

BLOG POST: Industrial Evolution

Semantics. The “industry” is rife with imprecise usage of terms, even for the industry name itself. Is it the Film Industry or the Video Industry, having derived its name from the recording media used. How about now with the popularity of camera hard drive storage? Is there a new Hard Drive Industry? And, what are you recording on the medium? Footage? Frames? Well, that refers to film. Videos don’t have frames; although, we still refer to a frame-rate for video.

Or, is the industry name a reflection of the delivery (i.e., projection) method? You go to a movie theater to watch a film, delivered by a film projector. Actually, today, since digital projectors are the norm, you aren’t actually ever watching film. You are watching 0s and 1s. Whether those scenes were recorded on film stock, video tape, or digital storage, you are watching 0s and 1s. Wow, “Casablanca” isn’t so sexy in those terms, now is it.

Oh! I’ve got it. The industry moniker refers to the project type, right? Feature Film Industry, Television Industry, Broadcast Industry? Uh, boy, here comes the Web, like an annoying little brother, with original content. Now what do we say? I just finished out the last episodes of “Breaking Bad” -- a project with writing, acting, directing, and production values to rival any Hollywood feature film. It was originally shown via television broadcast stations. I watched in on my laptop using MiFi, and pretty sure other people watched it on their telephones. Wait, what? The Mobile Phone Industry? Talk about your blurred lines.

Remember that time when things were simple. Filmmakers made movies shot on film, using film cameras, and we watched it at a movie theater that used a film projector. The movie industry has long held a distinction as a very traditional industry -- one which operated quite nicely on the same values and techniques for decades. Modernization has come really only in very recent years, and is still not universal.

But, alas, I believe that one universal term still rings true: The Motion Picture Industry. Be you filmmaker or videographer, we are all shooting moving pictures.

Excuse me? You say that “still” cameras now shoot moving images? *sigh*

Once upon a time, there were storytellers....

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