

Specification of Competency Standards
for the Information & Communications Technology Industry
Unit of Competency

Functional Area - Strategic Management

Title	Formulate content management and distribution strategy
Code	108019L6
Description	This unit of competency applies to all Digital Media Technology (DMT) practitioners responsible for formulating risk management strategy for the organisation. The media and entertainment industry is all about content creation, management, distribution, and delivery. Its potential also brings challenges. Content management and distribution are only 2 components of the digital asset life cycle. This UoC concerns competence for formulating content management and distribution strategy at strategic level
Level	6
Credit	3
Competency	<p>Performance Requirements</p> <p>1. Knowledge for formulating content management and distribution strategy</p> <ul style="list-style-type: none"> • Possess good project management skills and capable of formulating business strategies • Possess in-depth knowledge of the organisation's mission, vision, business goals and strategies • Possess good knowledge of business analysis tools such as PESTLE (Political, Economic, Social, Technological, Legal and Environmental), SWOT (Strengths, Weaknesses, Opportunities and Threats), etc. • Possess good knowledge of the digital asset lifecycle (production, content management, distribution and preserving) <p>2. Formulate content management and distribution strategy</p> <ul style="list-style-type: none"> • Be totally familiar with the organisation's overall business strategies and understand various factors that affect the formation relating to the content management and delivery strategy. Factors include but not limited to the following: <ul style="list-style-type: none"> ○ How contents are held, cloud based or inside the firewall ○ Location of content production (in-house, branches, overseas, etc.) ○ SLA (Service Level Agreement) commitments, if any ○ Level of security required ○ How many geographic locations will distribute the contents • Strategy comprises of: <ul style="list-style-type: none"> ○ Develop policies and procedures to perform content analysis to determine how much content preparation is required that influence the distribution network. Contents needed to be analysed, including but not limited to the following: <ul style="list-style-type: none"> ▪ Content involved (video, music, games) which could be on-demand, live, webcast, download, etc. ▪ Content size and quantity ▪ Interactivity involved with the content such as Augmented Reality (AR) ○ Develop action plan to manage the content including but not limited to the following: <ul style="list-style-type: none"> ▪ Define and provide the right access to user and customers ▪ Versioning ▪ Naming/meta tagging convention ▪ Identify and setup digital asset management tools ▪ Develop storage policies and procedures ▪ Investigate and define storage options (local server, or use Storage as a Service, etc.)

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	<ul style="list-style-type: none"> ○ Investigate delivery infrastructure requirements and formulate delivery and distribution plan, including but not limited to the following: <ul style="list-style-type: none"> ▪ Define how and what contents needed to be published and the required tools to deliver it to the users/customers ▪ Determine devices that production team, customers that currently accessing the contents and emerging devices ▪ Identify production and customers distribution needs and define a suitable acceptable performance service level to be committed by the strategy ▪ Commission Content Distribution Network (CDN) services, if more applicable ▪ Determine best method of distribution, from central location or multi-point or both ▪ Define backup and recovery strategies ● Document the strategy with estimate of cost and ROI (Return on Investment) where appropriate and present to management and/or board to seek approval <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> ● Apply Asset Management standards (For example: ISO 55000) and industry best practices when formulating the content management and distribution strategy
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> ● Formulate content management and distribution strategy that are in-line with the organisation business goals ● Formulate content management and distribution strategy that satisfies the needs of production work flow and still can deliver it securely and speedily that meets the user requirement specifications ● Formulate and present the strategy that are accepted and approved by management or board
Remark	