

QUALIFICATIONS PACK - OCCUPATIONAL STANDARDS FOR MEDIA AND ENTERTAINMENT INDUSTRY

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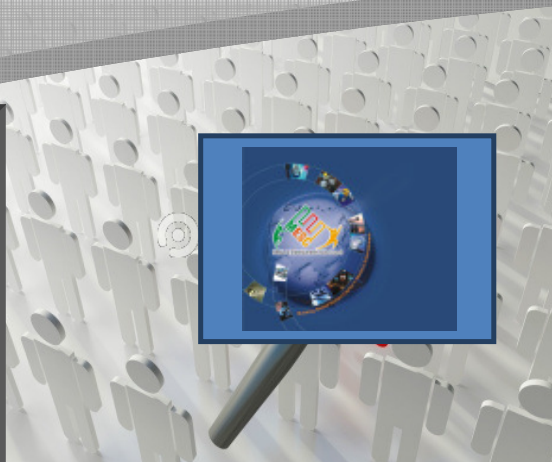
What are Occupational Standards(OS)?

- OS describe what individuals need to do, know and understand in order to carry out a particular job role or function
- OS are performance standards that individuals must achieve when carrying out functions in the workplace, together with specifications of the underpinning knowledge and understanding

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Introduction

Qualifications Pack-Ingest Executive

SECTOR: MEDIA AND ENTERTAINMENT

SUB-SECTOR: Television, Radio

OCCUPATION: Broadcast Operations/ Technology

REFERENCE ID: MES/ Q 0804

ALIGNED TO: NCO-2004/NIL

Ingest Executive in the Media & Entertainment Industry is also known as an Ingest Operator

Brief Job Description: Individuals at this job are responsible for managing ingest operations for a broadcaster

Personal Attributes: This job requires the individual to transfer content gathered/ generated from various sources and upload it to the in-house storage systems/ servers so they can be used for further processing/ production. The individual is required to monitor inputs from various sources and must ensure that content is available in formats which are conducive to production. The individual must also be able to manage routine maintenance and repair of ingest systems.

| | | | | |
|-------------|--------------------------|---|------------------|----------|
| Job Details | Qualifications Pack Code | MES/ Q 0804 | | |
| | Job Role | Ingest Executive This job role is applicable in both national and international scenarios | | |
| | Credits(NSQF) | TBD | Version number | 1.0 |
| | Sector | Media and Entertainment | Drafted on | 18/09/13 |
| | Sub-sector | Television, Radio | Last reviewed on | 25/03/15 |
| | Occupation | Broadcast Operations / Technology | Next review date | 24/03/17 |

| Job Role | Ingest Executive |
|--|--|
| Role Description | Manage ingest operations for a broadcaster |
| NSQF level | 5 |
| Minimum Educational Qualifications | Bachelor of Engineering (B.E.)/Bachelor of Technology (B.Tech) |
| Maximum Educational Qualifications | - |
| Training (Suggested but not mandatory) | Broadcast engineering technology, Electrical and Telecommunications |
| Experience | 0+ years |
| Applicable National Occupational Standards (NOS) | Compulsory: 1. MES / N 0805 (Ingest content generated for production) 2. MES / N 0808 (Maintain workplace health and safety) Optional: N.A. |
| Performance Criteria | As described in the relevant OS units |

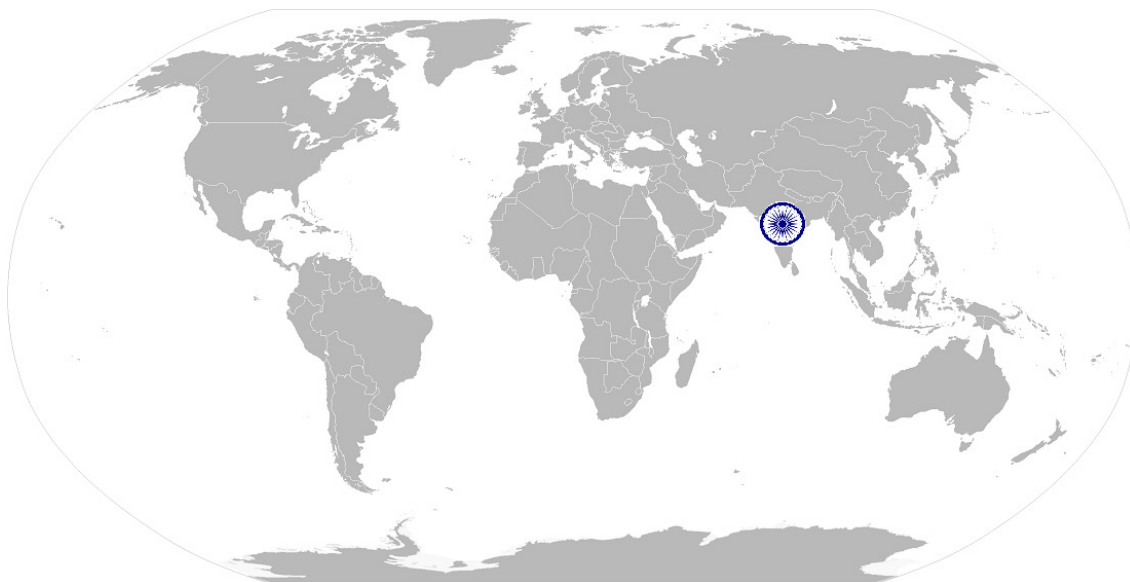
Definitions

| Keywords /Terms | Description |
|---------------------------------------|---|
| Archive | A repository where content produced is stored for further use |
| Ingest | Process of importing data into a digital storage system for future use |
| Leased Lines | A fiber connection used to connect, transfer and transmit data |
| Master Control Room | Central room from where broadcasting takes place |
| Meta tagging | Keywords describing content that can be used to search/find information from a website/server |
| Play-out systems | Equipment that transmits channels from the broadcaster's head end to subscribers |
| Satellite | Communications equipment used to receive/transmit audio and video signals |
| Server | A centralised computer that provides access to resources over a network |
| Signal | Radio waves carrying audio/video content to be dispersed to an audience |
| Switcher | A device used to combine or select audio/video signals for playout |
| Uplinking | A transmission path through which audio/video signals are sent for broadcasting |
| Waveform monitoring | An equipment used to measure the level and voltage of video signals |
| Target Audience | Set of individuals with similar characteristics that are prospective customers of the advertisers' product/service |
| Target Market | The geographic area over which the advertising campaign is focused |
| Sector | Sector is a conglomeration of different business operations having similar businesses and interests. It may also be defined as a distinct subset of the economy whose components share similar characteristics and interests. |
| Sub-sector | Sub-sector is derived from a further breakdown based on the characteristics and interests of its components. |
| Vertical | Vertical may exist within a sub-sector representing different domain areas or the client industries served by the industry. |
| Occupation | Occupation is a set of job roles, which perform similar/related set of functions in an industry |
| Function | Function is an activity necessary for achieving the key purpose of the sector, occupation, or area of work, which can be carried out by a person or a group of persons. Functions are identified through functional analysis and form the basis of OS. |
| Sub-functions | Sub-functions are sub-activities essential to fulfill the achieving the objectives of the function. |
| Job role | Job role defines a unique set of functions that together form a unique employment opportunity in an organization. |
| Occupational Standards (OS) | OS specify the standards of performance an individual must achieve when carrying out a function in the workplace, together with the knowledge and understanding they need to meet that standard consistently. Occupational Standards are applicable both in the Indian and global contexts. |
| Performance Criteria | Performance Criteria are statements that together specify the standard of performance required when carrying out a task |
| National Occupational Standards (NOS) | NOS are Occupational Standards which apply uniquely in the Indian context. |
| Qualifications Pack Code | Qualifications Pack Code is a unique reference code that identifies a qualifications pack. |

| Qualifications Pack(QP) | Qualifications Pack comprises the set of OS, together with the educational, training and other criteria required to perform a job role. A Qualifications Pack is assigned a unique qualification pack code. |
|-----------------------------|---|
| Unit Code | Unit Code is a unique identifier for an Occupational Standard, which is denoted by an 'N'. |
| Unit Title | Unit Title gives a clear overall statement about what the incumbent should be able to do. |
| Description | Description gives a short summary of the unit content. This would be helpful to anyone searching on a database to verify that this is the appropriate OS they are looking for. |
| Scope | Scope is the set of statements specifying the range of variables that an individual may have to deal with in carrying out the function which have a critical impact on the quality of performance required. |
| Knowledge and Understanding | Knowledge and Understanding are statements which together specify the technical, generic, professional and organizational specific knowledge that an individual needs in order to perform to the required standard. |
| Organizational Context | Organizational Context includes the way the organization is structured and how it operates, including the extent of operative knowledge managers have of their relevant areas of responsibility. |
| Technical Knowledge | Technical Knowledge is the specific knowledge needed to accomplish specific designated responsibilities. |
| Core Skills/Generic Skills | Core Skills or Generic Skills are a group of skills that are key to learning and working in today's world. These skills are typically needed in any work environment. In the context of the OS, these include communication related skills that are applicable to most job roles. |
| Keywords /Terms | Description |
| NOS | National Occupational Standard(s) |
| QP | Qualifications Pack |
| NSQF | National Skill Qualifications Framework |
| NVEQF | National Vocational Education Qualifications Framework |
| NVQF | National Vocational Qualifications Framework |
| TCP | Transmission Control |
| IP | Internet protocol |
| DSNG | Digital satellite news gathering |
| DG | Diesel generator |
| OB | Outside Broadcast |

Acronyms

National Occupational Standard



Overview

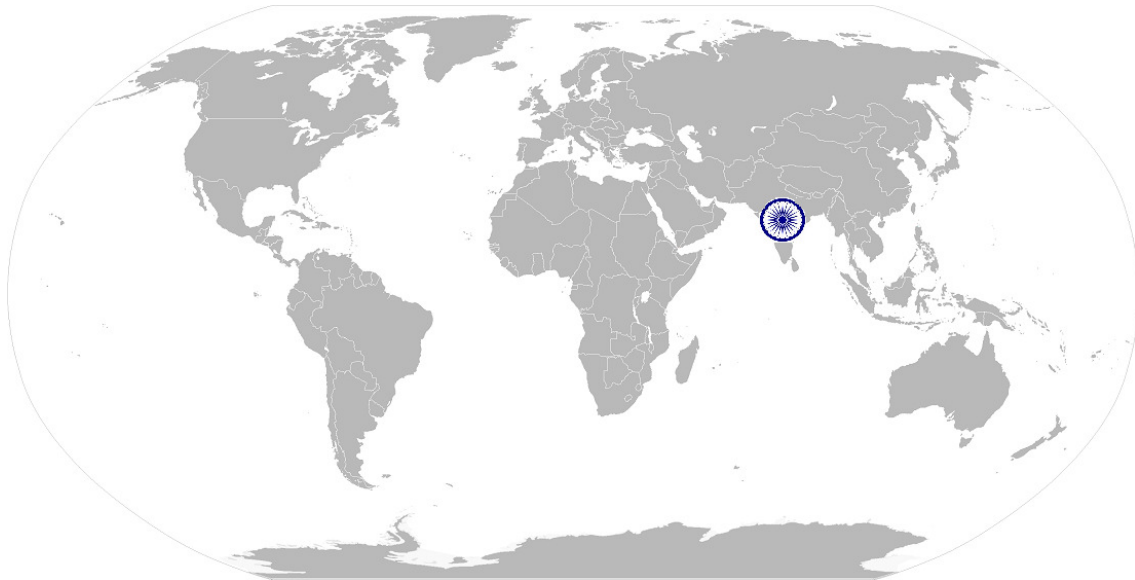
This unit is about transferring content generated from various sources into in-house storage systems for production

| Unit Code | MES/ N 0805 |
|--|--|
| Unit Title (Task) | Ingest content generated for production |
| Description | This OS unit is about transferring content generated from various sources into in-house storage systems for production |
| Scope | <p>This unit/task covers the following:</p> <ul style="list-style-type: none"> • Ingesting/ storing content and logging technical and descriptive meta-tags into a media asset management system • Monitoring inputs (audio, video or still images) from all sources – satellite, lease lines, data kits, memory cards etc. • Ensure inputs are converted into appropriate formats for production • Transfer inputs into in-house servers |
| Performance Criteria (PC) w.r.t. the Scope | |
| Element | Performance Criteria |
| Ingesting/ storing content and logging technical and descriptive meta-tags into a media asset management system | <p>To be competent, the user/individual on the job must be able to:</p> <p>PC1. Ensure transfer of all content (uncompressed, compressed and content in other formats) received for production. This could include:</p> <ol style="list-style-type: none"> Uncompressed audio/video data in standard definition (SD), high definition multimedia interface (HDMI) or analog formats Compressed audio/video using compression codecs - MPEG (Moving Picture Experts Group Phase), AVC(Advanced Video Coding) etc. Other formats such as DivX, XviD, MOV, AVI etc <p>PC2. Monitoring inputs (audio, video or still images) from all sources</p> <p>PC3. Estimate the time required to ingest the content files, prioritise and schedule content for ingesting</p> |
| Ensure inputs are converted into appropriate formats for production | <p>PC4. Convert content into relevant file formats and resolutions compatible with storage and production systems and software</p> |
| Transfer inputs into in-house servers | <p>PC5. Assign a unique id to each file, along with relevant tags/meta-tags to identify content in later stages of production</p> <p>PC6. Manage routine maintenance of ingest systems and troubleshoot issues, where required</p> |
| Knowledge and Understanding (K) | |
| A. Organizational Context (Knowledge of the company / organization and its processes) | <p>The user/individual on the job needs to know and understand:</p> <p>KA1. The features of existing servers being used by the organization e.g. storage capacity, formats compatible, no. of channels linked, degree of automation etc.</p> <p>KA2. The entire content generation process including ingest, production, play out and archival</p> <p>KA3. The role and responsibilities of key departments to be liaised with especially content gathering and production, where the team would have maximum interaction</p> |

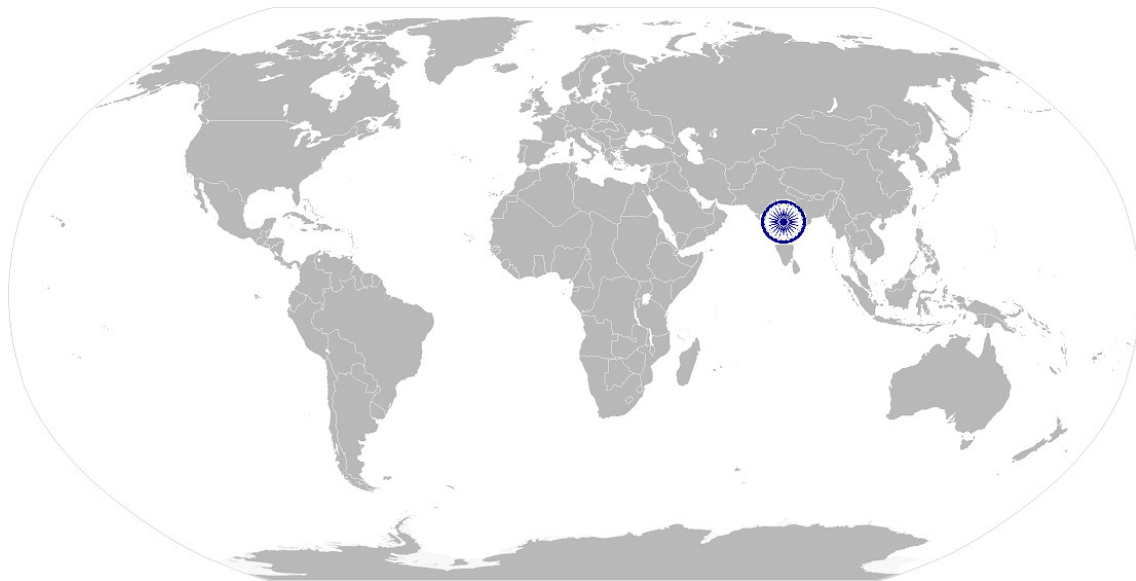
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|---------------------------------------|--|
| | KA4. The various sources of content and means of transfer e.g. through feeds, lease lines, broadband networks, satellite, memory cards, tapes, cell-phones, digital cameras etc. |
| B. Technical Knowledge | <p>The user/individual on the job needs to know and understand:</p> <p>KB1. Ingest procedures and workflow</p> <p>KB2. File format conversion methods and technologies</p> <p>KB3. Fundamentals of media management</p> <p>KB4. Fundamentals of TCP/IP networking</p> <p>KB5. How to estimate the time required for the ingesting each file</p> <p>KB6. How to prioritise and schedule files for ingest and make use of scheduling applications, where required</p> <p>KB7. How to carry out batch ingest requests</p> <p>KB8. Metatagging best practices and rules including date, description, category etc.</p> <p>KB9. The typical issues and failures that could arise during the ingest process</p> <p>KB10. Applicable health and safety guidelines</p> |
| Skills (S) (Optional) | |
| A. Core Skills/ Generic Skills | Writing Skills |
| | <p>The user/individual on the job needs to know and understand how to:</p> <p>SA1. Tag files ingested with appropriate descriptions, keywords etc. to enable identification</p> <p>SA2. Generate ingest reports and logs with list of files ingested along with relevant details such as date, ids, descriptions etc.</p> <p>SA3. Generate error reports and disseminate to user departments</p> |
| | Reading Skills |
| | <p>The user/individual on the job needs to know and understand how to:</p> <p>SA4. Read and interpret ingest logs to determine if the files have been transferred successfully</p> |
| | Oral Communication (Listening and Speaking skills) |
| | <p>The user/individual on the job needs to know and understand how to:</p> <p>SA5. Communicate with the content gathering teams to gather content that needs to be ingested and to gather information to be used for data tags etc.</p> <p>SA6. Communicate with other relevant production and programming teams to provide status on data ingested, clarify details, provide reports etc.</p> |
| B. Professional Skills | Plan and Organize |
| | <p>The user/individual on the job needs to know and understand how to:</p> <p>SB1. Plan ingest activities to ensure that content is available and meets production schedules</p> |
| | Analytical Thinking |
| | <p>The user/individual on the job needs to know and understand how to:</p> <p>SB2. Prioritise content to be ingested on the basis of estimated time for ingest, urgency etc.</p> |

NOS Version Control

| | | | |
|---------------|-----------------------------------|------------------|----------|
| NOS Code | MES / N 0805 | | |
| Credits(NSQF) | TBD | Version number | 1.0 |
| Sector | Media and Entertainment | Drafted on | 18/09/13 |
| Sub-sector | Television, Radio | Last reviewed on | 25/03/15 |
| Occupation | Broadcast Operations / Technology | Next review date | 24/03/17 |



National Occupational Standard



Overview

This unit is about contributing towards maintaining a healthy, safe and secure working environment

MES/ N 0808

Maintain workplace health and safety

National Occupational Standard

| Unit Code | MES/ N 0808 |
|--|---|
| Unit Title (Task) | Maintain workplace health and safety |
| Description | This OS unit is about contributing towards maintaining a healthy, safe and secure working environment |
| Scope | <p>This unit/task covers the following:</p> <ul style="list-style-type: none"> Understanding the health, safety and security risks prevalent in the workplace Knowing the people responsible for health and safety and the resources available Identifying and reporting risks Complying with procedures in the event of an emergency |
| Performance Criteria (PC) w.r.t. the Scope | |
| Element | Performance Criteria |
| Understanding the risks prevalent in the workplace | <p>To be competent, the user/individual on the job must be able to:</p> <p>PC1. Understand and comply with the organisation's current health, safety and security policies and procedures</p> <p>PC2. Understand the safe working practices pertaining to own occupation</p> <p>PC3. Understand the government norms and policies relating to health and safety including emergency procedures for illness, accidents, fires or others which may involve evacuation of the premises</p> <p>PC4. Participate in organization health and safety knowledge sessions and drills</p> |
| Knowing the people responsible for health and safety and the resources available | <p>PC5. Identify the people responsible for health and safety in the workplace, including those to contact in case of an emergency</p> <p>PC6. Identify security signals e.g. fire alarms and places such as staircases, fire warden stations, first aid and medical rooms</p> |
| Identifying and reporting risks | <p>PC7. Identify aspects of your workplace that could cause potential risk to own and others health and safety</p> <p>PC8. Ensure own personal health and safety, and that of others in the workplace through precautionary measures</p> <p>PC9. Identify and recommend opportunities for improving health, safety, and security to the designated person</p> <p>PC10. Report any hazards outside the individual's authority to the relevant person in line with organisational procedures and warn other people who may be affected</p> |
| Complying with procedures in the event of an emergency | <p>PC11. Follow organisation's emergency procedures for accidents, fires or any other natural calamity in case of a hazard</p> <p>PC12. Identify and correct risks like illness, accidents, fires or any other natural calamity safely and within the limits of individual's authority</p> |
| Knowledge and Understanding (K) | |
| A. Organizational Context (Knowledge of the company / | <p>The user/individual on the job needs to know and understand:</p> <p>KA1. Organisation's norms and policies relating to health and safety</p> <p>KA2. Government norms and policies regarding health and safety and related emergency procedures</p> <p>KA3. Limits of authority while dealing with risks/ hazards</p> |

MES/ N 0808

Maintain workplace health and safety

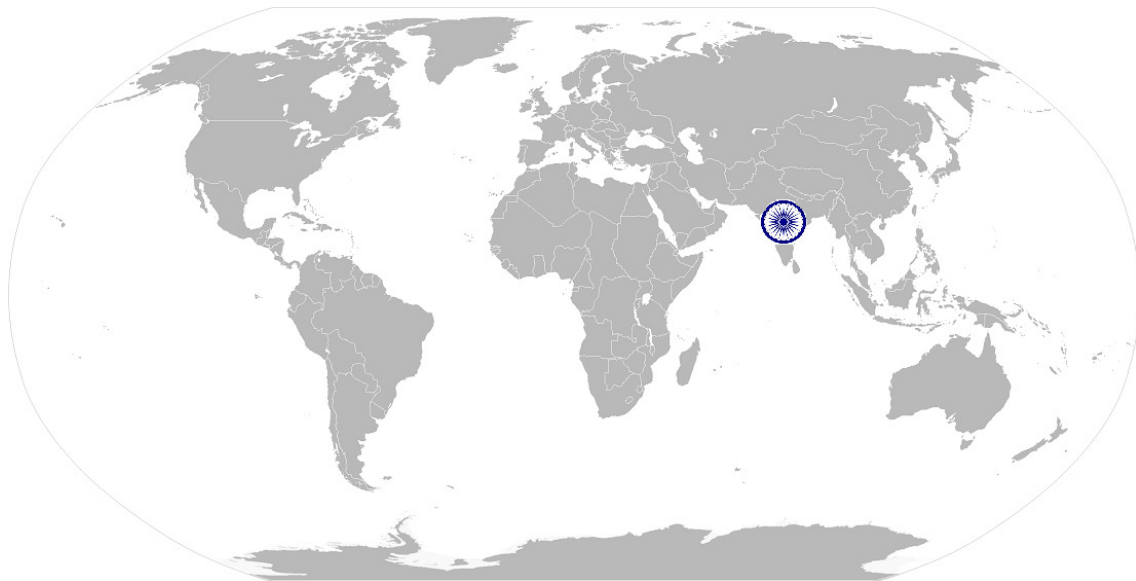
| | |
|---------------------------------------|---|
| organization and its processes) | KA4. The importance of maintaining high standards of health and safety at a workplace |
| B. Technical Knowledge | <p>The user/individual on the job needs to know and understand:</p> <p>KB1. The different types of health and safety hazards in a workplace</p> <p>KB2. Safe working practices for own job role</p> <p>KB3. Evacuation procedures and other arrangements for handling risks</p> <p>KB4. Names and contact numbers of people responsible for health and safety in a workplace</p> <p>KB5. How to summon medical assistance and the emergency services, where necessary</p> <p>KB6. Vendors' or manufacturers' instructions for maintaining health and safety while using equipments, systems and/or machines</p> |
| Skills (S) (Optional) | |
| A. Core Skills/ Generic Skills | Writing Skills |
| | <p>The user/individual on the job needs to know and understand how to:</p> <p>SA1. How to write and provide feedback regarding health and safety to the concerned people</p> <p>SA2. How to write and highlight potential risks or report a hazard to the concerned people</p> |
| | Reading Skills |
| | <p>The user/individual on the job needs to know and understand how to:</p> <p>SA3. Read instructions, policies, procedures and norms relating to health and safety</p> |
| | Oral Communication (Listening and Speaking skills) |
| | <p>The user/individual on the job needs to know and understand how to:</p> <p>SA4. Highlight potential risks and report hazards to the designated people</p> <p>SA5. Listen and communicate information with all anyone concerned or affected</p> |
| B. Professional Skills | Decision making |
| | <p>The user/individual on the job needs to know and understand how to:</p> <p>SB1. Make decisions on a suitable course of action or plan</p> |
| | Plan and Organize |
| | <p>The user/individual on the job needs to know and understand how to:</p> <p>SB2. Plan and organize people and resources to deal with risks/ hazards that lie within the scope of one's individual authority</p> |
| | Problem Solving |
| | <p>The user/individual on the job needs to know and understand how to:</p> <p>SB3. Apply problem solving approaches in different situations</p> |
| | Critical Thinking |
| | <p>The user/individual on the job needs to know and understand how to:</p> <p>SB4. Understand hazards that fall within the scope of individual authority and report all hazards that may supersede one's authority</p> <p>SB5. Apply balanced judgements in different situations</p> |

MES/ N 0508

Maintain workplace health and safety

NOS Version Control

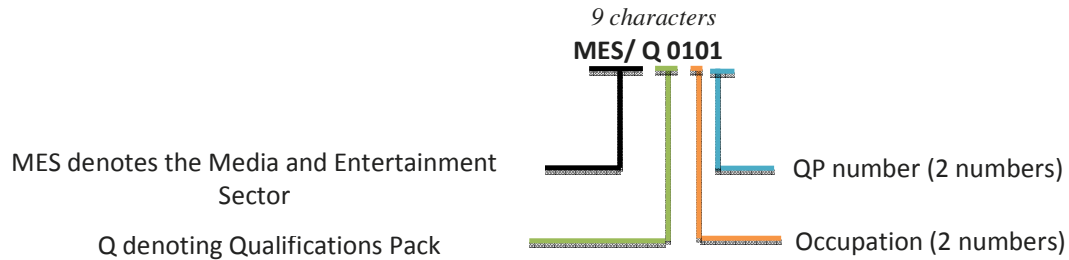
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|---------------|-----------------------------------|------------------|----------|
| NOS Code | MES / N 0808 | | |
| Credits(NSQF) | TBD | Version number | 1.0 |
| Sector | Media and Entertainment | Drafted on | 18/09/13 |
| Sub-sector | Television | Last reviewed on | 25/03/15 |
| Occupation | Broadcast Operations / Technology | Next review date | 24/03/17 |



Annexure

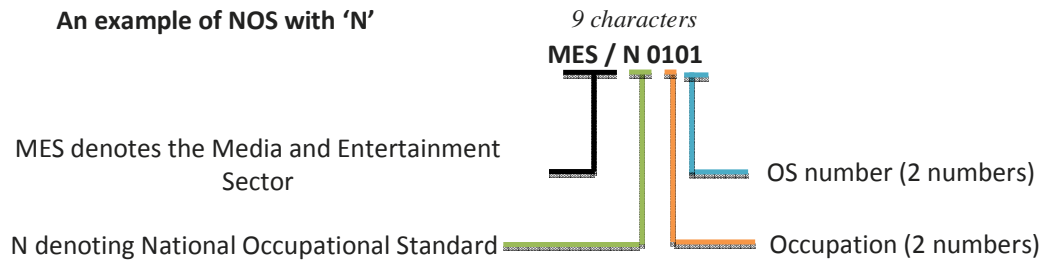
Nomenclature for QP and NOS

Qualifications Pack



Occupational Standard

An example of NOS with 'N'



[Back to top...](#)

The following acronyms/codes have been used in the nomenclature above:

| Sub-sector | Range of Occupation numbers |
|------------|-----------------------------|
| ... | ... |

| Sequence | Description | Example |
|------------------|----------------------------------|---------|
| Three letters | Media and Entertainment | MES |
| Slash | / | / |
| Next letter | Whether QP or NOS | Q |
| Next two numbers | Broadcast Operations/ technology | 08 |
| Next two numbers | Ingest Executive | 04 |