

Head - Programme Planning & Scheduling



IN 3-5
YEARS



With AI replacing manual planning and scheduling job tasks, job holders will now oversee automation systems and leverage AI technology to make informed decisions on network scheduling strategy, as well as generate recommended content on OTT Media platforms.

KEY TRENDS



AI &
Analytics



Shift in media
consumption
pattern

FUTURE TASK-LEVEL VIEW

- The move towards OTT Media platforms results in expansion of job tasks by using Machine Learning to customise programme recommendations for end-users based on their watch preferences on OTT Media platforms of broadcasting companies
- Machine Learning can pull out key trends of the network's viewership ratings and provide recommendations on whether a content should be continued or discontinued, and generate ideas to enhance the monetization of content and scheduling slots

SKILLS ANALYSIS



CURRENT SKILLS GAP

- Business Negotiation
- Content Strategy
- Market Evaluation

ADDITIONAL FUTURE SKILLS

- Business Acumen
- Collaboration
- Quality Assurance
- Stakeholder Management
- Transdisciplinary Thinking

