

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

TSC Category	Product Management					
TSC Title	Product Management					
TSC Description	Create and manage a product roadmap, involving the ideating, planning, forecasting, marketing and management of a product or a suite of products throughout stages of its lifecycle, from its conceptualisation to market entrance and eventual phasing-out					
TSC Proficiency Description	Level 1	Level 2	Level 3	Level 4	Level 5	Level 6
				MED-SNA-4018-1.1-1	MED-SNA-5018-1.1-1	MED-SNA-6018-1.1
				Conceptualise ideas and develop a business model prototype and incubation plan for a new product, creating plans to bring the product to market and enhance its performance	Anticipate future industry trends and define the product incubation strategy and business model	Re-define thinking and inspire the conceptualisation of new and innovative products that create significant industry impact
Knowledge				<ul style="list-style-type: none"> Trends, market gaps and opportunities Market conditions and needs Types of digital disruptors Customer segments and potential needs Business model prototyping and evaluation Key elements of product or idea incubation plan Principles of product positioning and product roadmap Go-to-market product roadmap 	<ul style="list-style-type: none"> Key elements of a product or idea incubation strategy Full process from product conceptualisation to roll-out Policy and regulatory parameters related to the product Technological constraints and risks Competitive advantage identification and definition Future industry trends and developments Impact of digital disruptors on product strategy Types of available data that can be collected 	<ul style="list-style-type: none"> Macro trends and demographic shifts that impact market and customer demands Societal evolution and changes in customer needs and psyche Long term evolution of products and industry trends Potential technological and policy shifts Principles of core asset management Principles of digital investment management Data privacy laws and implications on the type of data collected
Abilities				<ul style="list-style-type: none"> Explore emerging market trends to identify new opportunities to capitalise on 	<ul style="list-style-type: none"> Define product or idea incubation strategy taking into account technological and regulatory parameters, 	<ul style="list-style-type: none"> Chart new direction for product creation and development within or beyond an organisation Lead the conceptualisation of new

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

				<ul style="list-style-type: none"> • Collaborate with other experts and innovators to conceptualise ideas • Specify a product to address market conditions, in providing direction on the content of a product requirements document • Develop business model prototypes for a new product and assess suitability of different models • Develop incubation plan for a new product or idea • Translate product strategy into a roadmap of actionable steps to bring the product to market • Manage a range or portfolio of products • Consolidate competitor, consumer and technology trends and their impact on the product • Forecast future product performance and requirements • Recommend strategies to sustain or enhance product performance 	<p>anticipated risks, costs and opportunities</p> <ul style="list-style-type: none"> • Plan a seamless process from conceptualisation to roll-out of new products, considering legal viability and policy and regulatory constraints • Build new product ideas and concepts to address market conditions • Identify competitive advantage and target consumers for ideated product • Formulate effective business models for product • Anticipate future consumer, competitor and technological trends • Recommend investments in a product, based on forecasts and analysis of market demand • Set high level targets and milestones for the product • Prioritise product mix according to market demand and business priorities 	<p>and innovative products to generate consumer interest and demand</p> <ul style="list-style-type: none"> • Re-define the mission or vision of the organisation to align with key, defining products • Make critical investment decisions on the product • Envision how a product will evolve over time • Inspire new product trends and redefine thinking around media products in the industry • Anticipate technological and policy shifts and their potential impact on the product
--	--	--	--	--	---	---