

**SKILLS FRAMEWORK FOR MEDIA
TECHNICAL SKILLS AND COMPETENCIES (TSC) REFERENCE DOCUMENT**

TSC Category	Content Strategy and Planning					
TSC Title	Content Acquisition Management					
TSC Description	Plan, facilitate and conduct activities to acquire content that meets the commercial objectives of the organisation					
TSC Proficiency Description	Level 1	Level 2	Level 3 MED-MPN-3008-1.1	Level 4 MED-MPN-4008-1.1	Level 5 MED-MPN-5008-1.1	Level 6
			Maintain optimal content acquisition processes and workflows in order to identify content acquisition opportunities and acquire suitable content for organisation	Facilitate the development of the organisation's content acquisition strategy by recommending suitable content for acquisition and monetisation and devising ways to own the rights for the usage of the content	Drive the organisation's content acquisition strategy by identifying strategic content acquisition opportunities, understanding trends and building networks with the ecosystem of content providers	
Knowledge			<ul style="list-style-type: none"> • Process flow for acquisition • Types of content formats • Documentation, archival and filing procedures to store media content • Concept of rights management • Pricing structures for acquisition of content • Media management systems, procedures and usage • Range of industry events and trade shows 	<ul style="list-style-type: none"> • Principles, theories and regulations related to rights management • Types of content licensing agreements • Content related regulations in the market • Competitors' organisational and acquisition practices • Content monetisation strategies • Ecosystem of content providers in the local markets • Budget management techniques 	<ul style="list-style-type: none"> • Principles, theories and regulations related to rights management • Content related regulations in the market • Competitors' organisational and acquisition strategies • Ecosystem of content providers in the local and international markets • Strategic partnership models • Trends related to content development 	
Abilities			<ul style="list-style-type: none"> • Apply proper documentation, archival and contracts to store newly acquired content • Maintain smooth acquisitions workflows and processes • Conduct proper rights management to maintain smooth workflows 	<ul style="list-style-type: none"> • Review content portfolio to determine gaps in how the organisation meets customers' needs and preferences • Assess the monetisation potential of the content to be acquired to recommend content for acquisition from the 	<ul style="list-style-type: none"> • Lead the development of content pipeline through targeted and innovative content acquisition strategies • Define strategic areas for content pipeline expansion through extensive knowledge of market trends, customer 	

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			<ul style="list-style-type: none"> • Perform checks on the technical specifications of the content and alignment with the organisation's editorial guidelines • Track the maximisation of the usage of media rights • Analyse content consumption data to identify opportunities for new content acquisition • Assist in negotiating content deals to secure content that aligns with strategy 	<p>perspective of the creative vision, editorial guidelines and commercial objectives of the organisation</p> <ul style="list-style-type: none"> • Leverage on relationships with content providers to initiate negotiations that serve the commercial objectives of the organisation • Partner with relevant legal counterparts to assess the risks associated with copyrights infringement • Define internal policies and processes to manage rights, exploitation, allowances, corporate risk and commercial risks including financial overexposure and risk liability • Manage multiple content acquisition expenditures to ensure they are kept within budgets 	<p>preferences and technological evolution</p> <ul style="list-style-type: none"> • Maintain networks with the ecosystem of content providers in the local and international markets to create potential sources of content acquisition • Lead high stakes negotiations with content providers to structure agreements that serve the long-term commercial objectives of the organisation • Develop financially viable and sustainable strategies to acquire content through outbidding competition or forming strategic alliances with competition for mutual benefit • Provide guidance on the types of frameworks and metrics to manage multiple content acquisition budgets and expenditures 	
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