

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

<b>TSC Category</b>	Media Technology and Operations					
<b>TSC Title</b>	Programme Planning					
<b>TSC Description</b>	Develop programming strategies and plans to manage the placement of the organisation's content on linear and non-linear platforms and to maximise the reach and monetisation potential of the content					
<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-3021-1.1</b>	<b>MED-MPN-4021-1.1</b>	<b>MED-MPN-5021-1.1</b>	
			Maintain programming schedules for the organisation's content based on analysis of audience measurement metrics	Develop plans to enhance the potential and performance of the network's programmes based on analysis of audience measurement metrics, available media content, competitors' media content and available air time	Lead the overall programming direction and priorities in tandem with the organisation's commercial objectives and brand identities	
<b>Knowledge</b>			<ul style="list-style-type: none"> <li>• Concept of programme planning and scheduling</li> <li>• Concept of audience measurement</li> <li>• Media consumption habits of different demographics</li> <li>• Competitors' programme schedules</li> <li>• Data analysis techniques</li> <li>• Ethical and technical constraints in programme scheduling</li> <li>• Content rights management</li> </ul>	<ul style="list-style-type: none"> <li>• Techniques of programme planning and scheduling</li> <li>• Audience measurement techniques for linear and non-linear media</li> <li>• Market trends and content consumption patterns for various audience segments</li> <li>• Competitors' programme schedules and strategies</li> <li>• Data analysis techniques</li> <li>• Ethical and technical constraints in programme scheduling</li> </ul>	<ul style="list-style-type: none"> <li>• Trends in programme planning and scheduling</li> <li>• Trends in non-linear programming</li> <li>• Industry standards in audience measurement techniques for linear and non-linear platforms</li> <li>• Competitors' programme schedules and strategies</li> <li>• Media marketing strategies</li> <li>• Advertising and publicity strategies for media</li> <li>• Social media applications for viewing content</li> </ul>	

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

<p><b>Abilities</b></p>			<ul style="list-style-type: none"> <li>Analyse audience measurement metrics to suggest best approaches for future time placements</li> <li>Conduct research to uncover historically successful approaches in programme scheduling</li> <li>Conduct research to compile competitors' strategies in programme planning and placement</li> <li>Organise programming schedules for review by internal team members</li> <li>Identify any ethical or technical constraints for established programme schedule and surface these constraints to management</li> <li>Monitor content rights to ensure all rights are secured for the programme schedule</li> </ul>	<ul style="list-style-type: none"> <li>Develop programming plans to maximise the audience reach and monetisation potential for available media content based on past historical trends data</li> <li>Optimise programme planning activities for content to perform and meet established benchmarks for success</li> <li>Evaluate audience migration patterns from various platforms to maximise programme performance</li> <li>Analyse consumption habits of audiences across linear and non-linear platforms to generate insights</li> <li>Make informed programming decisions for the network and organisation</li> <li>Resolve ethical and technical constraints to programming schedules and communicate changes in plans to relevant stakeholders</li> <li>Measure audience reach and engagement levels across multiple platforms and devices</li> <li>Develop performance reports for stakeholders and management</li> <li>Propose innovative methods to use current content to grow ratings</li> </ul>	<ul style="list-style-type: none"> <li>Conceptualise programming and programme placement strategies for the organisation given the constraints of media content rights</li> <li>Formulate new strategies to maximise earning potential of the network and organisation</li> <li>Conceptualise programming strategies to maximise potential of non-linear channels</li> <li>Design new metrics in lieu of conventional audience measurement systems to determine new success benchmarks for programmes</li> <li>Drive marketing and advertising strategies to enhance the earning potentials of content once programme schedules are set</li> <li>Devise contingency schedules in the event of emergency or technical failure</li> <li>Formulate strategies to build social media experiences around programmes to entice audiences to watch the programmes live</li> </ul>	
-------------------------	--	--	---	---	--	--