

**Assistant Producer - News/Current Affairs/ Senior Producer/
Producer – News/ Senior Producer/Producer - Current Affairs****IN 3-5
YEARS**

Job holders will leverage AI to accelerate news development, better target audience and improve news content, analytics and RPA will also be helpful in administrative tasks such as budging and copyright clearance.

KEY TRENDSAI &
Analytics

Robotics

FUTURE TASK-LEVEL VIEW

- AI will support job holders in news stories development by tagging related archived news content, giving job holders easy access to research data
- NLP will support job holders in creating more targeted news programme by analysing emerging themes and trends
- AI and computer vision technology will support job holders in optimising news content and visuals by identifying trending news stories and suitable photographs/slideshows
- Analytics will support job holders in budget management by analysing historical news operation expenses to provide budget references
- RPA will help job holders to expedite the copyright clearance process by matching copyright clauses with pre-determined copyright terms of each programme

SKILLS ANALYSIS**CURRENT SKILLS GAP**

- N/A

ADDITIONAL FUTURE SKILLS

- Creative Thinking
- Data Analytics
- Data Visualisation

