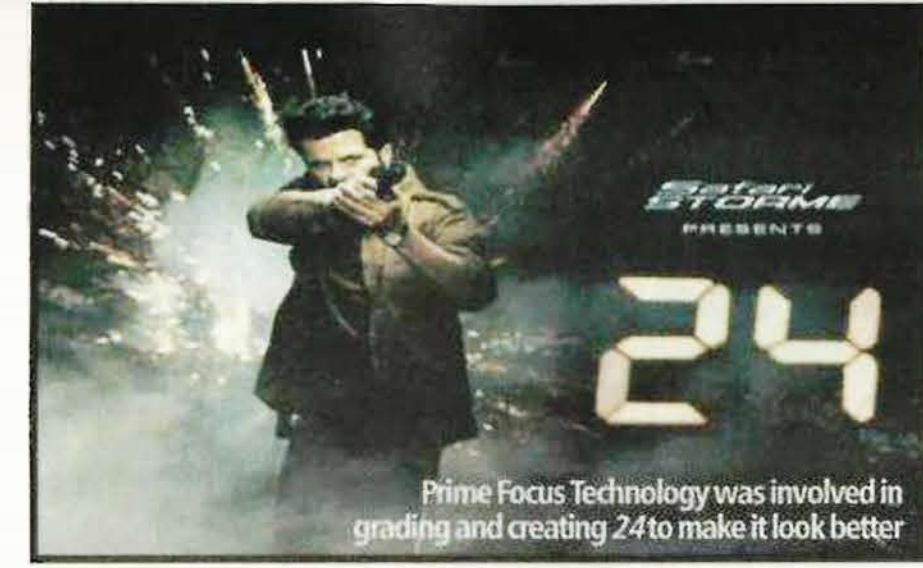




Prime Focus Technologies also enhanced the television viewing experience of the serial *Nisha Aur Uske Cousins*



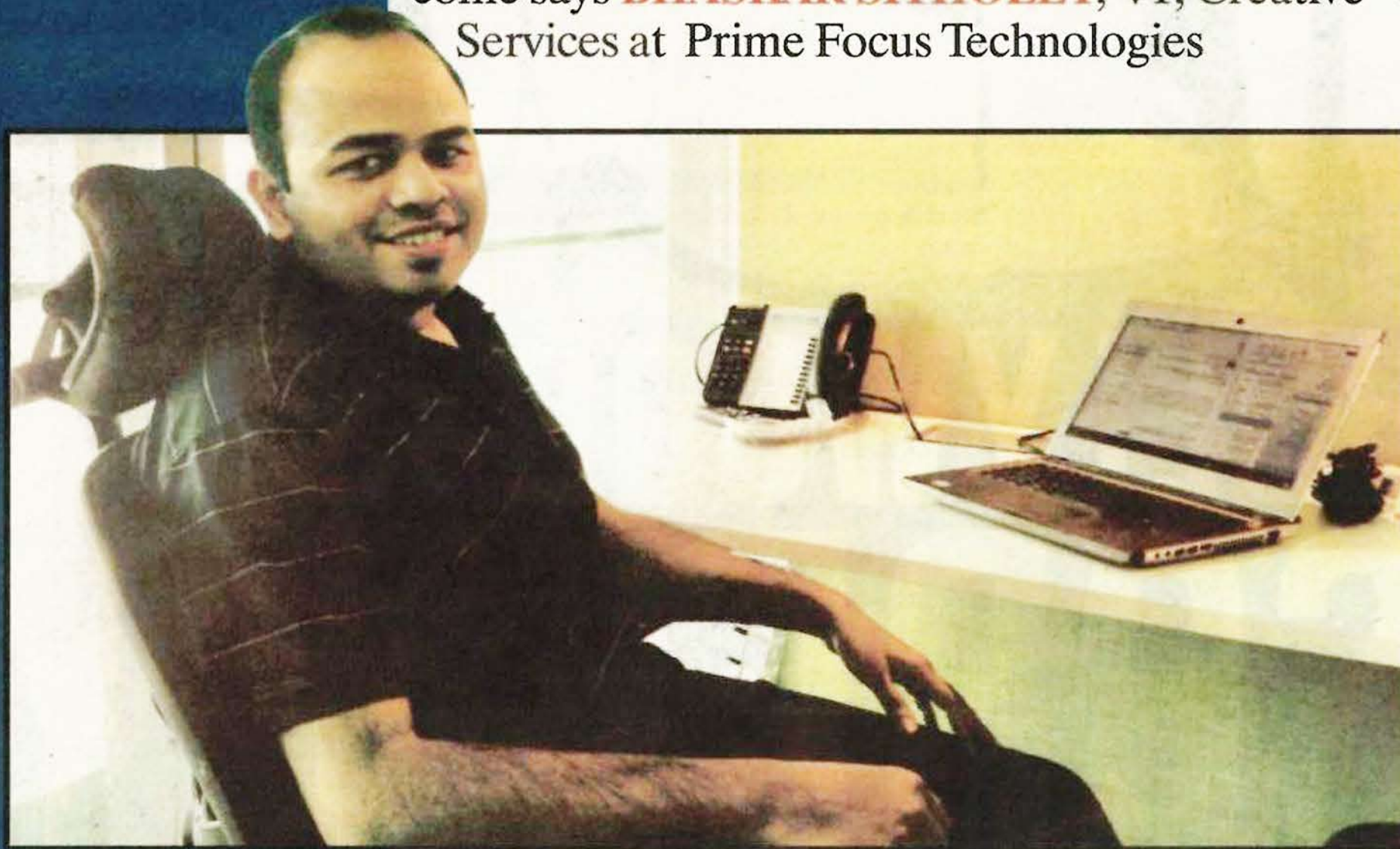
The company is grading the *Master Chef India* series currently on air



Prime Focus Technology was involved in grading and creating *24* to make it look better

Future Forward

Television shows will be as much about visual quality as about genres and stories in time to come says **BHASKAR SITHOLEY**, VP, Creative Services at Prime Focus Technologies



By Screen Correspondent
Primetime Focus Technologies, after claiming a stake as the major visual service provider in the film industry within India and internationally, is now working to make an impact in the burgeoning television industry. Bhaskar Sitholey, VP Creative Services at Prime Focus Technologies is of the firm opinion that Prime Focus Technologies is evangelising the cause of creating glossier, better looking TV shows with their DI (digital intermediate), colour grading and VFX facilities.

"The way television has evolved—we have multiple

broadcasters coming into India and today when a consumer is sitting at home and switching channels they are seeing international content either preceding or coming after a local channel. So, what's happening is that the consumer wants to see better quality on their high resolution TV screen. The so-called faultlines in the visual images are becoming apparent," explains Sitholey.

This has resulted in the attention being turned to the visual quality of television content—not just VFX driven shows like the mythologicals and historicals or gameshows and reality TV, but also the daily soaps that are the bread and butter of television. The trend, says Sitholey, began with *24*.

PFT has since gone on to work on *Nisha Aur Uske Cousins* (Star Plus), National Geographic Channel's *Cover Shot*, the pilot episode of *Airlines* and of course, *24*. Currently, they are working on a historical series being directed by a Bollywood filmmaker.

"Grading for conventional TV shows is becoming a necessity. For Prime Focus, it all started with *24*, a show on which we have perhaps spent the maximum time on grading and creating it to make it look better. Also, *24* helped other broadcasters besides Colors to realise that good-looking shows are going to be the norm. We have ensured that we have a better visual quality percolating down to various television genres," avers Sitholey.

Their work involves colour correction and lending each show a certain texture, a certain tonality, or a visual language, that helps to accentuate what has been created by the DOP (director of photography) and envisioned by the creative director. At present PFT is grading *MasterChef India*, that has just gone on air on Star Plus. Sitholey says that the idea is to make it look as nice as the Australian or the American versions that are being aired and watched on television screens. The challenge is to crunch the deadline and maintain the highest possible standard.

Grading for conventional TV shows is becoming a necessity. For Prime Focus, it all started with *24*, a show on which we have perhaps spent the maximum time on grading and creating it to make it look better
— Bhaskar Sitholey, VP, Creative Services at Prime Focus Technologies

When asked what he counts as the biggest achievement for Prime Focus, he says, "Our biggest achievement is that we have been able to create a workflow to create daily shows which was considered a huge challenge. But the question was whether anybody would have the time to grade them if required. I think we were able to crack *Nisha Aur Uske Cousins* — we have done over 100 episodes of that."

Sitholey agrees that the availability of different screens like the HD screen and 3D TV sets along with a whole new programming—seasons for long-running shows and finite shows will only improve the prospects of companies like his. "It helps break away the audience fatigue. The seasons route is going to help us do better. It's not going to be the death of serials, but we will see a lot more of premium series in years to come on Indian television. The content being produced in India, will undergo a paradigm shift. The present focus on the quantity of content will come down and content creators and broadcasters will focus a lot more on quality of the content," predicts Sitholey before signing off.