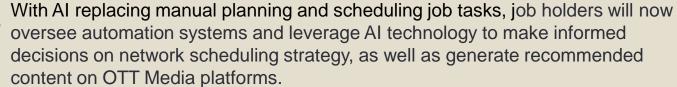
Head - Programme Planning & Scheduling



IN 3-5 YEARS



KEY TRENDS







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

