

"The Medley Show; In The Business"

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Guest: Mr TP Lim

Infinitus Entertainment Limited

After watching, "The Medley Show; In The Business", I learnt some points from Mr TP Lim. Mr Lim used to study law but he chose to pursue his interest in the media industry. That taught me that no matter what course you study in degree as long as you have the passion and spirit to do what you like you can achieve wonders.

Mr Lim also talked about the development stages for a production. During the development stage, everyone comes out with the idea of the film and create a synopsis and script writing before for script writing it does not mean the more people equals a better the story it will become, it is all about ideas. Thinking back when I am writing my script for my diploma TFP module, there were seven people in a group and not everyone is born a script writer and only three of us from the group wrote the script for a the 30 minute TV program. That is actually what happen in real life which is what I expected.

For pre-production, the scene of the film, they will need to take note of which angle the camera needs to face, the makeup etc. What makes it interesting for me is that when watching a film all this planning the production crew have to do is not really thought of by the audience. It makes me appreciate the production crew even more. After the pre-production, we will be going into the production then after the post production and finally the release of the film.

In addition, to the technical production side of making the film there is also the financial side of the film which, as a media student we have to take note of when we are working in the industry. When making a movie we first need to have a capital which is the fund from the investors, so in order for a movie to be attractive, the storyline must fit what the investor wants and what they support.

Marketing a film is important for any movie company, with good marketing skills, there will be better Box Office which helps the film to be successful. To add on, some example of films that achieve high box office is "Hantu Kak Limah", it is a Malay film that is successful in Malaysia. The reason for it success is the amount of movie watcher that watch the film several times.

Another marketing strategy that makes the film internationally famous is with Netflix boost views, from what Mr Lim had explained Netflix have some amazing marketing strategy, they bought all the film from each region and publish it to the world. Those Netflix subscribers who are then able to watch all the movies and hopefully they recognise the movie company work. Thus, as a media student who is going to work in the media industry, knowing this marketing route can help us in the future.

Furthermore, there are some question from our audience which is very interesting. One question is about a student who is studying digital marketing in PSB, he is interested in the media industry

so he asked Mr Lim which position should he take on when he graduated. What Mr Lim said make sense, you need not be a person that study media to be in the media industry, the industry is very big, and any work can get you to where you want. It all depends on your interest and how you work towards your goal.

To add on, I learnt that the film production is very different compared to a YouTuber. The dynamic is very different because the equipment and the production plan involves a bigger group of people. Equipment use to film is much bigger and complicated, the learning curve from a youtuber to a film producer is still quite far.

To conclude, I find that the questions of my podcast is very detailed, and it helps me understand how the industry do their promotion of film and planning of script.

However, I must point out that I will need some improvement when it comes to the questions, we could ask more questions instead on Mr Lim keep giving his point of the story. For me it's a good experience to use OBS software to run the podcast even though it is a challenge to make sure internet connection don't get interrupted. Our group did practice about 6 times before the actual podcast to make sure everyone is familiar with their role. Overall, the podcast is a good experience.

**To find out more about our thoughts and experience doing the podcast. Our group have input our thoughts at the end of COURSEWORK 1.*

