

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

<b>TSC Category</b>	Media Technology and Operations					
<b>TSC Title</b>	Content Ingest Operations					
<b>TSC Description</b>	Execute technical processes to receive, record, transform and store content as per the organisation's standards, for the purpose of broadcast or distribution					
<b>TSC Proficiency Description</b>	<b>Level 1</b>	<b>Level 2</b>	<b>Level 3</b>	<b>Level 4</b>	<b>Level 5</b>	<b>Level 6</b>
	<b>MED-MPN-1015-1.1</b>	<b>MED-MPN-2015-1.1</b>	<b>MED-MPN-3015-1.1</b>	<b>MED-MPN-4015-1.1</b>	<b>MED-MPN-5015-1.1</b>	
	Check incoming materials and visual sources and generate ingest reports to support content ingest	Perform scheduling, ingesting, encoding and segmenting of content as per established processes and quality standards	Plan content ingest operations and oversee ingest processes to meet programming requirements	Manage overall content ingest operations through oversight and leadership in planning, execution and optimisation of ingest processes	Drive improvements in content ingest operations to meet current and future programming requirements	
<b>Knowledge</b>	<ul style="list-style-type: none"> <li>Sources and means of transfer of visual content</li> <li>Specific ingest processes for all sources of visual content</li> <li>Functionality and operation of media ingest equipment</li> <li>Creation of batches for ingest sequencing</li> <li>File format conversion methods</li> <li>In-house storage systems for media assets</li> <li>Media Asset Management (MAM) conventions and guidelines</li> </ul>	<ul style="list-style-type: none"> <li>Processes involved in media operations</li> <li>Functionality and operation of technical equipment pertaining to ingest, recording, storage and playout</li> <li>Operation of digital workstation for ingest management</li> <li>Software tools used in ingest, storage and playout of content</li> <li>Software tools for evaluating technical quality of content</li> <li>Encoding and transcoding techniques and guidelines</li> <li>Metadata tagging methods and guidelines</li> <li>MAM and Media Data Management (MDM) conventions and guidelines</li> </ul>	<ul style="list-style-type: none"> <li>Purpose, benefits, limitations and risks of the in-house tools for content ingest operations</li> <li>Processes involved in content broadcast including ingest, archival, playout and transmission</li> <li>Prioritisation of ingest queues</li> <li>Possible problems that could arise in content ingest processes</li> <li>Diagnostic processes and tools used to analyse problems in ingest processes</li> <li>MAM and MDM conventions and guidelines</li> </ul>	<ul style="list-style-type: none"> <li>Processes involved in content broadcast including ingest, archival, playout and transmission</li> <li>Capabilities and limitations of in-house broadcast infrastructure</li> <li>Best practices in ingest processes</li> <li>Capabilities required for digital content ingest</li> <li>Processes involved in digital content ingest</li> <li>Optimisation methods of ingest processes</li> </ul>	<ul style="list-style-type: none"> <li>End-to-end content generation and broadcast processes</li> <li>Capabilities and limitations of in-house broadcast infrastructure</li> <li>Industry standard and upcoming technologies and equipment for content ingest</li> <li>Best practices in ingest processes</li> <li>Automation methods of ingest processes</li> </ul>	

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<p><b>Abilities</b></p>	<ul style="list-style-type: none"> <li>• Check inputs from all visual sources to ensure continuity of content ingest operations</li> <li>• Track signal parameters for live feeds</li> <li>• Create content batches for ingest based on the ingest plan</li> <li>• Store ingested content as per MAM guidelines</li> <li>• Generate ingest reports to track content ingest operations</li> <li>• Report errors or breakdowns in ingest operations for troubleshooting</li> <li>• Generate error logs to identify and report issues in content ingest operations</li> </ul>	<ul style="list-style-type: none"> <li>• Monitor the time projected for the ingest of all content</li> <li>• Schedule ingest queues based on programming requirements</li> <li>• Prioritise specific media content in the ingest queues based on ingest times</li> <li>• Execute programs to ingest content</li> <li>• Perform quality checks on ingested content for technical suitability for broadcast</li> <li>• Perform encoding and transcoding of ingested content</li> <li>• Perform metadata tagging for all ingested content</li> <li>• Perform soft and hard segmentation of ingested content files to create slots for promotions and commercials</li> <li>• Store modified content at appropriate locations as per organisation's MAM guidelines and conventions</li> </ul>	<ul style="list-style-type: none"> <li>• Modify ingest queues based on contingency requirements, priorities and projected ingest times</li> <li>• Determine the encoding and transcoding techniques and formats to be used for ingested content</li> <li>• Oversee the encoding and transcoding of ingested content to prepare them in formats ready for transmission</li> <li>• Obtain the commercial assets or media for scheduled programs</li> <li>• Oversee the segmentation of content to meet commercial requirements</li> <li>• Analyse ingested content to identify objectionable content and communicate to the standards and practices team</li> <li>• Analyse error logs to understand issues in content ingest operations</li> <li>• Develop solutions for recurrent problems in content ingest operations</li> </ul>	<ul style="list-style-type: none"> <li>• Collaborate with content acquisition and program planning and scheduling team to plan to meet the programming requirements</li> <li>• Collaborate with content acquisition team to understand schedule for incoming acquired content</li> <li>• Plan content ingest operations to meet programming requirements</li> <li>• Support the planning of commercial slots for specific programs</li> <li>• Define Standard Operating Procedures (SOPs) for ingest processes</li> <li>• Review content ingest operations for completeness and technical quality</li> <li>• Troubleshoot issues in content ingest operations</li> <li>• Develop solutions for recurrent problems in content ingest operations</li> <li>• Review performance of content ingest operations to determine scope for optimisation</li> <li>• Optimise processes to improve performance and efficiency of content ingest operations</li> </ul>	<ul style="list-style-type: none"> <li>• Lead collaborations with the content teams to understand the content plan</li> <li>• Plan infrastructure and resourcing of content ingest operations based on the content plan</li> <li>• Establish quality standards and timeliness for content ingest operations</li> <li>• Drive the review of recurrent issues in content ingest operations to understand need for technology, equipment and infrastructural replacement</li> <li>• Lead collaborations with broadcast infrastructure team to design new infrastructure and equipment installation plans as required</li> <li>• Drive the implementation of solutions and replacement of equipment and infrastructure to improve ingest capability</li> <li>• Initiate scope for automation to improve the efficiency and quality of ingest processes</li> </ul>	
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