

QUALIFICATIONS PACK - OCCUPATIONAL STANDARDS FOR MEDIA AND ENTERTAINMENT INDUSTRY

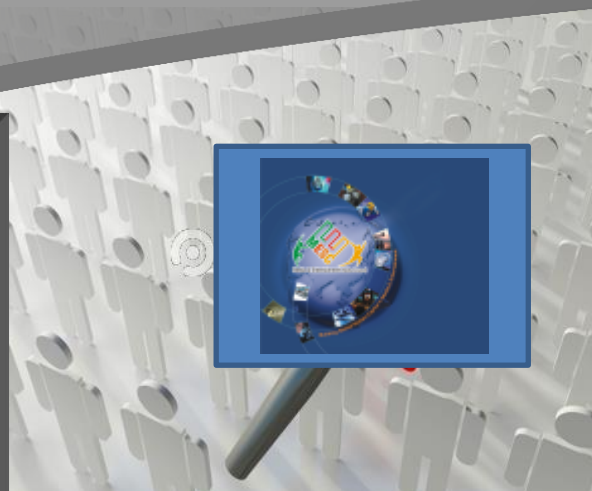
What are Occupational Standards(OS)?

- 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-Traffic Coordinator (Media Org.)

SECTOR: MEDIA AND ENTERTAINMENT

SUB-SECTOR: Television, Radio

OCCUPATION: Ad Sales / Account Management/ Scheduling/ Traffic

REFERENCE ID: MES/ Q 0205

ALIGNED TO: NCO-2004/Nil

Traffic Coordinator (Media Organization) in the Media & Entertainment Industry manages advertising inventory

Brief Job Description: Individuals at this job are responsible for managing and scheduling advertisement inventory

Personal Attributes: This job requires the individual to manage inventory and schedule advertisements for a broadcasting company. The individual needs to be well versed with the daily programme schedules and must be able to coordinate with the programming teams, as well as the agencies, to receive information on the duration of programmes/advertisements to prepare playout schedules and make adjustments in the event of any changes.

Job Details

Qualifications Pack Code	MES/ Q 0205		
Job Role	Traffic Coordinator (Media Organization) This job role is applicable in both national and international scenarios		
Credits(NSQF)	TBD	Version number	1.0
Sector	Media and Entertainment	Drafted on	09/11/14
Sub-sector	Television, Print, Radio, Digital, Out-of-home	Last reviewed on	21/11/14
Occupation	Ad Sales / Account Management/ Scheduling/ Traffic	Next review date	20/11/16

Job Role	Traffic Coordinator (Media Organization)
Role Description	Manage and schedule advertisement inventory
NSQF level	4
Minimum Educational Qualifications	Class X
Maximum Educational Qualifications	Graduation
Training (Suggested but not mandatory)	Advertisement Trafficking
Experience	0-4 years
Applicable National Occupational Standards (NOS)	Compulsory: 1. MES / N 0208 (Schedule advertisements and track inventory) Optional: N.A.
Performance Criteria	As described in the relevant OS units

Definitions

Keywords /Terms	Description
Ad views	Total number of times the advertisement has been seen by the audience
Barter	An offer in which advertisement space/time is exchanged for goods/ non-monetary consideration
Billing	The total invoiced value payable by the client for the advertisement time/space purchased
Budget	Budget is an estimate of the total cost of production that may include a break-up of cost components
Campaign	Advertisement effort across media platforms, planned during a specific time period
Day parts	Specific time-slots during the day
Effective rate	The final advertisement rate offered to the client after discounts
Frequency	The number of times the audience is exposed to an advertisement in a particular medium
Make-good	A repeat run of an advertisement to compensate for an error or omission by the broadcaster
Market share	The share of the company in the total market of a product/service
Media buyer	An individual handling purchases of advertising space/time across advertising mediums
Media planner	An individual skilled in selecting and determining the correct use of advertising space/media on behalf of an advertiser
Rate	The fee for a unit of advertisement space or time
Reach	The total size of the audience that the medium is able to communicate with
Sales Forecast	Predictions and estimates based on historical sales performance using trends and assumptions for the current period
Schedule	A list of advertisements planned to be a part of the campaign
Sponsorship	Paid advertising in the form of specifically generated programming/content advertising for the product/service of the client
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

National Occupational Standard



Overview

This unit is about scheduling and managing the advertisement inventory for a television channel/ radio station

Schedule advertisements and track inventory

Unit Code	MES/ N 0208
Unit Title (Task)	Schedule advertisements and track inventory
Description	This OS unit is about scheduling and managing the advertisement inventory for a television channel/ radio station
Scope	<p>This unit/task covers the following:</p> <ul style="list-style-type: none"> • Inventory Management for Television/Radio • Advertisement scheduling/ re-scheduling • Quality/technical checks on advertisements • Coordination with the agency
Performance Criteria (PC) w.r.t. the Scope	
Element	Performance Criteria
Inventory Management for Television/Radio	To be competent, the user/individual on the job must be able to: PC1. Run the reconciliation for the previous day's log, keep track of available inventory and inform sales coordinators on non-availability and missed advertisements
Advertisement scheduling/ re-scheduling	PC2. Schedule advertisements using the inventory scheduling software and create daily broadcast schedules/logs PC3. Make changes to the logs, to accommodate requests/changes by the content production teams/ agency
Quality/technical checks on advertisements	PC4. Perform technical and quality checks on advertisements received from the agency, to ensure they are fit for playout
Coordination with the agency	PC5. Understand instructions and exceptions from the agency/ through sales contracts
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 total advertisement inventory available with the organization</p> <p>KA2. The sales process being followed by the organization and the key activities involved</p> <p>KA3. The people to liaise with to approve and finalise advertisement schedules</p>
B. Technical Knowledge	<p>The user/individual on the job needs to know and understand:</p> <p>KB1. The principles of broadcast traffic operations</p> <p>KB2. The fundamentals of broadcast technical operations</p> <p>KB3. The features and workings of the scheduling software and how to use it effectively</p> <p>KB4. How to monitor available inventory at all times</p> <p>KB5. How to calculate the exact time available for paid and promotional advertisements</p> <p>KB6. How to schedule advertisements keeping in mind exceptions and special requests made by the agency</p>

Schedule advertisements and track inventory

	<p>KB7. How to re-schedule advertisements upon changes in content duration and scheduling made by the content production teams</p> <p>KB8. How to check the format and quality of advertisements and ensure they are fit for airing</p> <p>KB9. Applicable legal and regulatory requirements – including broadcasting rules and regulations</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. Prepare daily traffic logs and generate MIS reports as per the needs of the relevant parties (such as sales team members and station Head)</p>
	Reading Skills
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SA2. Read programme schedules and determine the time available for scheduling paid and promotional advertisements</p> <p>SA3. Read release orders to determine the number and duration of inventory that needs to be scheduled</p> <p>SA4. Read and verify daily playout logs to ensure accuracy in invoicing and collections</p>
	Oral Communication (Listening and Speaking skills)
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SA5. Coordinate with agencies/ customers to clarify requirements (such as timing and duration) and communicate constraints, if any</p> <p>SA6. Coordinate with the programming team to receive information on the source and duration of various programmes</p> <p>SA7. Coordinate with centers for TOs, ROs, ad rate queries and booking rates</p> <p>SA8. Liaise with the sales operations team to ensure that information pertaining to playout of advertisements is reflected in accurate billing and invoicing</p>
B. Professional Skills	Plan and Organize
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SB1. Schedule inventory on the basis of time available between planned programmes</p> <p>SB2. Re-schedule paid and promotional advertisements upon changes in the programme schedules</p>
	Problem Solving
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SB3. Identify technical problems associated with the successful working of the scheduling software, and ensure that it is resolved by the relevant teams</p>

NOS Version Control

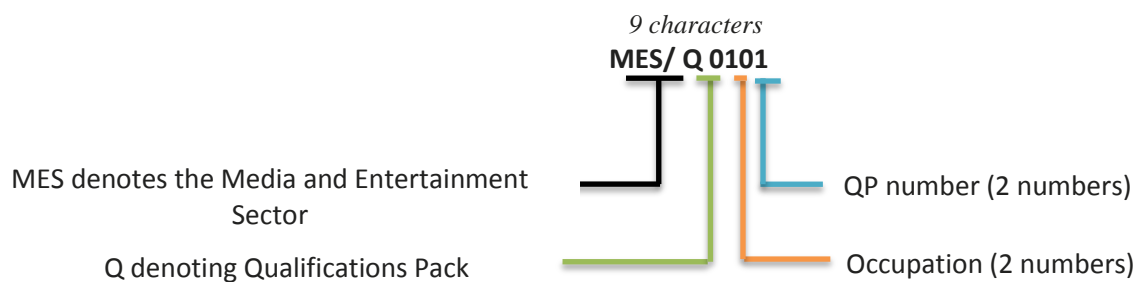
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Annexure

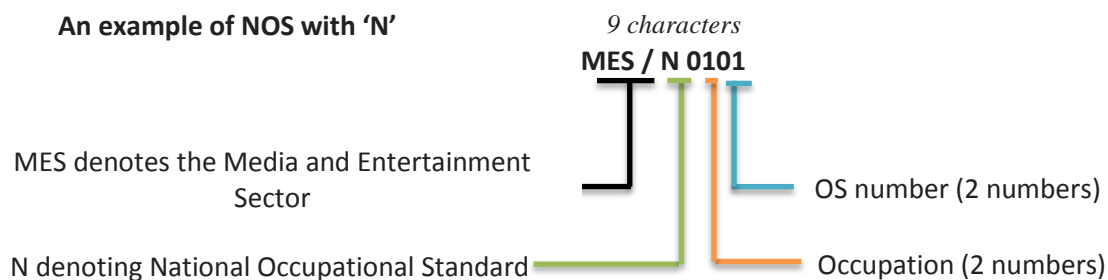
Nomenclature for QP and NOS

Qualifications Pack



Occupational Standard

An example of NOS with 'N'



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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	Ad Sales / Account Management/ Scheduling/ Traffic	02
Next two numbers	Traffic Coordinator (Media Organization)	05