



Animation and Gaming global market are expected to touch over 153 billion US Dollars during this year

'State government for development of animation industry'

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Being one of the first few states in the country to introduce a policy promoting animation, visual effects, gaming and comics, the State is now partnering with digital content industries to develop the sector further.

Principal Secretary to the Science and Technology, IT and BT Department I S N Prasad said this at an annual two-day convention organised by the Association of Bangalore Animation Industry. IT and BT Minister S R Patil inaugurated the convention.

The visual effects community in Bangalore is already well-known globally and has worked on many Hollywood projects, including parts of the Harry Potter and the X-Men series besides Life of Pi and Prometheus.

On Tuesday, the ABAI Leadership Excellence Awards were also presented. Rajiv Chilakalapudi, the Managing Director of Green Gold Animation and the brain behind the animated TV series Chota Bheem, received the award.

A panel discussion, on the development of Canada as one of the world's largest producers of animation, provided insights on how the sector could be developed.

“With a constant demand for computer graphics from TV studios and Hollywood, Indian studios, if properly managed, are perfectly placed to access this work and cater to global demands,” said Sean Feeney of Prime Focus World London, as part of the panel discussion.