

## Executive On-demand Media Technology & Operations /Manager On-demand Media Technology & Operations



**IN 3-5  
YEARS**



RPA and AI will facilitate loading and testing of media applications and generating insights on performance and user trends. Job holders will continue to plan for development of on-demand media operations and identify areas of improvement and solutions for breakdowns.

### KEY TRENDS



AI &  
Analytics



Robotics



Shift in media  
consumption  
pattern

### FUTURE TASK-LEVEL VIEW

- Job holders will continue to strategically plan for development of on-demand media operations strategy and prepare operational budget to meet the needs of the rapidly changing OTT Media scene
- RPA will facilitate load and functionality testing of media applications, allowing job holders' to handle more complex cases and issues
- Job holders' expertise remains key in the deployment of CDNs to ensure operationally stable and efficient networks
- AI and Analytics will generate real-time insights on performance metrics and user trends of on-demand media technology and operations for job holders to develop focused solutions for improvement

### SKILLS ANALYSIS



#### CURRENT SKILLS GAP

- N/A

#### ADDITIONAL FUTURE SKILLS

- Artificial Intelligence Application
- Asset Automation Management
- Content Distribution
- Cloud Computing
- Customer Behaviour Analysis
- Data Analytics

