

Operator Linear Media Operations/ Senior Operator Linear Media Operations/ Manager Linear Media Operations



IN 3-5
YEARS



With AI and RPA automating most tasks in linear media operations, job holders might potentially be displaced or expand their functions to include operating and managing on-demand media.

KEY TRENDS



AI &
Analytics



Robotics



Shift in media
consumption
pattern

FUTURE TASK-LEVEL VIEW

- Plans for linear media operations will be increasingly agile as automation allows one single operator to manage multiple channels in the future
- RPA will automate ingesting, encoding and storing of content through set algorithms and help job holders save time by performing most core tasks in playout and transmission
- AI will take over metadata tagging by automating media management tasks for certain types of production (e.g. sports and live events) through image recognition
- RPA-enabled broadcast automation systems will take over retrieving, playout and switching between live and recorded programmes based on pre-determined inputs by job holders to save their time
- Job holders will learn new variations of distribution and problem resolution across multiple platforms as distribution operations become more varied due to usage of more streaming devices and IP restrictions
- AI and Analytics will generate and analyse real-time insights against performance metrics about linear media operations to provide insights for job holders to optimise performance and communicate recommendations to relevant stakeholders

POSSIBLE JOBS TO MOVE INTO

Operator Linear Media Operations/ Senior Operator Linear Media Operations

- [On-demand Media Technology and Operations – Executive \(Easy\)](#)
- [Technical Support Operator \(Moderate\)](#)

Manager Linear Media Operations

- [On-demand Media Technology and Operations – Manager \(Easy\)](#)
- [Technical Support Operator \(Moderate\)](#)



Possible job roles to move into for: Operator/ Senior Operator / Manager - Linear Media Operations

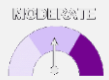


POSSIBLE MOBILITY OPPORTUNITIES

On-demand Media Technology and Operations
– Executive/ Manager



Technical Support Operator



RATIONALE

- Job holders can leverage their content ingest and quality control skills to move into this new role. They would have to learn how to develop media applications and deliver content over different platforms (linear vs on-demand).
- Job holders would be able to use their understanding of media file formats and playout in this role. However, mobility into this role is more difficult as job holders would have to learn how to operate recording equipment and use on-air graphic devices for studio graphic operations, which are functions that might not be familiar.



TOP SKILLS MATCH

- Content Ingest Operations
- Media File Formats Conformation



TOP SKILLS GAP

- Application Development
 - Content Delivery Network Operations
 - Network Administration and Maintenance
- Colour Grading
 - Studio Graphics Operations
 - Vision Mixing