

## Executive - Standards & Practices/ Manager - Standards & Practices /Executive - Localisation/ Manager - Localisation



IN 3-5  
YEARS



While AI tools can help to consolidate localization trends and flag out content not aligned with local media guidelines and regulations, job holders' knowledge and ability to interpret and assess content is still important in developing localization plans and best practices guides, as well as responding to public feedback.

KEY TRENDS



AI &  
Analytics

### FUTURE TASK-LEVEL VIEW

- Machine Learning algorithms help to consolidate key localisation trends for specific territories and languages allowing for better reference when job holders develop localisation plans and best practices guides
- Machine Learning tools can scan and flag out content that are not aligned with media guidelines and regulations. However, job holders' knowledge and ability to interpret local nuances and assess content flagged by AI is still important, as well as for investigating public feedback on content censorship and classification issues

### SKILLS ANALYSIS



#### CURRENT SKILLS GAP

- N/A

#### ADDITIONAL FUTURE SKILLS

- Intellectual Property (IP) Management
- Knowledge Management
- Global Perspective
- Legal and Compliance Management

