



# The three things that will impact HR Practices in the Media space, on the road to 2010

**HR** has become a key player in the success of many firms in the past years. Till now, the role of HR in media has been very limited, and it has only been in the last five years that it has opened doors to trained HR professionals from outside the industry.

With the media industry expanding at such a rapid rate, there are three main factors that will impact HR practices in India in the coming years:

## Talent Crunch

The imbalance between the demand and supply is one of the biggest growth barriers facing the industry. The manpower demand in the sector has grown tenfold in the last two years and is constantly on the rise. It is estimated that TV channels will need 10 to 12,000 entry-level recruits in next few years. Institutes are of help here by providing the required manpower.

It is the middle and senior level talent, which is difficult to find. This leads to recruiting people from outside the industry. Some media firms are looking for talent from outside India. This trend is increasing in the marketing, sales and administration roles in the media firms. Poaching from competition is an easy path for recruitment, however with limited choice.

## Increase in Salaries

This trend of buying out a person with relevant experience is creating a huge disparity in salaries across companies, which in turn is putting huge pressure on employee retention in the industry.

The media and entertainment sector saw the cost of salaries rise a whopping 184 per cent year-on-year in 2006. The salaries in this sector are expected to continue to rise in the coming years. This is leading to top media executives commanding between Rs. 1.5 crore to Rs. 3.5 crore a year. A person with around ten years experience in the broadcast industry can expect as much as a 60

per cent hike when changing jobs.

This trend is very different from the rest of the consumer industry sectors, with the only expectation being Retail and Telecom. Hence, it is essential that some kind of compensation benchmarking should be formed across various sectors in the media industry.

## Manifold increase in manpower in a short period

With the advent of new sectors like Internet, gaming and animation; and sectors like radio growing at a fast pace, talent will grow manifold in a short period. The industry will need to take cue from other industries like IT & ITES in laying structured procedures for management of this talent. HR function will need to expand much more with specialists in place to manage various roles with scientific systems in place. There will be a continued need to have global HR policies in place on the lines of other evolved industries like FMCG and ITES. The design and deployment of a HR policy ensures that the right talent is acquired and retained, as the structure procedures in media firms will be transparent and fair.

**The entry of international players into India has already made a huge impact and will go on to change the mindset of the overall industry in a big way.**



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