



## **ONE DAY INDUSTRIAL VISIT ALLIANCE BROADCASTING PVT.LTD, CHENNAI**

The second year students of ECE Department visited the ALLIANCE BROADCASTING PVT.LTD, CHENNAI on 03.03.2023. Ms. S.Srividhya & Ms.Sibiya kumari had coordinated the industrial visit with 70 students. We like to extend our sincere thanks to our management for giving this great opportunity to visit .

### **INDUSTRY PROFILE:**

ALLIANCE BROADCASTING PVT.LTD, Tamil is a Tamil news channel headquartered at Chennai, Tamil Nadu, India. It is owned by the Tamil Nadu-based VV Group. It broadcasts news, discussion, documentary and infotainment programmes.

### **TOPICS DISCUSSED:**

1. About Broadcasting
2. Function of Master Control room (MCR)
3. Operation of Audio-post production
4. Live feed
5. Video editing

### **STUDENTS FEEDBACK:**

- Learn about the working and operation of new7 channel and gain practical knowledge of live streaming, video editing in broadcasting news.
- Master control room working and operation.
- Audio and video controlling process.

## Photo Gallery:

