

**Specification of Competency Standards**  
**for the Printing & Publishing Industry**  
**Unit of Competency**

Functional Area - Management

Title	Understand the global development trend of media and entertainment industries and their interactive shares in total market size
Code	106308L5
Range	In the context of a publishing enterprise, understand the globalization which has brought the media and entertainment industries into a common platform of competition in many countries. Track the respective market shares of the media and entertainment industries and be able to indicate the relative position and role of publishing.
Level	5
Credit	3 (For Reference Only)
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> <li>1. Understand the global development trend of media and entertainment industries. <ul style="list-style-type: none"> <li>• Understand the latest technology development and business outlook of media and entertainment industries in different countries.</li> <li>• Understand changes of reader groups' demand in media and entertainment.</li> <li>• Understand respective market shares of media and entertainment industries, which interacts with each other.</li> </ul> </li> <li>2. Analyze the impact on publishing industry brought about by media and entertainment industries, so as to master the relative position and role to play by publishing industry.</li> <li>3. Track the development of media and entertainment industries, and advise management team on the development strategy for the company.</li> </ol>
Assessment Criteria	<p>This integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> <li>• Be able to understand the development trend of media and entertainment industries, and their respective market shares and interaction.</li> <li>• Be able to analyze the impact on publishing industry brought about by media and entertainment industries, so as to master publishing industry's relative position and role to play.</li> </ul>
Remark	