the acceptance.

Data Analysis Design

Descriptive Analysis has been used for primary data analysis to study the user-friendliness of the online casting websites. The secondary data has been analyzed by the actual visible increasing enrollments of casting directors/producer's registration over the past 3years. (2015,2016 and 2017)

Sampling Design and Sampling Size

Observational survey of an online casting website was conducted for the first objective to study the acceptance as a growing demand. The sampling of the above one company was done by judgmental sampling. The website has been shortlisted on the basis of data-sharing and accessibility.

The sample comprised of below mentioned one online casting website:

1. Casttoday.com

Further data primary was collected from 100 respondents in Mumbai,using online casting websites. With a closed-end survey questionnaire with 15 questions. To understand the user-friendliness. The quality of online casting websites is offering for job recruitments, through time saving, cost saving and convenience will help understand its user-friendliness and acceptance.

Table 1-3 Sample Size

SAMPLE SIZE	
Casting Directors/Producers	30
Actor's	100
Total Sample	130

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Analysis:

Descriptive Analysis

Descriptive statistics has been used to analysis the respondent's (Casting directors and Actors) for the result of the acceptance towards online casting websites by analyzing the user-experience based on the below questions.
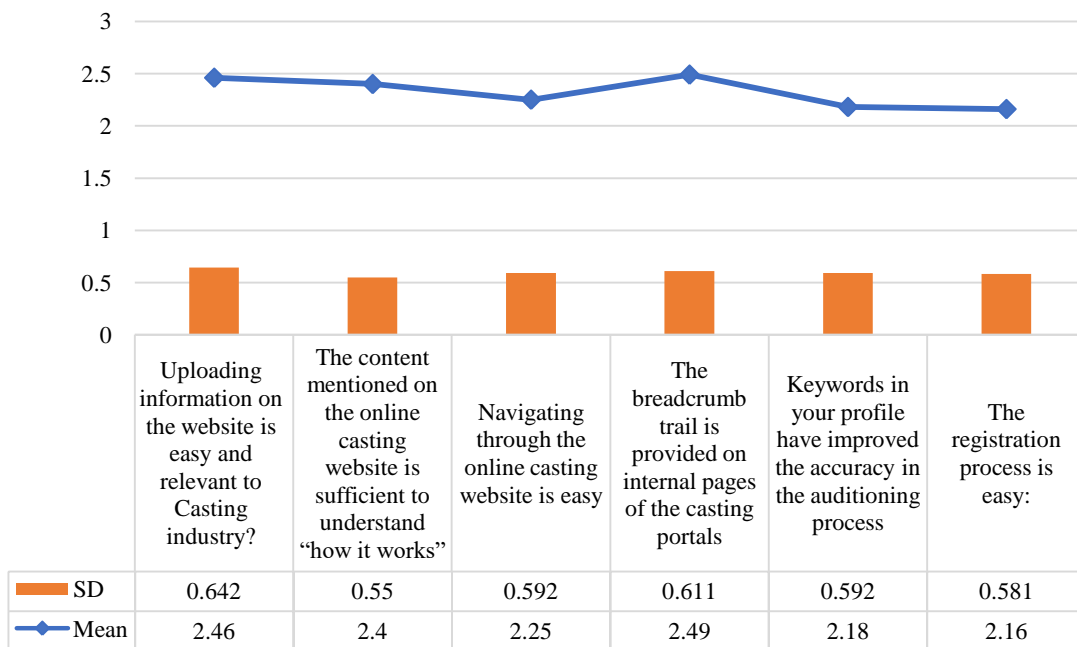
Actor's User Experience: The acceptance of online casting websites user-experience has been considered by analysing means of respondentsto understand they perception.

Table 2-3, Actor's User-Experience

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Uploading information on the website is easy and relevant to Casting industry?	100	1.00	4.00	2.460	.642
The content mentioned on the online casting website is sufficient to understand "how it works"	100	1.00	4.00	2.400	.550
Navigating through the online casting website is easy	100	1.00	5.00	2.250	.592
The breadcrumb trail is provided on internal pages of the casting portals	100	1.00	4.00	2.49	.611

Keywords in your profile have improved the accuracy in the auditioning process	100	1.00	4.00	2.180	.592
The registration process is easy:	100	1.00	4.00	2.160	.581
Valid N (listwise)	100				

Source: Excel output from field survey data

	Uploading information on the website is easy and relevant to Casting industry?	The content mentioned on the online casting website is sufficient to understand "how it works"	Navigating through the online casting website is easy	The breadcrumb trail is provided on internal pages of the casting portals	Keywords in your profile have improved the accuracy in the auditioning process	The registration process is easy:
SD	0.642	0.55	0.592	0.611	0.592	0.581
Mean	2.46	2.4	2.25	2.49	2.18	2.16

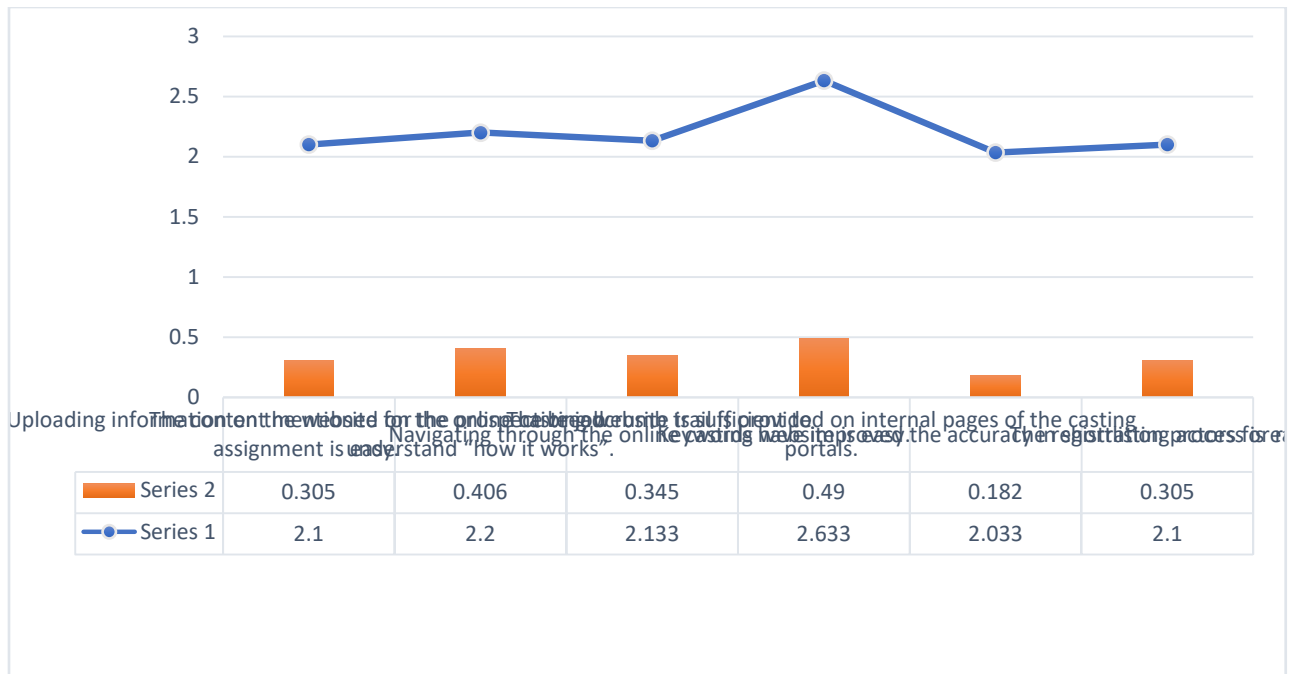**Graph3-4 Representing Actor's Responses.**

The descriptive statistic test shows the mean and standard deviation. Which has been considered to analysis the user-experience of Online casting websites. Information uploaded on the casting websites mean is 2.46 and SD 0.642. Content mentioned to understand "how it works" is sufficient, mean 2.40 and SD 0.550. Navigation through casting websites is easy, mean 2.250 and SD 0.611. breadcrumb trail is provided on internal pages, mean 2.490 and SD 0.611. The profile of an actors can be found by keywords, got a mean of 2.180 and SD 0.592. Further the registration being an easy process got a mean 2.160 and SD 0.581. The graph displays the mean and standard deviation plotted, and a mean of >3, which shows acceptance being measured on a scale of 1 to 5, whereas 1 very strongly agreeing and 5 very strongly disagreeing

Casting Directors User Experience. Therespondent's mean and standard deviation are measures which are mentioned below in the table. That shows the analysis of respondent's perception based different questions to analysis the user friendliness of the online casting websites.

Table 3-3, Casting Directors/Production HousesUser Experience

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Uploading information on the website for the prospective job assignment is easy.	30	2.00	3.00	2.100	0.305
The content mentioned on the online casting website is sufficient to understand "how it works".	30	2.00	3.00	2.200	0.406
Navigating through the online casting website is easy.	30	2.00	2.00	2.133	.345
The breadcrumb trail is provided on internal pages of the casting portals.	63	2.00	3.00	2.633	.490
Keywords have improved the accuracy in shortlisting actors for roles.	30	2.00	3.00	2.033	.182
The registration process is easy.	30	2.00	2.00	2.100	.305
Valid N (listwise)	30				

Source: Excel output from field survey data

	Uploading information on the website for the online casting assignment is easy.	The content mentioned on the website is sufficient to understand "how it works".	Navigating through the online casting website is easy.	The website's all internal pages provided on Keywords have increase the accuracy registration process for a portals.		The registration process for a
Series 2	0.305	0.406	0.345	0.49	0.182	0.305
Series 1	2.1	2.2	2.133	2.633	2.033	2.1

Graph4-4 Representing Casting Director/Production Houses'Responses.

The statistic of descriptive include the standard deviation and mean of 30 respondent's. which has been considered for analysing perception of employees (casting director/production houses) user-friendliness towards the online casting websites. Information uploaded on the casting websites mean is 2.100 and SD 0.305. Content mentioned to understand "how it works" is sufficient, mean 2.200 and SD 0.406. Navigation through casting websites is easy, mean 2.133 and SD 0.345. breadcrumb trail is provided on internal pages, mean 2.633 and SD 0.490. The profile of an actors can be found by keywords, got a mean of 2.033 and SD 0.182. Further the registration being an easy process got a mean 2.100 and SD 0.305. The graph displays casting directors/production houses. With a positive responsetowards online casting website with a mean and standard deviation plotted. The mean of >3, which shows acceptance being measured on a scale of 1 to 5, whereas 1 very strongly agreeing and 5 very strongly disagreeing.

Conclusion

This study has investigated the emerging technologies backing the media and entertainment industry with online casting websites. With a high-potential of streaming and channelizing employment. A positive impact by adoption of online casting websites for recruitment has been seen by growth of more-and-more registrations increasing. The enhanced technology growth is creating more opportunity for aspirants by offering jobs search, uploading resumes, casting notification, the websites provides basic information about the industry, act as a directory for many newcomers and news channel for information of acting schools, photographers etc. The entertainment industry business approach with online casting websites are attracting inverters giving them a new model of business to invest in. Indian media and entertainment have through light on scope of regular job opportunities, creating income, career establishment for young aspirants and even established actor's.

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