



Stanford eCorner

Opportunities in Content Creation

Gale Anne Hurd, *Film and Television Producer*

April 18, 2012

Video URL: <http://ecorner.stanford.edu/videos/2947/Opportunities-in-Content-Creation>

Producer Gale Anne Hurd explains why the entertainment industry is ripe with opportunity for creators of content. She also describes why Hollywood is now looking online to find fresh talent leveraging new, lower-cost technologies to tell their stories.



Transcript

The industry now has more opportunity than it ever had. Anyone of you with a smartphone can make a film, you can upload it to YouTube. I don't know if you know this, but there are at least 16 directors and I can't give you all their names right now who made films for under \$15,000, some of them for \$400, uploaded them on YouTube and are working in the business today after one film. There has never been more opportunity. Now the jobs they have gotten had, because their intent was to work in commercial films. So they were very visual effects oriented or action oriented, but that is where Hollywood is now looking. You don't need to have a degree from a film school, but what you need to know is how to be a director. So that's why experience on set is very important, but now it absolutely is the wild-west. There are, I think YouTube are saying they are launching 100 different content channels, the amount of content that needs to be fed whether it's television, feature films or the internet is almost inexhaustible right now. And you're at a better time than ever to succeed.