

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

TSC Category	Sales and Distribution					
TSC Title	Media Distribution Platform Management					
TSC Description	Develop and implement strategies to manage the distribution platform and partners through which the organisation's content and services are delivered					
TSC Proficiency Description	Level 1	Level 2	Level 3	Level 4	Level 5	Level 6
			MED-SNM-3054-1.1	MED-SNM-4054-1.1	MED-SNM-5054-1.1	
			Assess viability of partnerships with potential distribution platform partners and evaluate the performance of partners in distributing organisation's content and services	Develop platform-specific sales plans and manage the performance of sales distribution platforms and key partners	Develop an enterprise-wide distribution platform sales strategy, including engagement and recruitment of partners and setting of key targets and performance expectations	
Knowledge			<ul style="list-style-type: none"> • Role of distribution in sales and marketing • Available platforms and channels for media content and services distribution • Potential platform partners in the industry • Business viability metrics for partners • Basics of partnership relationship management • Automation techniques for reporting • Conversion metrics for platform-specific sales and income • Indicators and measurement of partner performance • Content lifecycle on media platforms 	<ul style="list-style-type: none"> • Techniques and methods for assessment of market potential • Application of cost-benefit analysis and risk assessment • Features, pros and cons of various content distribution platforms • Organisation's branding or marketing guidelines and implications on distribution platform partners • Distribution platforms performance management and incentive systems • Content lifecycle on media distribution platforms • Legal, regulatory and ethical requirements related to the distribution of content and services 	<ul style="list-style-type: none"> • Key considerations in developing distribution platform management strategy • Platform-specific strategies to optimise sales • Key performance indicators for distribution platforms and partners • Alliance and partnership building strategies • Strategies and approaches in distribution platform management • Technologies that can impact the organisation's distribution strategy • Legal, regulatory and ethical requirements related to the distribution of products and services 	
Abilities			<ul style="list-style-type: none"> • Assess potential distribution platforms and partners • Determine how the organisation's content and services would fit in with the potential distribution partner's core business model 	<ul style="list-style-type: none"> • Develop platform-specific sales plans for organisation's content and services • Identify the available distribution platform options in alignment with the marketing strategy and objectives 	<ul style="list-style-type: none"> • Develop an organisation-wide distribution platform sales strategy for products and services • Develop strategy to optimise sales through digital channels • Determine a set of key targets and performance 	

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			<ul style="list-style-type: none"> • Execute plan to engage and establish connections with sales and distribution partners • Prepare content for marketing collaterals and communications for platforms • Coordinate with partners to launch new content and services • Sustain ongoing relationships with partners for various platforms • Collect feedback from partners regarding customer reception of content or services • Build momentum with partners incentivising partners' efforts to drive sales of content and services • Track the performance of various platforms in distributing the organisation's content and services • Track consumption patterns via different distribution platforms 	<ul style="list-style-type: none"> • Evaluate the potential distribution platforms and partners, taking into account likely return on investments, costs, benefits and risks • Recommend suitable distribution platforms and distribution partners to be incorporated into the distribution platform management strategy • Oversee the development of content for marketing collaterals and communications for the distribution platforms • Formulate guidelines and messaging for distribution platforms to abide by • Sustain relationships with key partners and oversee the management of relationships with all partners • Develop incentive schemes for motivating platform partners to distribute the organisation's products and services effectively • Develop performance tracking systems to optimise performance of different distribution platforms 	<p>indicators for different platforms and partners</p> <ul style="list-style-type: none"> • Review the sales budget and performance • Establish a sales distribution management framework to manage substantial networks, platforms, alliances, partners and distributors • Expand critical alliances and make inroads to new platforms • Spearhead an organisational strategy to engage and recruit suitable partners • Guide the design of incentives for the partners to retain the key partners for long-term relationships • Lead decisions on adding or divesting partners • Drive an understanding of emerging platforms and distribution techniques across the organisation to pre-empt business disruptions 	
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