

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

TSC Category	Sales and Distribution					
TSC Title	Content Distribution					
TSC Description	Conceptualise, drive and execute strategies and activities to promulgate inter-operable and cross-platform distribution of media content to maximise reach and profitability for the organisation					
TSC Proficiency Description	Level 1	Level 2	Level 3	Level 4	Level 5	Level 6
			MED-SNM-3053-1.1	MED-SNM-4053-1.1	MED-SNM-5053-1.1	MED-SNM-6053-1.1
			Implement activities to ensure content is distributed according to specifications, contracts and agreed timelines	Facilitate the execution of the content distribution strategy by negotiating distribution contracts, planning publicity and promotions and assessing the return on investment of content distribution strategies	Formulate new content distribution strategies in line with new technologies and new distribution channels to maximise return on investment of content	Re-define thinking and inspire the conceptualisation of new and innovative products that create significant industry impact
Knowledge			<ul style="list-style-type: none"> Distribution channels, platforms and models Media consumption habits of different demographics Roles and responsibilities of different stakeholders in content distribution Organisation's processes for content distribution Organisation's process for contracting Concept of content monetisation 	<ul style="list-style-type: none"> Market trends and customers' content consumption patterns Distribution channels, platforms and models Types of media content formats Distribution channels, platforms and strategies Distribution renewal techniques and strategies Contract management Negotiation techniques and strategies Relationship building techniques Content monetisation strategies Cost-benefit analysis techniques 	<ul style="list-style-type: none"> Market trends and customers' content consumption patterns Competitors' organisational and distribution strategies Networking techniques and strategies Emerging technologies and channels for content distribution Negotiation strategies and techniques Revenue generating strategies for media content distribution 	<ul style="list-style-type: none"> Macro trends and demographic shifts that impact market and user demands Societal evolution and changes in user 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
Abilities			<ul style="list-style-type: none"> Identify new ways of reaching target audiences Identify potential distributors for the 	<ul style="list-style-type: none"> Collaborate with technical engineers to determine content format choices for content distribution 	<ul style="list-style-type: none"> Develop overall distribution strategies for owned and acquired content for the organisation 	<ul style="list-style-type: none"> Chart new direction for product creation and development within or beyond an organisation

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			<p>organisation's media content</p> <ul style="list-style-type: none"> Propose new means of monetising organisation's media content Review the terms and conditions of distribution contracts to determine contract expectations Liaise with different stakeholders such as financiers, distributors and networks to determine the distribution fees and split of profits Monitor contractual elements such as duration of the distribution arrangement and territories for distribution are adhered to 	<ul style="list-style-type: none"> Research, identify and select appropriate partners for content distribution Negotiate contracts with distribution partners that cover all costs and service charges related to the content distribution Plan distribution activities, publicity and promotions to ensure appropriate positioning of the content to the identified target audience Build relationships with distributors by overseeing and ensuring that the deliverables outlined in contracts are adhered to Measure the return on investment of content distribution strategies 	<ul style="list-style-type: none"> Develop overall policies and guidelines to govern all content distribution activities for the organisation Build networks with producers, distributors, sales agents, publicists and advertising agencies in the local and international markets to create potential opportunities for content distribution Conceptualise new distribution channels to monetise and maximise revenue for the organisation Recommend distribution activities, publicity and promotions to ensure appropriate positioning of the content to the identified target audience Lead negotiations for international content distribution for the organisation 	<ul style="list-style-type: none"> Lead the conceptualisation of new and innovative products to generate consumer interest and demand Re-define the mission or vision of the organisation and ensure alignment with key defining products Make critical investment decisions on products Anticipate trends of market and user demand in the future Inspire new product trends and re-define thinking around Information and Communication Technology (ICT) products in the industry Anticipate technological and policy shifts and their potential impact on the product
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