**APPRENTICESHIP STANDARD**                    **OCCUPATION:  DIGITAL MEDIA TECHNOLOGY PRACTITIONER**

| Typical Job roles: | IPTV Broadcast Technician, IPTV System Designer, IPTV Infrastructure Technician, IPTV Tester, IPTV Integration Technician, IPTV Developer |
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| Duration: | 24 months minimum |
| Level: | 4 |

**Job Profile**

The primary role of a Digital Media Technology Practitioner is to assist with the design, build and operation of elements of a large or small scale digital television delivery platform, based upon Internet Protocol Television services (IPTV).  Typically this will involve working on delivery platforms to support bi-directional communication between the customer equipment and the core platform.  A Practitioner would typically be working as part of a larger team. They will have responsibility for particular elements or processes as part of the overall platform. They work under the guidance of more specialist members of the team such as an IPTV Architect or IPTV Systems Engineer.

**Entry Requirements**

Individual employers will set the selection criteria, but this might include five GCSEs and A levels, or a Level 3 Apprenticeship, or other relevant qualifications and experience and/or an aptitude test, with a focus on functional maths.

**Technical Competencies**

- Designs IPTV system components (including hardware and software) from a well-defined specification, utilising industry best practise principles.
- Configures IPTV components from detailed requirement specifications.
- Performs testing of individual IPTV components as well as testing end to end IPTV service delivery.
- Maintains IPTV monitoring equipment and systems and interprets their results in order to guide systems improvements or mitigate detected defects.
- Applies diagnostic tools and techniques to identify the causes of service affecting issues.
- Applies structured approaches to troubleshooting issues arising and repairs faults in platform hardware, customer equipment and delivery networks.
- Performs system upgrades to IPTV software and hardware.
- Interprets written requirements and technical specifications.
- Maintains accurate records of maintenance activities.
- Provides technical support to end customers.
- Logs and responds to issues reported, providing details of their resolution or ongoing status as required.
- Records and reports information accurately to a wide range of internal and external stakeholders.
- Operates within the requirements of Service Level Agreements, standards and/or agreed response times.

**Technical knowledge**

- Understands and can apply the generic web technologies used to deliver IPTV services and can define how they are applied to provide digital media and IPTV solutions.
- Understands the similarities and differences (taking in to account positives and negatives of each) the different hardware options that exist for delivering digital media and IPTV services to end customers.
- Understands and can apply the network technologies involved in carrying out digital media and IPTV services including planning, implementation, operational and maintenance requirements of those networks.
- Understands and recognises the problems that are intrinsic in the running of IP networks for TV.
- Understands and can interpret a range of digital media formats and the related processes involved in media acquisition and presentation.
- Understands the practical implications of a range of digital media compression algorithms and the impact they have on picture quality.
- Understands how digital video content is protected and the implications to the media industry of breaches in that protection, and operates appropriately.
- Understands the range of digital media distribution processes and technologies, and how to apply them in the provision of digital TV services.
- Understands the importance of service level agreements, standards and/or agreed response times.
- Understands the business environment and business issues related to the TV industry, and can operate appropriately.

| Professional, interpersonal and business skills | Attributes and behaviours |
|---|---|
| <ul><li>Follows published standards and industry guidelines</li><li>Maintains a productive, professional and safe work environment</li><li>Communicates effectively</li><li>Works both independently and as part of a team</li><li>Progresses allocated tasks in accordance with the organisation's reporting and quality systems</li><li>Applies structured techniques to problem solving</li><li>Applies strong interpersonal skills when dealing with colleagues, customers and clients</li></ul> | <ul><li>Logical thinking</li><li>Creative approach to problem solving</li><li>Flexible attitude</li><li>Ability to perform under pressure</li><li>A commitment to quality</li><li>A thorough approach to work</li></ul> |

**Professional Recognition**

This apprenticeship is recognised for entry onto the Register of IT Technicians confirming SFIA level 3 professional competence and those completing the apprenticeship are eligible to apply for registration.

**Vendor and Professional Training and Certification**

Apprentices will achieve at least one, current, internationally recognised vendor or professional certification or equivalent, as specified by the individual employer.