

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

Functional Area - Content Security

Title	Implement DRM for online and offline digital media products
Code	108064L4
Description	This unit of competency applies to all Digital Media Technology (DMT) practitioners responsible for digital content security. A DMT organisation's asset comprises of online and offline digital media products. Once a DRM (Digital Rights Management) plan has been established the next stage of the cycle is implementing the plan. This will need a team to perform tasks ranging from meta tagging, selecting and configuring tools to automate the DRM, etc. It will also include testing and monitoring the effectiveness of the DRM and continuing refinement of the DRM process.
Level	4
Credit	3
Competency	<p>Performance Requirements</p> <p>1. Knowledge for implementing DRM for online and offline digital media products</p> <ul style="list-style-type: none"> • Possess good project management and vendor management skills • Possess good communication and interpersonal skills • Possess in-depth knowledge of different DRM technologies, for example: <ul style="list-style-type: none"> ○ Widevine (Google) ○ PlayReady (Microsoft) ○ PrimeTime (Adobe) ○ Fairplay (Apple) ○ Bitmovin and ExpressPlay - offline DRM • Possess in-depth skills in implementing DRM systems, on premise or on the cloud • Possess good knowledge of digital media content security • Possess good knowledge of DRM technologies that can protect online and offline products <p>2. Implement DRM for online and offline digital media products</p> <ul style="list-style-type: none"> • Familiarised with the DRM strategy, implementation plan, protection requirements, organisation infrastructure, current protection systems, etc. • Plan the implementation tasks, including but not limited to the following: <ul style="list-style-type: none"> ○ Schedule all the tasks ○ Assemble the implementation team ○ Brief the team on assigned tasks • Sourcing the DRM systems that can support online and offline products <ul style="list-style-type: none"> ○ Draft RFP (Request for Proposal) with list of required functions ○ Identify suitable DRM service providers ○ Summarise all returned proposals and make recommendation on selection of service providers ○ Assist purchasing department with finalising the service contract • Prepare for installation and commissioning of DRM systems <ul style="list-style-type: none"> ○ Notify all stakeholders on implementation dates (start and completion) ○ Formulate test plans and acceptance testing procedures (online and offline products) ○ Create an inventory matrix of all the contents with required security protection rules ○ Perform backup of all contents and systems settings/configurations • Coordinate with service provider to install and commission the DRM system either on premise or on the cloud

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	<ul style="list-style-type: none"> • Configure DRM system. For example: <ul style="list-style-type: none"> ○ Indicate key system (e.g. DASH, CENC, etc.) ○ Certificate server (e.g. EZDRM, ExpressPlay, Axinom, DRMtoday, Conax, etc.) ○ Setup license server and authentication ○ Players/clients information • Upload or migrate contents to storage server (on premise or cloud), meta tag the contents and enter content security protection rules to DRM system • Perform DRM testing with different clients for online and office products • Analyse testing reports and refine configurations, settings, procedures to tailor the DRM to match business needs <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • Apply industry standards and best practices to implement DRM systems, such as ISO 27000 standards family • Committed to protect the organisation's properties
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> • Fully grasp the online and offline DRM protection requirements when selecting DRM products/service providers • Coordinate with vendors to implement the DRM systems that fulfill the security protection requirements of the contract and complete on schedule • Complete a full inventory matrix mapping of all the organisation's contents with protection requirements and enter into the DRM system • Demonstrate the implementation is concluded satisfactorily by completing all the designed implementation testing and with reports demonstrating expected results
Remark	