

Animation BLITZ™



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Maya Academy of Advanced Cinematics

JAYANAGAR

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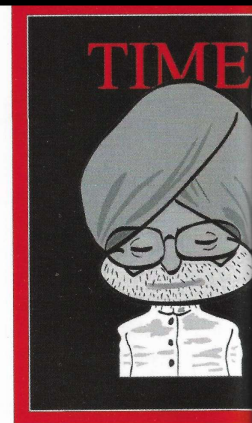
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Animation expert optimistic on industry's growth

In a bid to provide an interface between industry experts and animation experts, Catalyst 2019 - a seminar on animation was conducted by Dr G R Damodaran College of Science and Mayo Academy of Advanced Cinematics (MAAC), on the college premises recently. Preeti Ganguly, animation designer and National Institute of Design (NID) alumnus and Shajan Samuel, senior vice-president at MAAC (India) were the resource persons of the seminar.

Addressing the students, Shajan Samuel stressed on the contribution of media and entertainment in transforming the lifestyle of people and



Shajan Samuel, senior vice-president at MAAC (India) addressing the students at G R D College of Science

be no poverty of ambition in youngsters to chase their dream and transcend their passion into profession. The choices they make becomes a function of their identity.

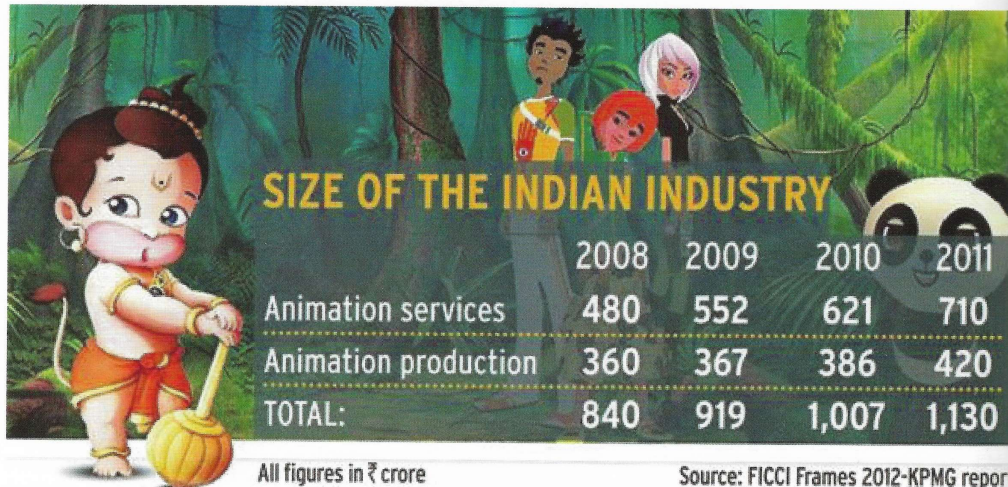
Today, students are lucky to get guidance from industry experts and are blessed with a gamut of opportunities. They must seize on the opportunities in front of them, he concluded.

Preeti Ganguly, animation designer and an NID alumnus, emphasised the significance of hard work and passion. He stated that the motto among students that attending classes for three hours is more than enough for success in workforce is a



Animation Sector – The India Story

India's foray into the animation industry might have been with baby steps but it is all set to become the new 'it' destination for animation excellence, says **Siddharth Baliga**, Regional Manager, MAAC



The animation and gaming industry has undergone a plethora of changes in the past few years. The industry has spread its influence across platforms, evolved new business models and emerged as the prominent sunrise industry in the country. When 'Hanuman', the first full-length Indian animation movie, was released it was a sign of the animation industry's intent to move away from being merely an outsourcing hub.

A FICCI-KPMG report has projected the animation and VFX industry size for 2012 at about INR 1300 crore and the gaming industry size at INR 1800 crore. The global animation and gaming market is expected to grow from approximately \$122 billion in 2010 to \$243 billion by 2016.

This represents a compounded annual growth rate of 13% from 2011 to 2016. In comparison, the Indian animation industry is a small percentage of the world animation market. This gives the industry tremendous growth potential. It is estimated that the Indian animation industry will grow by a CAGR of 16% and will be INR2350crore by 2016 [Source: FICCI-KPMG].

This growth is directly correlated to India's growing reputation of being a quality place for outsourcing animation work. Several animation studios in India worked on films like 'The Lord of the Rings', 'The Harry Potter Series', 'The Chronicles of Narnia' and 'Spiderman 3.' What also supports the growth of the animation sector is the anticipated growth of the allied gaming industry – that is expected to grow by about 34% in the next four years. An unprecedented growth in the mobile subscriber base in India has provided the opportunity for Indian game developers to develop mobile games.

As the outsourced delivery model matures, the combined effect of skilled manpower, quality of development, adherence to timelines with cost advantage and scale can lead to expansive growth. In the near future, governmental support, competition and rate of increase in domestic consumption will decide the growth rates in animation and gaming industry. The future looks promising and India seems to be all set to jump into the bandwagon.