

such production range widely from under \$1,000 to the tens of thousands, depending on the complexity of the message and the delivery system employed.

Like every other sector of what we have so far discussed, corporate video has experienced a downturn precipitated by the recession. As margins of profitability shrink, corporations look for areas in which to trim "fat". Video presentations are seen by some as a superfluous discretionary expenditure. As a result they are one of the first items cut from the budget.

The recession will no doubt, as in the case of the post-production industry, cause a "shakeout". This process will see the weaker, less financially stable companies go out of business. The strong companies will become stronger.

Diversification will be the key to survival of many clients. Customers in different sectors of the industry will combine in vertical or horizontal integration, or perhaps amalgamation, with other like companies.

Leveraged buyouts, speculation and junk bonds were the legacy of the 1980s. The future will be built on a more stable base created by companies forming loose associations or more formal mergers.

Conclusion

For reasons of brevity, this sector by sector analysis merely scratches the surface. Hopefully it will give students some idea of what faces them as they graduate from the various educational institutions.

For some, news that the industry is experiencing a decline will present a frightening prospect. But others will recognize that in any situation where there is adversity there also exists opportunity.

Those who graduate in the coming months would be well-advised to keep an open mind and seize every opportunity to grow and learn more about their chosen field. The industry will turn around and they should be prepared to take advantage of the situation when it occurs.

Bentley Miller is a freelance lighting director/designer working in Toronto and a member of the Society of Television Lighting Directors (Canada). He can be reached at 96 Glenmore Rd., Toronto, Ont., M4L 3M3, or by phoning (416) 699-4786.