

**LIMKOKWING
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**PRODUCTION PLANNING AND DIRECTING PROCESS OF
THE ELECTRONIC FIELD PRODUCTION FOCUSING ON
OUTSIDE BROADCASTS (OB)**

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ABSTRACT

The aim of this research is to open up the world of Outside Broadcasts; so that both students of television and practitioners in the industry can gain insight into OB planning, production and directing. There are no real 'research results'; instead the researcher has attempted to place on record what exists inside the heads of OB planners and crews the world over, but has hardly been put on paper. It is not the definitive work on television outside broadcasts, since that would stretch to many, many volumes; it is instead an overview of this form of television production.

There are three main forms of television production, namely single camera, multi camera studio and multi camera remote, also known as an Outside Broadcast. Television Outside Broadcasts are watched by millions of people around the world every day and they regularly draw the highest audiences of any form of television. Advertisers pay the highest rates of any form of advertising for their commercials to appear in them, and they are by far the biggest influence on the endorsements of sportsmen and women. Yet very little has been written on how they are produced.

In Chapter 1 the researcher explains the type of research, and the context of the study. He underlines the fact that there is a general paucity of writing and research on the subject of television outside broadcasts, even though it is a highly specialized form of production; and that his primary sources are interviews he has conducted amongst professionals, as well as his own experience.

This second chapter continues with a background to television broadcasting in general, and specifically the growth of not only outside broadcasts but also how this has influenced change in television viewer ship, revenues and professional sports. Since outside broadcasts are such a niche area of television production the researcher has also tried to give some idea of what it is like to crew on these productions.

The third Chapter starts to present the philosophical assumptions underpinning this research, as well as to introduce the research strategy and the empirical techniques applied.

The chapter defines the purpose and methods of research, sampling methods, Instrument, validity and reliability, data collection and analysis.

In the Fourth chapter deliver the finding and results. This is the very important part of this research and it divides into four sub topics called as Facilities and equipment's, Production planning, Camera placement and directing methods.

Fifth chapter come up with the conclusion.