

Media & Entertainment Skill Council

Occupation Mapping within Subsectors



FILM
TELEVISION
PRINTS
ANIMATION
GAMING
RADIO
DIGITAL
OOH
ADVERTISING



Media & Entertainment Skills Council

Consortium Partners



Film



Film Subsector



The size of the Film Industry is estimated at INR 122 billion in 2013 and is expected to grow at a CAGR of 12% to reach INR 193 billion by 2017.

You too can be the star of the sector, just like



Mr. Prakash Jha



Ms. Farah Khan



Mr. Rakeysh
Omprakash Mehra

FILM JOB ROLES

Resource requirements for the Film Sector are expected to grow at a CAGR of 12% to reach 250,000 people by 2017.



Gain communication & creative thinking skills



Ability to work in a wide range of careers



Immerse yourself in a fun & creative culture

FILM CAREERS ★			MESC QP	QP CODE	NSQF level
Acting / Voice-overs ★	Ad Sales / Account Management/ Scheduling/ Traffic	Art & Design - Print, Advertising & OOH	Voice over Artist	MES/ Q 0101	4
	Art & Design - Animation & Gaming	Set Crafts - Film, TV & Advertising ★	Art Director	MES/ Q 3102	6
Camera ★	Animator	Broadcast Operations	Props Master	MES/ Q 3102	5
			Set Carpenter	MES/ Q 3103	3
Journalism	Hair & Make-up ★	Direction ★	Set Painter	MES/ Q 3104	3
			Director of Photography	MES/ Q 0901	7
Production	Asset Creation	Lighting ★	Camera Operator	MES/ Q 0902	5
			Assistant Cameraman	MES/ Q 0903	4
Sound ★	Editing ★	Screen/Script writing ★	Live Action Director	MES/ Q 1301	7
			Animation Director	MES/ Q 1302	6
VFX and DI ★			Make-up artist	MES/ Q 1801	4
			Hairdresser	MES/ Q 1802	4
			Lighting Director	MES/ Q 2001	6
			Gaffer	MES/ Q 2002	5
			Executive Producer	MES/ Q 2801	7
			Line Producer	MES/ Q 2802	6
			Script Editor	MES/ Q 3001	7
			Script Writer	MES/ Q 3002	6
			Sound designer	MES/ Q 3401	6
			Editor	MES/ Q 1401	4
			VFX Editor	MES/ Q 3501	5
			Compositor	MES/ Q 3505	4

Television



Television Subsector



Television is the largest sub-sector within Media & Entertainment in terms of revenue. The size of the Television Industry is estimated at INR 420 billion in 2013 & is expected to grow at a CAGR of 19% ~INR 850 billion by 2017.

You too can be the star of the sector, just like



Ms. Ekta Kapoor



Mr. Prannoy Roy



Mr. Rakeysh Omprakash Mehra

TV JOB ROLES

The demand for the Television segment is expected to grow by 18% year on year to reach 280,000 people by 2017.



Gain communication & creative thinking skills



Ability to work in a wide range of careers



Immerse yourself in a fun & creative culture

TELEVISION CAREERS ★

TELEVISION CAREERS ★	MESC QP	QP CODE	NSQF level
Acting / Voice-overs ★	Ad Sales / Account Management/ Scheduling/ Traffic	Art & Design - Print, Advertising & OOH	Voice over Artist MES/ Q 0101 4
Art & Design - Animation & Gaming	Set Crafts - Film, TV & Advertising ★	Broadcast Operations ★	Art Director MES/ Q 3102 6
Camera ★	Animator	Direction ★	Sales Director MES/ Q 0201 7
Journalism ★	Hair & Make-up ★	Lighting ★	Set Carpenter MES/ Q 3103 3
Production ★	Asset Creation	Screen/Script writing ★	Broadcast Operations Director MES/ Q 0801 7
Sound ★	Editing ★	VFX and DI ★	Director of Photography MES/ Q 0901 7
			Camera Operator MES/ Q 0902 5
			Assistant Cameraman MES/ Q 0903 4
			Live Action Director MES/ Q 1301 7
			Animation Director MES/ Q 1302 6
			Make-up artist MES/ Q 1801 4
			Hairdresser MES/ Q 1802 4
			Lighting Director MES/ Q 2001 6
			Editor-in-Chief MES/ Q 1901 7
			Executive Producer MES/ Q 2801 7
			Line Producer MES/ Q 2802 6
			Script Editor MES/ Q 3001 7
			Script Writer MES/ Q 3002 6
			Sound designer MES/ Q 3401 6
			Editor MES/ Q 1401 4
			VFX Editor MES/ Q 3501 5
			Compositor MES/ Q 3505 4

Print



Print Subsector



The size of the Print Industry is estimated at INR 241 billion in 2013, and the sector is expected to grow at a CAGR of 9% to reach INR 340 billion by 2017.

You too can be the star of the sector, just like



Mr. Arun Shourie



Mr. Prannoy Roy



Mr. Vir Sanghvi

PRINT JOB ROLES

The demand for the Print segment is expected to grow by 5% year on year to reach 75,000 people by 2017.



Gain communication & creative thinking skills



Ability to work in a wide range of careers



Immerse yourself in a fun & creative culture

MASS MEDIA CAREERS ★			MESC QP	QP CODE	NSQF level
Acting / Voice-overs	Ad Sales / Account Management/ Scheduling/ Traffic ★	Art & Design - Print, Advertising & OOH ★	Sales Director (Media Organization)	MES/ Q 0201	7
Art & Design - Animation & Gaming	Set Crafts - Film, TV & Advertising	Broadcast Operations	Sales Manager (Media Organization)	MES/ Q 0202	6
Camera	Animator	Direction	Sales Executive (Media Organization)	MES/ Q 0203	4
Journalism ★	Hair & Make-up	Lighting	Sales Coordinator (Media Organization)	MES/ Q 0204	4
Production	Asset Creation	Screen/Script writing	Art Director	MES/ Q 0501	5
Sound	Editing	VFX and DI	Character designer	MES/ Q 0502	4
			Editor-in-Chief	MES/ Q 1901	6
			Desk Editor	MES/ Q 1902	5

Animation



Animation Subsector



The size of the Animation Industry is estimated at INR 40 billion in 2013 and is expected to grow at a CAGR of 16% to reach INR 73 billion in 2017.

You too can be the star of the sector, just like



Mr. Ram Mohan



Mr. Kireet khurana



Ms. Charuvi Agrawal

ANIMATION JOB ROLES

The demand for the Animation segment is expected to grow by 10% year on year to reach 32,000 people by 2017.



Gain communication & creative thinking skills



Ability to work in a wide range of careers



Immerse yourself in a fun & creative culture

ANIMATION CAREERS ★

Acting / Voice-overs	Ad Sales / Account Management/ Scheduling/ Traffic	Art & Design - Print, Advertising & OOH
Art & Design - Animation & Gaming ★	Set Crafts - Film, TV & Advertising	Broadcast Operations
Camera	Animator ★	Direction ★
Journalism	Hair & Make-up	Lighting
Production ★	Asset Creation ★	Screen/Script writing ★
Sound ★	Editing ★	VFX and DI ★

MESC QP

QP CODE

NSQF level

Art Director	MES/ Q 0501	5
Character designer	MES/ Q 0502	4
Layout designer	MES/ Q 0503	4
Animator	MES/ Q 0701	4
Live Action Director	MES/ Q 1301	7
Animation Director	MES/ Q 1302	6
Executive Producer	MES/ Q 2801	7
Line Producer	MES/ Q 2802	6
Script Editor	MES/ Q 3001	7
Script Writer	MES/ Q 3002	6
Sound designer	MES/ Q 3401	6
Editor	MES/ Q 1401	4
VFX Editor	MES/ Q 3501	5
Compositor	MES/ Q 3505	4

Gaming



Gaming Subsector



The size of the Gaming Industry is estimated at INR 20 billion in 2013 and is expected to grow at a CAGR of 20% to reach INR 42 billion in 2017.

You too can be the star, joining leading game development studios in India



Dhruva Interactive



Lakshya Digital



Technicolor

GAMING JOB ROLES

The demand for the Gaming segment is expected to grow by 10% year on year to reach 26,000 people by 2017.



Gain communication & creative thinking skills



Ability to work in a wide range of careers



Immerse yourself in a fun & creative culture

GAMING CAREERS ★

Acting / Voice-overs	Ad Sales / Account Management/ Scheduling/ Traffic	Art & Design - Print, Advertising & OOH ★
Art & Design - Animation & Gaming	Set Crafts - Film, TV & Advertising	Broadcast Operations
Camera	Animator ★	Direction
Journalism	Hair & Make-up	Lighting
Production ★	Asset Creation ★	Screen/Script writing
Sound	Editing	VFX and DI

MESC QP

QP CODE

NSQF level

Art Director	MES/ Q 0501	5
Character designer	MES/ Q 0502	4
Layout designer	MES/ Q 0503	4
Character designer	MES/ Q 0701	4
Executive Producer	MES/ Q 2801	7
Line Producer	MES/ Q 2802	6
Character designer	MES/ Q 2804	6
Modeller	MES/ Q 2801	3
Texturing artist	MES/ Q 2803	3

Radio



Radio Subsector



The size of the Radio Industry is estimated at INR 14 billion in 2013 and is expected to grow at a CAGR of 18% to reach INR 27.4 billion by 2017.

You too can be the star of the sector, just like



Ms. Ameen Sayani



Mr. RJ Nitin



Ms. Charuvi Agrawal

RADIO JOB ROLES

The demand for the Radio segment is expected to grow by 7% year on year to reach 30,000 people by 2017.



Gain communication & creative thinking skills



Ability to work in a wide range of careers



Immerse yourself in a fun & creative culture

RADIO CAREERS ★			MESC QP	QP CODE	NSQF level
Acting / Voice-overs	Ad Sales / Account Management/ Scheduling/ Traffic ★	Art & Design - Print, Advertising & OOH	Sales Director (Media Organization)	MES/ Q 0201	7
Art & Design - Animation & Gaming	Set Crafts - Film, TV & Advertising	Broadcast Operations ★	Sales Manager (Media Organization)	MES/ Q 0202	6
Camera	Animator	Direction	Broadcast Operations Director	MES/ Q 0801	7
Journalism ★	Hair & Make-up	Lighting	Broadcast Operations Manager	MES/ Q 0802	6
Production ★	Asset Creation	Screen/Script writing	Editor-in-Chief	MES/ Q 1901	7
Sound ★	Editing	VFX and DI	Executive Producer	MES/ Q 2801	7
			Line Producer	MES/ Q 2802	6
			Sound designer	MES/ Q 3401	6
			Sound Editor	MES/ Q 3404	5

Digital



Digital Subsector



The size of the digital advertising industry is estimated at INR 20 billion in 2013 and is expected to grow at a CAGR of 20% to reach INR 42 billion in 2017. From the perspective of skill development, we have covered occupations with focus on content creation process including job roles at a company level such as Ad Sales, Marketing and Support Functions

DIGITAL JOB ROLES

The demand for the Digital segment is expected to grow by 32% year on year to reach 25,000 people by 2017.



Gain communication & creative thinking skills



Ability to work in a wide range of careers



Immerse yourself in a fun & creative culture

DIGITAL CAREERS ★			MESC QP	QP CODE	NSQF level
Acting / Voice-overs	Ad Sales / Account Management/ Scheduling/ Traffic ★	Art & Design - Print, Advertising & OOH	Sales Director (Media Organization)	MES/ Q 0201	7
Art & Design - Animation & Gaming	Set Crafts - Film, TV & Advertising	Broadcast Operations	Sales Manager (Media Organization)	MES/ Q 0202	6
Camera	Animator	Direction	Sales Executive (Media Organization)	MES/ Q 0203	4
Journalism	Hair & Make-up	Lighting	Sales Coordinator (Media Organization)	MES/ Q 0204	4
Production	Asset Creation	Screen/Script writing	Traffic Coordinator (Media Organization)	MES/ Q 0205	4
Sound	Editing	VFX and DI	Advertising Operations Coordinator (Digital)	MES/ Q 0206	4
			Advertising Operations Coordinator (Digital)	MES/ Q 0207	6
			Account Executive (Advertising Agency)	MES/ Q 0208	5

OOH

OOH Subsector



The size of the Out-of-home Industry is estimated at INR 20 billion in 2013 and is expected to grow at a CAGR of 20% to reach INR 42 billion in 2017. . From the perspective of skill development, we have covered occupations with focus on acquiring OOH assets, sales and site valuation, site audit, invoicing & accounting, and media buying/channeling client spends.

OOH JOB ROLES

The demand for the OOH segment is expected to grow by 10% year on year to reach 10,000 people by 2017.



Gain communication & creative thinking skills



Ability to work in a wide range of careers



Immerse yourself in a fun & creative culture

OOH CAREERS ★			MESC QP	QP CODE	NSQF level
Acting / Voice-overs ★	Ad Sales / Account Management/ Scheduling/ Traffic ★	Art & Design - Print, Advertising & OOH	Voice over Artist	MES/ Q 0101	4
Art & Design - Animation & Gaming	Set Crafts - Film, TV & Advertising	Broadcast Operations	Sales Director (Media Organization)	MES/ Q 0201	7
Camera	Animator	Direction	Sales Manager (Media Organization)	MES/ Q 0202	6
Journalism	Hair & Make-up	Lighting	Sales Executive (Media Organization)	MES/ Q 0203	4
Production	Asset Creation	Screen/Script writing	Sales Coordinator (Media Organization)	MES/ Q 0204	4
Sound	Editing	VFX and DI	Traffic Coordinator (Media Organization)	MES/ Q 0205	4
			Advertising Operations Coordinator (Digital)	MES/ Q 0206	4
			Advertising Operations Coordinator (Digital)	MES/ Q 0207	6
			Account Executive (Advertising Agency)	MES/ Q 0208	5

Advertising



Advertising Subsector



The size of the Advertising Industry is estimated at INR 362 billion in 2013 and is expected to grow at a CAGR of 20% to reach INR 42 billion in 2017. From the perspective of skill development, we have covered occupations with focus on media planning/buying, account management, creative and production /channeling client spends including job roles such as Marketing and Support Functions.

ADVERTISING JOB ROLES

The demand for the Advertising segment is expected to grow by 10% year on year to reach 23,000 people by 2017.



Gain communication & creative thinking skills



Ability to work in a wide range of careers



Immerse yourself in a fun & creative culture

ADVERTISING CAREERS ★

ADVERTISING CAREERS ★			MESC QP	QP CODE	NSQF level
Acting / Voice-overs ★	Ad Sales / Account Management/ Scheduling/ Traffic ★	Art & Design - Print, Advertising & OOH ★	Voice over Artist	MES/ Q 0101	4
			Art Director	MES/ Q 3102	6
			Sales Director	MES/ Q 0201	7
			Character Designer	MES/ Q 0502	4
Art & Design - Animation & Gaming	Set Crafts - Film, TV & Advertising ★	Broadcast Operations	Set Carpenter	MES/ Q 0801	7
			Director of Photography	MES/ Q 0901	7
			Camera Operator	MES/ Q 0902	5
			Assistant Cameraman	MES/ Q 0903	4
Camera ★	Animator	Direction ★	Live Action Director	MES/ Q 1301	7
			Animation Director	MES/ Q 1302	6
			Make-up artist	MES/ Q 1801	4
			Hairdresser	MES/ Q 1802	4
Journalism ★	Hair & Make-up ★	Lighting ★	Lighting Director	MES/ Q 2001	6
			Editor-in-Chief	MES/ Q 1901	7
			Executive Producer	MES/ Q 2801	7
			Line Producer	MES/ Q 2802	6
Production ★	Asset Creation	Screen/Script writing ★	Script Editor	MES/ Q 3001	7
			Script Writer	MES/ Q 3002	6
			Sound designer	MES/ Q 3401	6
			Editor	MES/ Q 1401	4
Sound ★	Editing ★	VFX and DI ★	VFX Editor	MES/ Q 3501	5
			Compositor	MES/ Q 3505	4

	Media & Entertainment Skill Council Occupation Mapping within Subsectors	Film	Television	Print	Animation	Gaming	Radio	Digital	OOH	Advertising
1	Acting / Voice-overs	*	*							*
2	Ad Sales / Account Management/ Scheduling/ Traffic		*	*			*	*	*	*
3	Art & Design - Print, Advertising & OOH			*					*	*
4	Art & Design - Animation & Gaming				*	*				
5	Set Crafts - Film, TV & Advertising	*	*							*
6	Broadcast Operations		*				*			
7	Camera	*	*							*
8	Animator				*	*				
9	Direction		*		*					*
10	Journalism		*	*			*			*
11	Hair & Make-up	*	*							*
12	Lighting	*	*							*
13	Production	*	*		*	*	*			*
14	Asset Creation				*	*				
15	Screen/Script writing	*	*		*					*
16	Sound	*	*		*		*			*
17	Editing	*	*		*					*
18	VFX and DI	*	*		*					*



Media & Entertainment Skills Council

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