

**1.**

The entertainment business is an industry which interests me most since I am aiming at becoming an animator. In this digital era, one career which is most-sought-after is animation career as there is an opportunity for an animator to showcase his/her creativity.

**2.**

The two most challenging aspect of getting into the entertainment industry and particularly in animation are competition and saturation. The entertainment business has steep competition since it is evolving constantly and new innovations as well as ideas for the market are introduced now and often. Companies in this industry are looking for qualified and skilled animators as they compete for sales, viewership, and subscriptions as well. On the other hand, the animation career is most-sought-after for quite some time making it be saturated. There are many animators in the entertainment industry and I can only hope this industry will not go the direction of photography industry where everyone claims to be a photographer.

**3.**

In a situation where I did not have college to attend, anyone to ask about starting in the entertainment industry, I think I will only be left with only the global public resource which is the internet. We are in a digital age and all companies in the entertainment industry use the internet on a daily basis and this will be a good strategy to make contacts for me to get my foot on the door. Internet as a resource has all important information concerning the entertainment industry and to be specific an animator. I believe the internet would even have some free courses for animation. This will be an extremely important resource for me and the internet is always open and accessible.

## References

Moss, S. (2009). *The entertainment industry: An introduction*. Wallingford: CABI.