

THE **FINAL** WORD

TVBEurope invites **Joss Armitage**, managing partner, Jump, to get a few things off his chest

How did you get started in the media tech industry?

If I wasn't going to be an international music god (any day now...) then writing for a living always appealed. I started at a small publishing company working on a video mag (as in actual, physical videos) aimed at video rental shop owners. Then I became the editor of CSCI (Cable and Satellite INTL) magazine. Also, I used careful planning, diligence and sheer hard work, otherwise known as blind luck. After publishing, I moved into PR and haven't looked back. Almost 11 years ago we launched Jump, bringing a fresh approach to communication.

How has it changed since you started your career?

Beyond recognition. From a journalist perspective, it was fax and landline all the way. From an industry perspective, Scientific-Atlanta and General Instrument were the two of the biggest players in the cable and satellite field at the time. On-demand meant shouting at an inanimate object and then being deafened by the lack of response. Then there were the early attempts at internet-enabled TVs/set-tops: oh dearie me.

In terms of Jump, this has also changed beyond recognition. Where once it was essentially press releases and articles (in various guises) the rise of the internet and social media – just media, really, in a B2B sense – means our work now ranges from website creation and management, trade show support, through videos to social media campaigns as well as the aforementioned items. This broader communication remit allows us to work at a more strategic level, which is an exciting development. At heart, it's still all about helping companies be correctly positioned, creating materials that work for them when they aren't speaking directly to existing or new clients. It's about an integrated, quality approach.

What makes you passionate about working in the industry?

From an early love of photography and some short film making at university, coupled with an insatiable cinema habit when I first came to London and even still now, I love images and storytelling. I'm also fascinated by the way that technologies evolve and in the age of the internet, that's particularly pertinent.

If you could change one thing about the media tech industry, what would it be?

Given what we do – PR, marketing and creative services across the full breadth of the industry – the lack of willingness to talk can sometimes be frustrating. But I don't think that's only our industry. On a less Jump note, to encourage younger generations to enter the industry. And from a consumer perspective, consolidation of available services would help. A person can but dream...

How inclusive do you think the industry is, and how can we make it more inclusive?

I certainly think this is an area that could be improved. In my opinion, it's still far too male-dominated and the industry can benefit from younger, fresher voices. I'm hopeful that as the walls around the broadcast industry continue to crumble, this will be a natural process.

How do we encourage young people that media technology is the career for them?

Bribery? Slightly more seriously, by attracting them at a young age. We know that there are good courses and apprenticeships out there and both these avenues need to be encouraged, with manufacturer support where possible.

Where do you think the industry will go next?

I think we'll see more mergers and acquisitions on both the creation and distribution sides; continuing IP deployment; further expansion and ultimately the consolidation of consumer video service providers. We are in a transition period, though it's far from clear to what exactly we're transitioning.

What's the biggest topic of discussion in your area of the industry?

How we can continue to ensure that our clients are heard and seen. Ignore the cliché alarm sounding behind you: it's faulty. There's so much noise being generated constantly that the quality of content that we create and the ways we help clients present themselves are paramount. This has never been more important. Really.

What should the industry be talking about that it currently isn't?

That's a secret only Jump knows. ■

