

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

TSC Category	Media Technology and Operations					
TSC Title	Customisation and Localisation					
TSC Description	Customise and localise media content to ensure alignment to audience preferences and social and cultural norms of the target market to maximise the reach, appeal and commercial value of the content					
TSC Proficiency Description	Level 1	Level 2	Level 3	Level 4	Level 5	Level 6
			MED-MPN-3017-1.1	MED-MPN-4017-1.1	MED-MPN-5017-1.1	
			Execute content localisation and customisation activities in collaboration with vendors and organise localisation assets	Develop recommendations for the localisation and customisation of content in line with audience's language preferences, social and cultural norms and the organisation's standards	Guide the development of localisation and customisation strategies to maximise the reach, appeal and commercial value of the content while ensuring sensitivity to audience preferences, social and cultural norms and regulatory guidelines in the target markets	
Knowledge			<ul style="list-style-type: none"> • Concept of content ratings • Localisation and customisation techniques for media content for different markets • Organisation's quality standards for language style guides, language assets and localised content outputs • Concept of subtitles, dubs and closed captions and their role in localisation • Procedures to procure subtitles, dubs, closed captions and audio descriptions • Content formats used in different markets • Local market lingos and colloquialism 	<ul style="list-style-type: none"> • Principles underpinning content ratings and compliance for media • Organisation's quality standards for language style guides, language assets and localised content outputs • Concepts of subtitles, dubs and closed captions and their role in localisation • Concepts of responsive subtitles • Concept of audio description narration • Audience preferences and content consumption patterns • Social and cultural norms of the target markets 	<ul style="list-style-type: none"> • Principles underpinning content ratings and compliance for media • Best practices in defining standards for language style guide • Copyright and licensing agreements • Audience preferences and content consumption patterns • Social and cultural norms of the target markets 	

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<p>Abilities</p>			<ul style="list-style-type: none"> • Check rights of licensed assets to ensure that deployment of subtitles, dubs, closed captions and audio narrations comply with agreement terms • Collaborate with vendors to develop subtitles, dubs, closed captions and audio narrations for productions • Communicate quality standards to linguists, translators and other localisation vendors • Incorporate local market lingos and colloquialism into subtitles and dubs to engage local audience • Organise records of localised contents to retrieve translations, subtitles, closed captions and audio descriptions • Analyse the costs of customising and localising media content for local requirements 	<ul style="list-style-type: none"> • Develop recommendations on how media content can be localised and customised to suit local markets • Assess the number of languages to develop subtitles and dubs for the content • Review edits, subtitles and dubs to ensure that they are seamless and move in tandem with the visuals • Determine the suitability of media content with the social and cultural norms in target markets • Review localised content to ensure sensitivity to the social and cultural norms in target markets • Facilitate the selection of appropriate vendors to aid in the development of subtitles, closed captions, dubs and audio descriptions • Enforce the quality standards for language style guides, language assets and localised content outputs 	<ul style="list-style-type: none"> • Guide localisation and customisation strategies based on an extensive understanding of audience preferences and social and cultural norms of the market • Define quality standards for language style guides, language assets and localised content outputs • Drive an understanding of localisation and customisation requirements across the production teams • Devise plans and processes to ensure localisation and customisation is carried out in alignment with regulatory guidelines in the market • Strategise how media consumption devices and platforms will evolve in the future to determine content localisation needs • Evaluate performance of localisation and customisation efforts 	
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