

Specification of Competency Standards
for the Information & Communications Technology Industry
Unit of Competency

Functional Area - Operations Management

Title	Manage content distribution performance
Code	108007L4
Description	This unit of competency applies to all Digital Media Technology (DMT) practitioners who are responsible in managing digital content distribution performance. Digital content grows rapidly and is getting larger with changing trend of content type to videos. The changing factors affect the distribution system performance and the user's expectation. The DMT practitioner will need to make recommendations and/or take appropriate actions to ensure the distribution system is running at optimum rate.
Level	4
Credit	3
Competency	<p>Performance Requirements</p> <p>1. Knowledge for managing content distribution performance</p> <ul style="list-style-type: none"> • Possess project management and analytical skills • Good knowledge of content distribution systems and distribution network infrastructures • Good knowledge of performance measuring tools • Possess good knowledge of the organisation's business objectives • Well in tune of latest content distribution technologies <p>2. Manage content distribution performance:</p> <ul style="list-style-type: none"> • Review and comprehend the organisation's content distribution system's design specification to determine the designed performance limits including : <ul style="list-style-type: none"> ○ The distribution application ○ Network infrastructure ○ Storage media and system • Regularly use various means to collect content distribution system's performance statistics, including but not limited to the following : <ul style="list-style-type: none"> ○ System performance tools ○ User complaints ○ Third party monitoring tools • Regularly examine factors that affect distribution performance, such as but not limited to the following : <ul style="list-style-type: none"> ○ New content growth rate ○ Business strategy changes and growth ○ Increasing size of contents ○ Trends of content type that is increasing ○ Access/usage pattern (external access vs internal access) ○ Increase in customer downloads • Monitor and regularly review distribution infrastructure to ensure they are operating at its optimal level. For examples : <ul style="list-style-type: none"> ○ Server(s) ○ Network <ul style="list-style-type: none"> ▪ Routers ▪ DNS ○ Cache • Analyse and compare the "designed performance" of the distribution system with statistics to formulate recommendations and/or action required, if any, include but not limited to the following: <ul style="list-style-type: none"> ○ Improve the ways contents are acquired and distributed

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	<ul style="list-style-type: none"> ○ Improve the way system categorising contents, i.e. adjust indexing method ○ Restructure storage technologies that hold hot contents on faster storage media technology ○ Explore improvement on distribution infrastructure technology, such as Content Distribution Network (CDN) ○ Upgrade system application modules to increase performance, such as: <ul style="list-style-type: none"> ▪ Searching ▪ Content capture ▪ Content publishing ● Document results and recommendations for decision making and action <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> ● Apply industry best practices and delivery technologies to ensure the organisation's content distribution system is kept in most efficient status and contents are delivered at committed performance level
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> ● Comprehend the performance limits of the organisation content distribution system ● Setup different means that can capture, monitor, collect statistics of the distribution system's performances which can be used for analysis ● Formulate recommendations and actions to improve and maintain performance of the organisation distribution system
Remark	