

international demand for animated television will continue to expand for the foreseeable future. This is good for the animation industry as a whole, because as the demand increases, the value of animation content increases. In addition, the demand for production companies will increase worldwide. Firms who hold the content rights will be winners. Firms that do quality animation production will be winners as well. As a market leader, NICKELODEON has the opportunity to set the pace.

Technology

Technology will make the largest impact on certain areas of the pre-production side of operations (ie., improved and expanded colour choice). In addition, one may see the use of computers for storyboards. This will only be a reality if it is "artist-friendly". Also, eventually all ink and paint will be performed digitally.

Increasing computer speeds and fiber optic networks are meeting the needs of a growing international industry. Such technology allows a firm, like NICKELODEON, to take advantage of lower cost/wage centres. Video feeds also facilitate multiple party decision making. This will help to maintain costs and yield higher quality.

The current, and probably the most important, protocol for evaluating new technology is: does the technology have an artistic influence on the quality of the product? Another criteria from an applications standpoint: is the advanced technology user-friendly? If the answer is yes, to both questions, then further investigation is conducted. What has worked well for NICKELODEON is a process by which a group of artists are brought together to discuss the software. Everyone is given a chance to speak their opinion. The next stage involves the evaluation of costs.

The procurement cycle for technology is typical for a large company. Recommendations are made to the Information Sciences department. It subsequently goes into capital budgeting.

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