

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

Functional Area - 電子出版

Title	Master integrated concept of e-publishing
Code	106327L5
Range	Publishing industry is facing pressure from displacement of print publishing by e-publishing in various frontiers of production flow, medium and distribution. In the selection process of the best coping plan for a publishing company, or before a company invest resources into e-publishing, it is necessary to have an overall integrated concept on e-publishing: including e-publishing market outlook, technological development, cost structure, business model, conversion plan, and business case analysis, etc.
Level	5
Credit	3 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Understand concept of e-publishing</p> <ul style="list-style-type: none"> <li>• Understand the latest e-publishing market outlook, especially the dynamic relationship between e-publishing and traditional print publishing markets; be able to estimate trends of market demand in the medium term.</li> <li>• Understand the process of technology development in e-publishing, understand the various stages in the development process, the threat of new technology on existing technology, and to estimate resources to be invested in technology.</li> <li>• Understand the major cost centres of e-publishing, comprehend the cost structures of operational structures in large, medium and small scales. Understand the possibilities of diversifying expenditure on costs.</li> <li>• Understand business models of e-publishing. Understand the interactive nature of e-commerce platforms, and their product life cycles.</li> <li>• Understand the compatibility and conflicts during the addition of e-publishing business into traditional print publishing business.</li> </ul> <p>2. Analyze the factors to be considered for a company to implement e-publishing operation internally</p> <ul style="list-style-type: none"> <li>• Adequate consideration for conversion plan on staffing provision, and changes in publishing flow, and distribution channels for e-publishing business.</li> <li>• Analyze typical successful and failing business cases happened in overseas and Hong Kong. Understand those critical success factors of e-publishing and avoid repeating some unsuccessful experience.</li> </ul> <p>3. Based on the above competencies, be able to effectively develop and operate e-publishing process.</p>
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> <li>• Be able to understand the inter-relationship between e-publishing and traditional print publishing, based on the background of development;</li> <li>• Be able to gauge an overall understanding of the general risks and potential of starting e-publishing business.</li> </ul>
Remark	