

SUMMER INTERNSHIP PROJECT

Internship Report on Game Show Pre Production Activities in Zee TV

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Abstract

This internship project is on the Pre production of a game show which was a Sunday Prime Time Airing Project taken by Zee network. This is taken to compete with the parallel game shows that was running between 1-2 pm in Vijay TV which is the main competitor of ZEE TV.

Following the Success of the “Athirsha Lakshmi” program the same production house was hired to make this game show. Initial Budget of the game show was 35 Lakhs. Media Mogul was the production house hired to make the Game show. And I got the chance to work in Pre Production activities of the game show which was going around June and July 2018.

Zee Network

Zee Network was started in 1991 under Essel Group. Initially started as news and entertainment channel but later set foot in music production, production, distribution and Marketing of Mainstream Films.

Zee Tamil

Zee Tamil was Started in 2008 and it became famous in 2011 by the “Solvathellam unmai” a reality program on Justice show of real time family situations. The Program got good TRP rating and eventually other programs in zee TV like DJD, KK and Saregamapa gain attention.

Pre Production

These were the pre production activities that was carried while designing the game show.

Game Research

Mostly Inspired from hit game shows of foreign channels. And local ideations were put in that so that to fit the analogy of the people.

Content/Creative discussion

The logical part of the game is analysed added with fun factor of the game.

Anchor Interviews

Anchors ranging from Leading people to new faces were interviewed and finalised by the director.

Contestants Finalisation

Mostly people from famous serials and well known face were listed as contestants in order to create a connection to the viewers.

Budget and Set Design

All the above aspects were discussed having Budget constraints and set design is made based on this.

Sunday Prime Time Game Show

Timing (1pm-2pm)

Ideation and Brainstorming

As a Project of Sunday Prime Time airing the creativity team were asked to come up with a game show which is actually an indoor game show but trying to set the mood of outdoor experience.

Brainstorming

The Mogul media creativity team members were given the task of referring and ideating various hit game shows and references were taken







Competitor Program Analysis

Since the project was prime time airing an analysis was made over the top channels for the parallel programmes so that we can set our benchmark and work towards that.

Competitor Program List

VIJAY TV

13.05.2018

TIME	PROGRAM NAME
12:00	Neeya Naana
01:00	Ready Steady Po
02:00	Kalakka Povathu Yaaru
03:00	Movie / 4 th Annual Tele Award

20.05.2018

TIME	PROGRAM NAME
12:00	Neeya Naana
01:00	Ready Steady Po
02:00	Kalakka Povathu Yaaru
03:00	Movie / Kaala Audio Launch

SUN TV

13.05.2018

TIME	PROGRAM NAME
12:00	Star War
01:00	Savale samali
02:00	TBA
03:00	Movie

20.05.2018

TIME	PROGRAM NAME
12:00	Star War
01:00	Savale samali
02:00	Nandhini serial kudumba vizha
03:00	Movie

KALAIgnAR TV

13.05.2018

TIME	PROGRAM NAME
12:00	Ramanuja
01:00	News
01:30	Nenju Porukkuthillaiye
02:30	Naan Paadum Paadal
03:00	Super Samayal
03:30	Idhu Namma Cinema
04:00	Movie

20.05.2018

TIME	PROGRAM NAME
12:00	Ramanuja
01:00	News
01:30	Nenju Porukkuthillaiye
02:30	Movie special
03:00	Super Samayal

03:30	Idhu Namma Cinema
04:00	Movie

POLIMER

13.05.2018

TIME	PROGRAM NAME
11:30	Mahaveer hanuman
01:30	Ninaithale Inikkum
03:30	Comedy Express
04:30	Thirai Kadambam

20.05.2018

TIME	PROGRAM NAME
11:30	Mahaveer hanuman
01:30	Ninaithale Inikkum
03:30	Comedy Express
04:30	Thirai Kadambam

ZEE TV - Included to know current shows

13.05.2018

TIME	PROGRAM NAME
12:00	Dance Jodi Dance
01:00	Comedy Khiladis
02:30	Raja the One Man
04:00	Movie

20.05.2018

TIME	PROGRAM NAME
12:00	Dance Jodi Dance
01:00	Comedy Khiladis
02:30	Sa Re Ga Ma Pa
04:00	Movie

JAYA TV

13.05.2018

TIME	PROGRAM NAME
12:00	Vaaname Ellai
01:00	News
01:30	Movie
04:30	Movie

20.05.2018

TIME	PROGRAM NAME
12:00	Vaaname Ellai
01:00	News
01:30	Movie
04:30	Movie

Creative/Content Discussion

Based on the references taken and the benchmark set initial meetings were held.

Points Discussed

1.Theme of the Game

Logical theme of the game was discussed.Each event was divided into chunks and logical errors were corrected.

2.Fun factor of the Game

As rating is important as a point hitter,fun factor is very much essential for the viewers to be engaged in the game.So the fun elements inside the game were discussed and increased as per game level.

3.Future ideation scope.

The game design should be checked for future feasibility and scope and the game selected must be equipped with minimum changes so as to fit the trend of people's mind.

4.Budget

As with any project ,budget has to be negotiated without compromising the other important elements.This was the observation that I could relate to my old company.

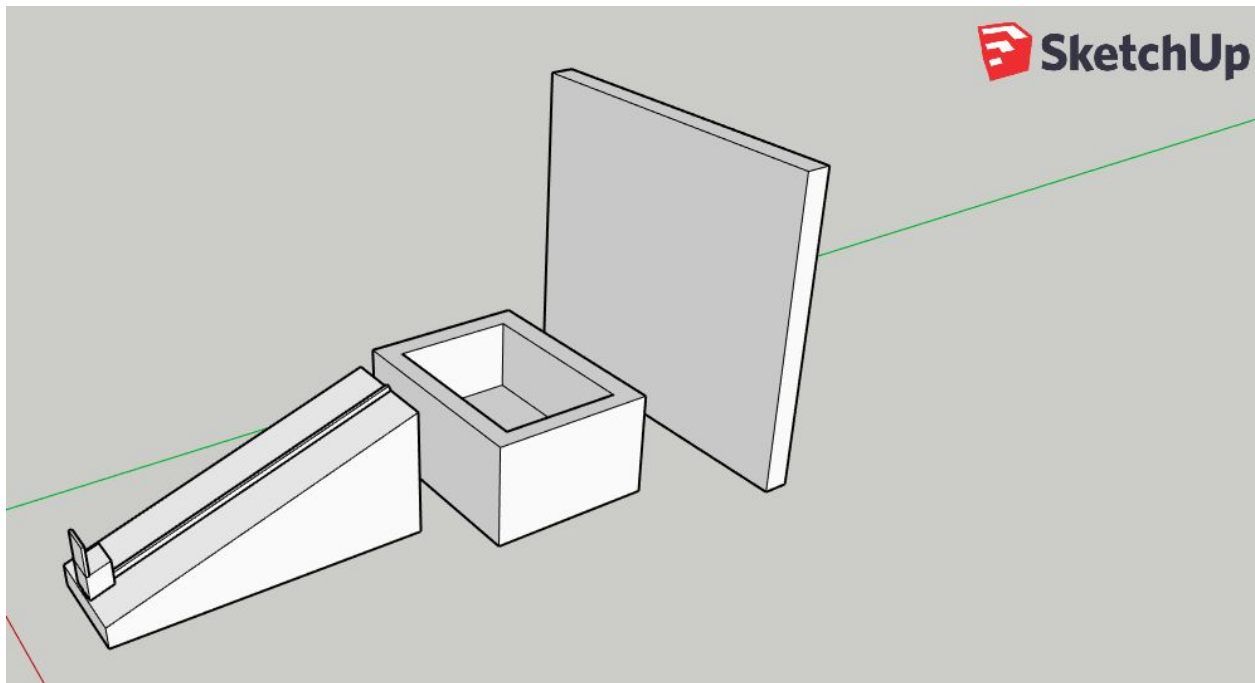
5.Safety

As physical activities are involved people's safety is one important factor that has to be considered.So it was ensured that the design of the game is equipped with safety measures.

Games Description

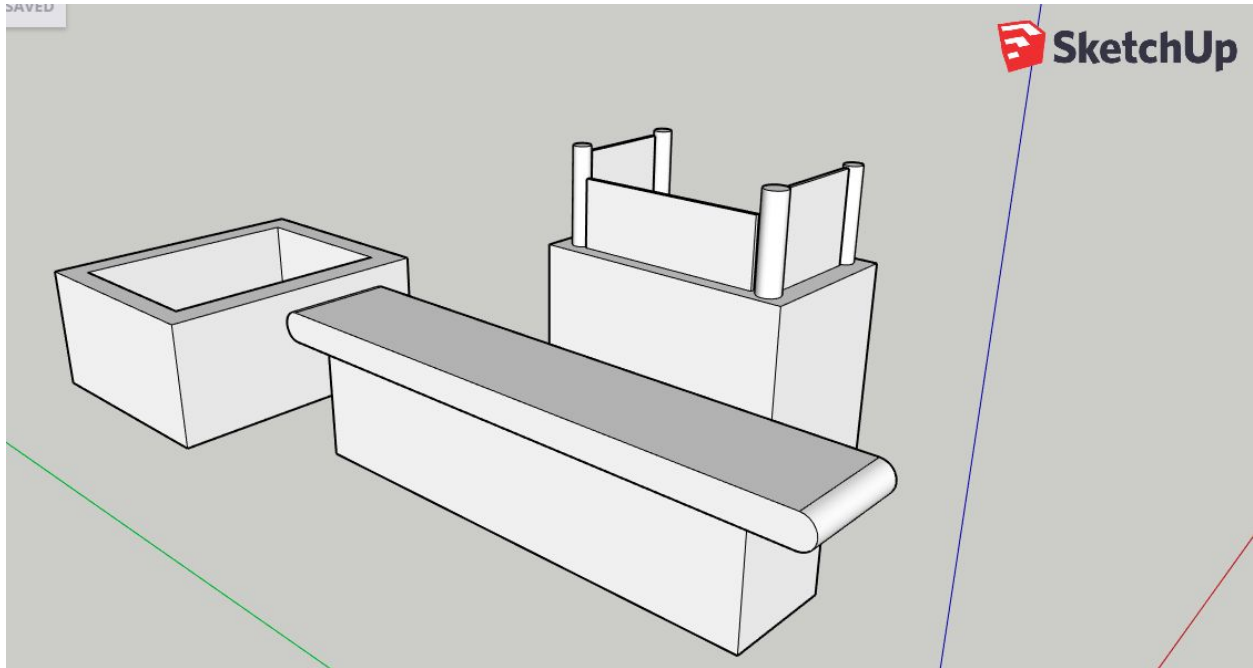
Games were designed in increasing level of complexity and also individual complexities with safety measures ensured.

Roller coaster



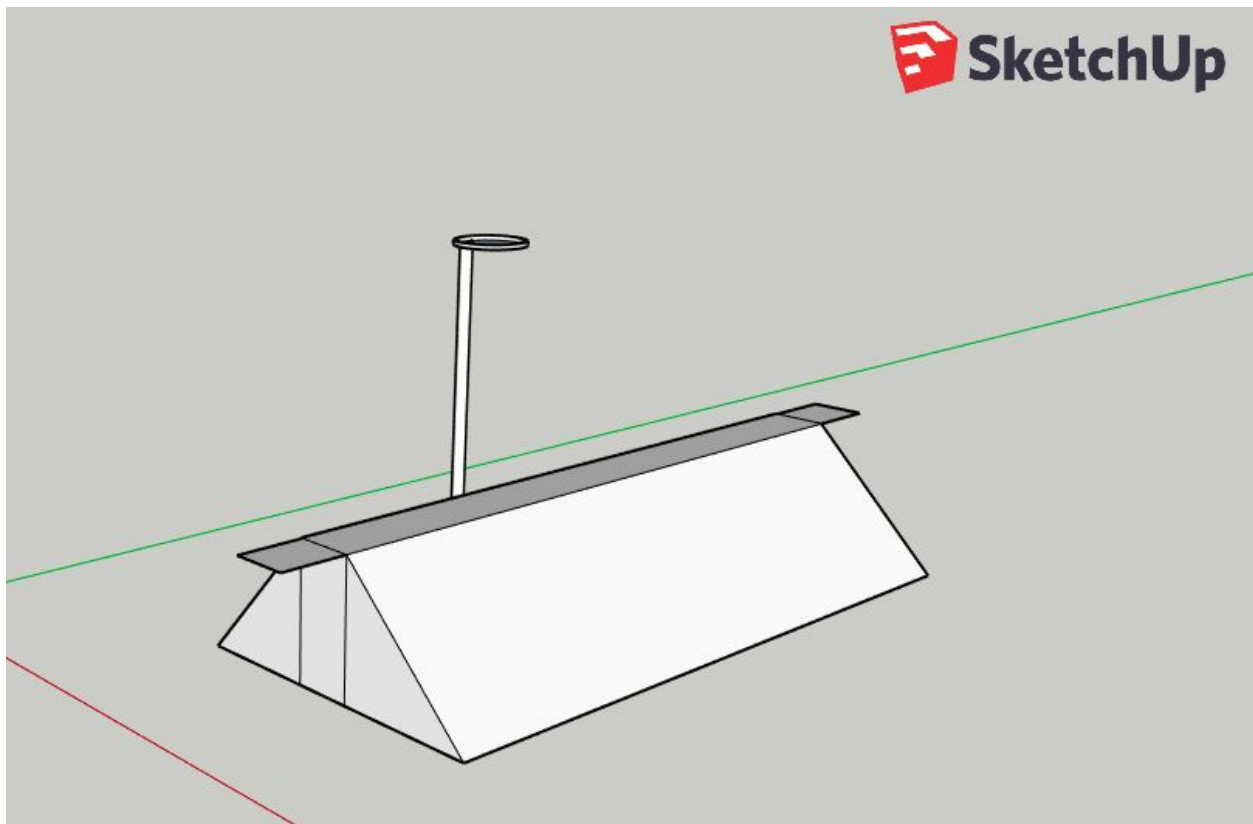
People were seated in a chair placed on an inclined rail. Against this arrangement was a scoring board. People were given points if they throw balls at board only when there were thrown against the board.

Treadmill



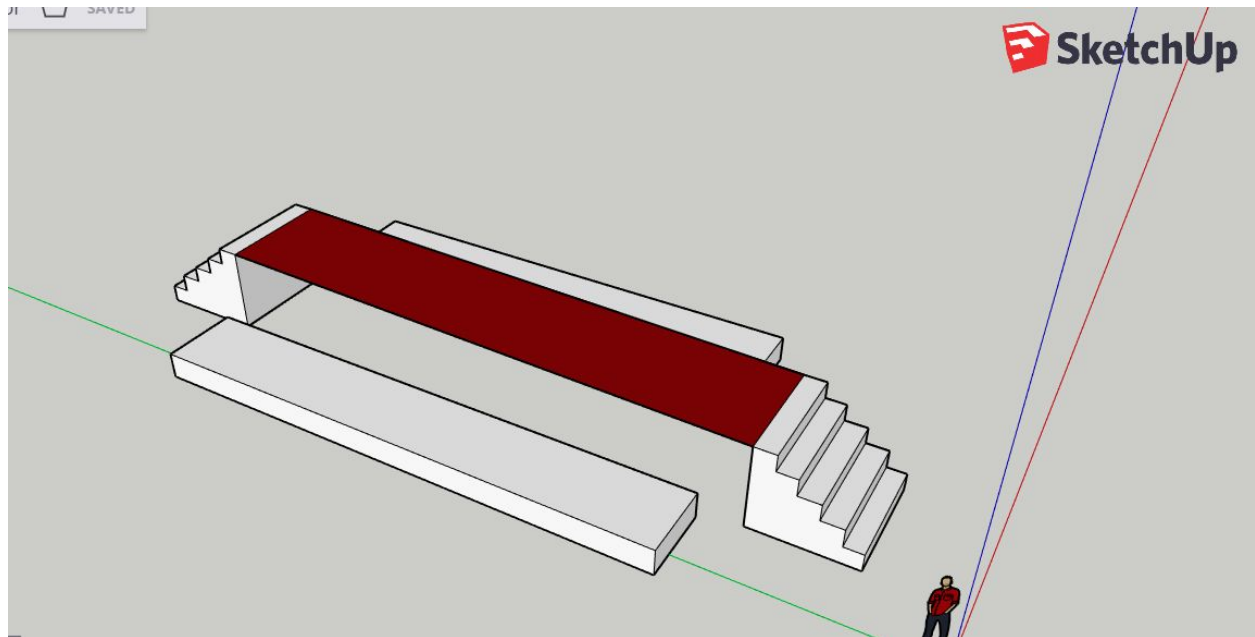
Participants were asked to run on the treadmill while performing a task (like eating). The speed of the treadmill was increased thereby increasing the complexity and fun factor of the task.

Pulling the Leg



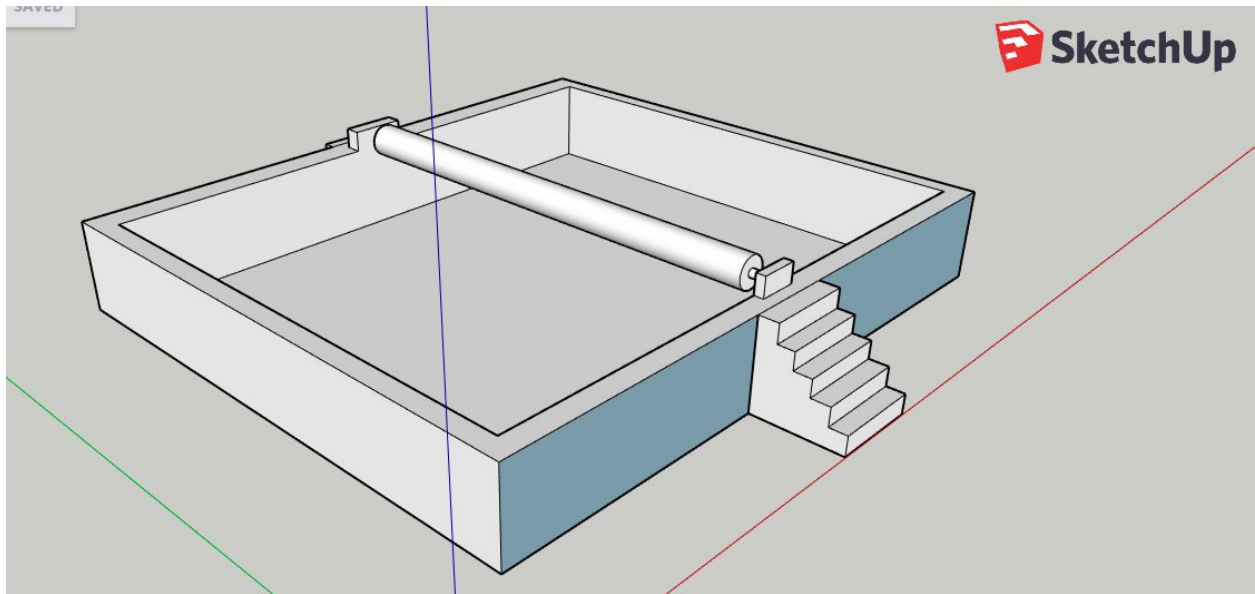
Making the contestants stand in a movable belt ramp and making them throw the ball in the basket. The belt that they stand is movable and the opponents will continuously pull the belt on either side to make them fall.

Kicking the floor



Contestants are instructed to travel in a trampoline like pathway. The opponents are lying down and made to kick the players from bottom to make them fall. Participants who manage to cross the pathway gets the points.

Roller Dong



Roller dong is a game where people from each team were asked to answer simple questions and they should run over the rotating roller and hit a dong to get their points.

Game Scoring strategy

Scoring strategy was discussed and points were given in both time based and points based pertaining to the Game design.

1. Roller Coaster-score based
2. Roller Dong-Points based
3. TreadMill-Time Based
4. Kicking on the floor-Time based-team/3 min

Each game was analysed for scoring. Discussions were happening as to how the scoring of the game should be done. For some games mock up of the game were enacted to cross check the errors. Some games demanded the scoring pattern of points where the participants were given individual tasks to score their banks.

Learnings in this Internship

Creative Decisions Making

As I was a part of the team I could closely watch the interactions between the team members. When creativity is in demand it doesn't come always from a single mind but out of discussion and brainstorming. The inputs from various people are respected and evaluated which is a good sense of team growth. Rather than logical interpretations creative decisions are a constant flux which will come to a complete form later. This was very evident and the idle time was used to think in those lines and rethink our decisions.

Analogy of the People

Just because it was creative and fun any show can't work unless it fits in the analogy of the people. So we were taking much care as to the content, dialogues and humor fits with their analogy. This reference is taken by discussing their daily routines and the influence of media on them.

Responsibilities

Even as a team there were individual responsibilities to people and proper follow up was made to those people. Status update of each member was heard and feedbacks were given.