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4. D

5. E


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12. L


13. M


14. N

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26. Z
GLOSSARY:

1. A

Analog technology: An analog or analogue signal is any continuous signal for which the time varying feature (variable) of the signal is a representation of some other time varying quantity i.e., analogous to another time varying signal.

Animation: The technique of photographing successive drawings or positions of puppets or models to create an illusion of movement when the film is shown as a sequence.

ASP(Application Service Provider): It is a company that offers individuals and enterprises access over the internet to applications and related services that would otherwise have to be located in their own personal or enterprise computers.

Acetate film: A cellulose acetate film, or safety film, is used in photography as a base material for photographic emulsions.

Aspect ratio: It is the ratio of width to height of an image or screen.

Above-the line(CTL) Costs: The above the line costs incurred during the production of a movie or an ad commercial are that associated with the creative side of it. These costs include those incurred for actors, music and photography.

2. B

Blue Ray Disks: Blue-ray Disc recordable refers to two optical disc formats that can be recorded with an optical disc recorder.

Buzz Marketing: Marketing activities undertaken to create the buzz or awareness of the product.

Below the line(BTL) Costs: Below the line is a term derived from the top sheet of a budget referring to the operating costs of making the movie or an ad.

3. C

Control system: A control system is a device, or a set of devices, that manages, commands, directs or regulates the behavior of other devices or systems.

Creative Industry: The creative industries refers to a range of economic activities which are concerned with the generation or exploitation of knowledge and information.

Cloud computing: It is the practice of using a network of remote servers hosted on the Internet to store, manage and process data, rather than a local server or a personal computer.

Corporatization: It is the process of transforming state assets, government agencies, or municipal organizations into corporations.
Computer Graphics Imagery (CGI): It is the application of computer graphics to create or contribute to images in art, printed media, video games, films, television programs, commercials, videos and simulators.

Curiosity marketing: Marketing activities undertaken to arouse the curiosity in the company products especially relevant for the film industry.

Co-branded marketing: Co-branding also called as brand partnership, is when two companies form an alliance to work together, creating marketing synergy.

Compliance: It is a prevalent business concern, partly because of ever increasing number of regulations that requires companies to be vigilant about maintaining a full understanding of their regulatory compliance requirements.

Cinemascope: A cinematographic process in which special lenses are used to compress a wide image into a standard frame and then expand it again during projection. It results into an image that is almost two and a half times as wide as it is high.

Color temperature: It is conventionally stated in the unit of absolute temperature, the Kelvin, having the unit symbol K. Color temperatures over 5000K are called cool colors (bluish white), while lower color temperatures (2700-3000 K) are called warm colors (yellowish white through red)

Crowd Financing: It is a practice of funding a project or venture by raising monetary contributions from a large number of people, typically via the internet.

4. D

Digital content: It is any type of content that exists in the form of digital data.

DVD: Digital video disk is a digital optical disk storage format invented and developed by Philips, Sony, Toshiba and Panasonic in 1995.

Digital Technology: It is a base two process. Digitised information is recorded in binary code of combinations of the digits 0 and 1 also called bits, which represent words and images.

Distribution: It is the way in which something is shared out among a group or spread over an area.

DSLR: A digital single lens reflex camera (also called a digital SLR or DSLR) is a digital camera combining the optics and the mechanism of a single lens reflex camera with a digital imaging sensor, as opposed to photographic film.

Distribution Financing: It is the financing activities which is arranges and organized by the Film Distributors.

Diaspora: It is the dispersion or spread of any people from their original homeland.

Data Security: It means protecting data, such as a database, from destructive forces and from the unwanted actions of unauthorized users.
Dolby: An electronic Noise reduction system used in tape recording to reduce hiss or used to provide stereophonic sound for cinemas and television sets.

DTS(Digital Theatre system): It is a series of multichannel audio technologies owned by DTS Inc. (formerly known as Digital theatre system).

Disruptive technology: A disruptive innovation is an innovation that helps create a new market and value network, and eventually disrupts an existing market and value network (over a few years or decades), displacing an earlier technology.

Digitization: It is the process of converting analog signals or information in any form into a digital format that can be understood by computer systems or electronic devices. The term is used when converting information, like text, images or voices and sounds, into binary code.

5. E

Exhibition: A public display of works of art like films, or items of interest, held in an art gallery or museum or at trade fair.

Editing: Prepare a video, film or a print publication content by judiciously correcting, condensing, modifying or deleting portions so that the final effect is worthwhile to watch or read.

ERP: Enterprise Resource Planning, is a business management software typically a suite of integrated applications – that a company can use to collect, store, manage and interpret data from many business activities, including product planning, cost, manufacturing and service delivery, marketing and sales and management of inventory.

6. F

Film Format: It is a technological definition of a set of standard characteristics regarding image capture on photographic film for either stills or film-making. It can also apply to projected film, either slides or movies.

Film Stock: It refers to Photographic film that has not been exposed or processed.

Full High definition: Full HDTV, also referred to as ultra-HD, true HDTV, and 1080p, is a television display technology that surpasses the video quality and sharpness of the original high definition television (HDTV technology), providing an image resolution of 1920 by 1080 pixels.

7. G

Globalization: The process by which businesses or other organizations develop international influence or start operating on an international scale.

3G: A mobile camera communications standard that allows mobile phones, computers, and other portable electronic devices to access the internet wirelessly.

8. H
**Hollywood:** It is a neighborhood in the central region of Los Angeles, California which is a notable and the home to entertainment industry.

**Hybridity:** It is the cross between two separate races or cultures. A hybrid is something that is mixed and hybridity is simply mixture.

**Hybridity of Synthesis:**

**HD (High definition):** Generally used to describe a form of video of a higher quality or resolution than the standard definition. Any video image with considerably more than 480 horizontal lines (North America) or 576 horizontal lines (Europe) is considered High definition.

**Hard disk drive:** A hard disk drive (sometimes abbreviated as hard drive, HD, or HDD) is a device used to permanently store and also retrieve information. There are many variations, but their sizes are generally 3.5” and 2.5” for desktop and laptop computers respectively.

**High Net worth Individuals (HNI):** It is a person with a high net worth. Although there is no precise definition of how rich somebody must be to fit in this category, high net worth is generally quoted in terms of liquid assets over a certain figure.

9. I

**Intellectual Property:** It refers to creations of the mind, such as inventions; literary and artistic works; designs; and symbols, names and images used in commerce.

**Internet:** It is a global system of interconnected computer networks that use the Internet protocol suite (TCP/IP) to link billions of devices worldwide.

**Investment decisions:** A determination made by directors and or management as to how, when, where and how much capital will be spent on investment opportunities. Also known as capital budgeting decisions.

**Institutional Debt:** It is when a firm raises money for working capital or capital expenditures by selling bonds, bills or notes to institutional investors.

**IPO:** Initial Public offering - when a company raises shares freshly by entering into the primary market.

**Indigenous Film making:** A film making initiative using totally local or domestic country technology and financing.

**Interface:** A point where two systems, subjects, organizations, etc. meet and interact.

10. J

11. K

**Kollywood:** An alternative name for the Tamil Cinema Industry.

12. L
**Liberalization**: In general, liberalization refers to a relaxation of previous government restrictions, usually in such areas of social, political and economic policy.

**Lighting Technology**: it is the technology to illuminate by the deliberate use of light to achieve a practical or aesthetic effect.

**Maori Feature Film**: It is the indigenous film making in New Zealand which acquired a lot of popularity.

**Management Accounting**: The provision of financial data and advice to a company for use in the organization and development of its business.

**Marketing**: A form of communication between you and your customers with the goal of selling your product and service or brand to them.

**Multiplex**: In reference to cinema it means having separate screens within one building.

**Mobile Marketing**: It is the marketing activities undertaken on the mobile platform or the internet on mobile.

**Mass Marketing**: It is a market coverage strategy in which a firm decides to ignore market differences and appeal the whole market with one offer or one strategy.

**Noise Reduction**: it is the process of reducing noise or unwanted signals from a signal. All recording devices, both analog or digital, have traits which make them susceptible to noise.

**Network Security**: It is the process of taking physical and software preventative measures to protect the underlying networking infrastructure from unauthorized access, misuse, malfunction, modification, destruction, or improper disclosure, thereby creating a secure platform for computers, users and programs to perform their required tasks.

**Nitrate Film**: Film stock using a base of cellulose nitrate; extremely flammable and tending to erode at a very early age. Also it is a motion picture made with or printed on this film.

**Non-anamorphic ratio**: 

**Oligopoly**: It is a market form in which a market or industry is dominated by a small number of sellers (oligopolists)

**Online Survey**: An online survey is a questionnaire that the target audience can complete over the internet.
16. P

**Piracy**: The unauthorized use or reproduction of another’s work.

**Private Financing**: A method of providing funds for major capital investments where private firms are contracted to complete and manage public projects.

**Platform as a Service (PaaS)**: It is a category of cloud computing services that provides a platform allowing customers to develop, run and manage Web applications without the complexity of building and maintaining an infrastructure typically associated with developing and launching an application. PaaS can be delivered in two ways: as a public cloud service from a provider, where the customer controls software deployment and configuration settings, and the provider provides the networks, servers, storage and other services to host the consumer’s applications; or as a software installed in private data centers or public infrastructure as a service and managed by internal IT departments.

**Promoter’s Equity**: An individual or company that, for a fee, helps raise money for some type of investment activity.

**Private Equity**: In finance, private equity is an asset class consisting of equity securities and debt in operating companies that are not publicly traded on a stock exchange. A private equity investment will generally be made by a private equity firm, a venture capital firm or an angel investor.

**Production House**: A form of film making business organization where the films are produced.

**Private Cloud**: Private cloud is a type of cloud computing that delivers similar advantages to public cloud, including scalability and self-service, but through a proprietary structure. Unlike public clouds, which deliver services to multiple organizations, a private cloud is dedicated to a single organization.

**Point based Global Illumination**: GI or Global Illumination is a general name for a group of algorithms used in 3D computer graphics that are meant to add more realistic lighting to 3D scenes. When directed on a point to illuminate these are called point based global illumination.

**Primary data**: Primary Research consists of a collection of original primary data collected by the researcher first-hand.

17. Q

18. R

**ROI (Return on Investment)**: It is the benefit to the investor resulting from an investment of some resource. A high ROI means the investment gains compare favorably to the investment cost.

19. S

**Sequel**: A published, broadcast or recorded work that continues the story or develops the theme of the earlier one.
**Sound Technology**: It means all the technological needs of producing, recording and manipulating the audio signals to be used for various applications.

**Smartphone**: A mobile phone that performs many of the functions of a computer, typically having a touchscreen interface, internet access, and an operating system capable of running downloaded apps.

**Special Effects**: The illusion or tricks of the eye used in the film, television, theatre, video game, and simulator industries to simulate the imagined events in a story or virtual world are traditionally called special effects.

**Service Level agreements**: It is a part of service contract where a service is formally defined. Particular aspects of the service – scope, quality, responsibilities – are agreed between the service provider and the service user.

**Software as a Service (SaaS)**: It is a licensing and delivery model in which software is licensed on a subscription basis and is centrally hosted. It is sometimes referred to as “on-demand-software”.

**Secondary data**: it is one type of quantitative data that is already been collected by someone else for a different purpose to yours.

**Sample**: It is a small part or quantity intended to show what the whole is like.

**Satellite Projections**: It is when a voice, video or a data signal is beamed from a source to a receiver via a communications satellite.

**SWOT Analysis**: It is a study undertaken by an organization to identify its internal strengths and weaknesses, as well as its external opportunities and threats.

**20. T**

**Trend Regression**: A statistical measure that attempts to determine the strength of the relationships between one dependent variable (usually denoted by Y) and a series of other changing variables (known as independent variables, thus showing the trend.

**Titling**: Titles, captions, or subtitles added to something such as a book cover or video.

**TCO (Total cost of Ownership)**: It is the financial estimate intended to help buyers and owners determine the direct and indirect costs of a product or a system.

**21. U**

**22. V**

**Video on demand**: It is a system which allow users to select and watch/listen to video or audio content when the choose to, rather than having to watch at some prescribed or given content.

**Vertical Integration**: the combination in one firm of two or more stages of production normally operated by separate firms.
Value Chain: the process or activities by which a company adds value to an article, including production, marketing, and the provision of after sales service.

Venture Capital: Capital invested in a project in which there is a substantial element of risk, typically a new or a expanding business.

Viral marketing: Viral marketing, viral advertising or marketing buzz are buzzwords referring to marketing to marketing techniques that use preexisting social networking services and other technologies to try to produce increases in brand awareness or to achieve other marketing objectives (such as product sales) through self-replicating viral.

Virtualization: It is the creation of a virtual (rather than actual) version of something, such as an operating system, a server, a storage device or network resources.

Format of the Online Questionnaire

Changing trends in Technology used in making Films and its relationship with the Costing and procurement of Finance in the Indian Film Industry

Personal Particulars of the Respondents

Page 1

This page captures certain personal particulars from the respondents from among Producers, Directors, Technicians, Finance personnel, Actors and Staff working in the Indian Film Industry.

1. Name of the Respondent(Mr/Mrs).

2. Designation(if any)

3. You are a

☐ You are a Producer
4. Organisational Detail

<table>
<thead>
<tr>
<th>Organisational Detail</th>
<th>Type of organisation</th>
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<th>Activities involved with</th>
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<th>No. of films(all types) handled till date</th>
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Changing trends in Technology used in making Films and its relationship with the Costing and procurement of Finance in the Indian Film Industry

Film Production Technology and Cost related questions.

This page expects the respondents from the film industry to answer technology and cost related questions.

*  

5. What type of Film budget you have worked on:

- [ ] What type of Film budget you have worked on: Upto 10 lakhs
- [ ] 10-50 lakhs
- [ ] 50 lakhs - 1 Cr
- [ ] 1Cr - 20 Cr
- [ ] 20 Cr - 100 Cr
6. What type of technologies standards or equipments you have used in your films regarding the following:(Give brief description)

What type of technologies standards or equipments you have used in your films regarding the following:(Give brief description)

- Film Format and Film Stock
- Cameras and Lenses
- Lighting technique
- Sound technology

7. Are you familiar with the following technologies in film making? (Write Y or N in the designated text box.)

Are you familiar with the following technologies in film making? (Write Y or N in the designated text box.)

- Analog and digital films
Use of Smart
phone for making
films

Film Production
using Cloud
services

8. What is the cost component associated in terms of your total budget in percentage terms which can be attributed to the use of any or many of the above technologies for the following budget films you have worked on recently? (Write the percentage of technology costs to total costs in the respective text box)

What is the cost component associated in terms of your total budget in percentage terms which can be attributed to the use of any or many of the above technologies for the following budget films you have worked on recently? (Write the percentage of technology costs to total costs in the respective text box) Upto 10 Lakhs
9. If you have used any of the below mentioned state of the art technologies, by what proportion you would be able to reduce the total budgeted technology deployment cost as a percentage of the total actual technical cost incurred when not using state of the art technologies. Write the (approximate) percentage in the respective text box.

If you have used any of the below mentioned state of the art technologies, by what proportion you would be able to reduce the total budgeted technology deployment cost as a percentage of the total actual technical cost incurred when not using state of the art technologies. Write the (approximate) percentage in the respective text box.
and Film Stock

Cameras and lenses

Lighting technique

Sound technique

Analog and digital technology

Use of Smartphones in making films

Production using cloud services

10. What are the current technological equipments or standards prevailing and which can be described as state of the art in relation to the following (Give details, names of equipments used along with their company names)

What are the current technological equipments or standards prevailing and which can be described as state of the art in relation to the following (Give details, names of equipments used along with their company names) Film Format and film stock
11. Where do you find the state of the art technologies used in Mumbai, for making films, stand in comparison to the technologies used elsewhere in the world in relation to the following (please state 'lagging', 'at par', or 'advanced' as options in the respective text box)

Where do you find the state of the art technologies used in Mumbai, for making films, stand in comparison to the technologies used elsewhere in the world in relation to the following (please state 'lagging', 'at par', or 'advanced' as options in the respective text box): Film Format and film stock

Cameras and Lenses
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<td>Lighting techniques</td>
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<td>Sound techniques</td>
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<td>Analog and digital technology</td>
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<td>Use of Smart phone for making films</td>
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<tr>
<td>Production using cloud services</td>
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</table>

12. Give the names of the films you have made and the equipment or technology you have worked on in the most technologically advanced mode as per you in relation to the following?

Give the names of the films you have made and the equipment or technology you have worked on in the most technologically advanced mode as per you in relation to the following?

Film Format and Film Stock

| Cameras and Lenses |                                                     |
| Lighting techniques |                                                     |
| Sound techniques   |                                                     |
13. What according to you is the advantages of using each of the following technologies?

What according to you is the advantages of using each of the following technologies?  Digital over Analog

Use of Smartphones for making films

Film production using cloud services

14. What are the various sources of funding used or known to you while making or working on films by you?

☐ Private Financing

☐ Promoter's equity

☐ Large producer's(in lieu of distribution rights and profit sharing)

☐ Institutional debt

☐ Distribution Financing
15. How does a production house looks at a film while using each of the following technologies from No risk to High risk on a four point scale, on the basis of the cost involved in using them (Mention for, No Risk 0; Moderate risk 1; Risky 2 and High Risk 3)

- How does a production house looks at a film while using each of the following technologies from No risk to High risk on a four point scale, on the basis of the cost involved in using them (Mention for, No Risk 0; Moderate risk 1; Risky 2 and High Risk 3)

  - Film Format and Film Stock
  - Cameras and Lenses
  - Lighting Techniques
  - Sound Technique
  - Analog and Digital technology
  - Use of Smartphone
  - Production using
16. Have you worked or associated with any film which has imported technology from abroad (if 'yes', give details)

Have you worked or associated with any film which has imported technology from abroad (if 'yes', give details)

Yes

No

Don't know

17. What in your view happens to the total cost of your using state of the art technologies in relation to the following. (Indicate 'Increases' or 'Decreases' in the text box provided)

What in your view happens to the total cost of your using state of the art technologies in relation to the following. (Indicate 'Increases' or 'Decreases' in the text box provided)

Film Format and Film Stock

Cameras and Lenses
<table>
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<th>Topic</th>
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<tr>
<td>Use of smartphone</td>
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<tr>
<td>Production using cloud services</td>
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Thank You!!
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