



BUILDING A MEDIA OPERATIONS DEPARTMENT

A Guide

WHAT DOES MEDIA OPERATIONS LOOK LIKE TODAY?

We collected data from 70+ organizations across Media and Broadcast around the world to determine:



1

How department was established

2

Year department was established

3

The roles and responsibilities of those in the department

4

Key skills sought in those that work in Media Operations

The data revealed:



75%

had a dedicated Media Operations Department



50%

had an established Media Operations Department for 15+ years



42%

had more than 15 people working in the department

INTRODUCTION

Congratulations!

If you've downloaded this guide, you're likely in a position where your business is beginning to scale, and optimizing your Media Operations is critical to success.

The rapid rise of digital platforms, the thirst for content, and the pace of production has necessitated streamlining Media Operations. But what is Media Operations, how did it evolve into the standalone department we see today (75% of Media organizations have Media Operations departments!) and what are the best practices in building a department from scratch?

In this guide we delve into the world of Media Operations, exploring key components, the roles and responsibilities of the department, and the integrated products that ensure success. We'll outline best practices in building or optimizing your Media Operations department based on key metrics and research from some of the world's premier Media and Broadcast teams.



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WHAT IS MEDIA OPERATIONS?

Media Operations is the orchestration of people, places, and assets for the production and distribution of Media. It covers the entire content lifecycle from Personnel Management, Media Asset Management, Production Management, Media Workflow and Media Transmission.

The Media Production landscape today is more decentralized, customized, time-sensitive, language-sensitive, and dynamic than just a few years ago. Media Operations is critical to ensuring production happens on time and within budget parameters.



**Personnel
Management**



**Media Asset
Management**



**Production
Management**



**Media
Transmission**



**Media
Workflow**

HISTORY OF MEDIA OPERATIONS

As long as there has been Media, there has been Media Operations.

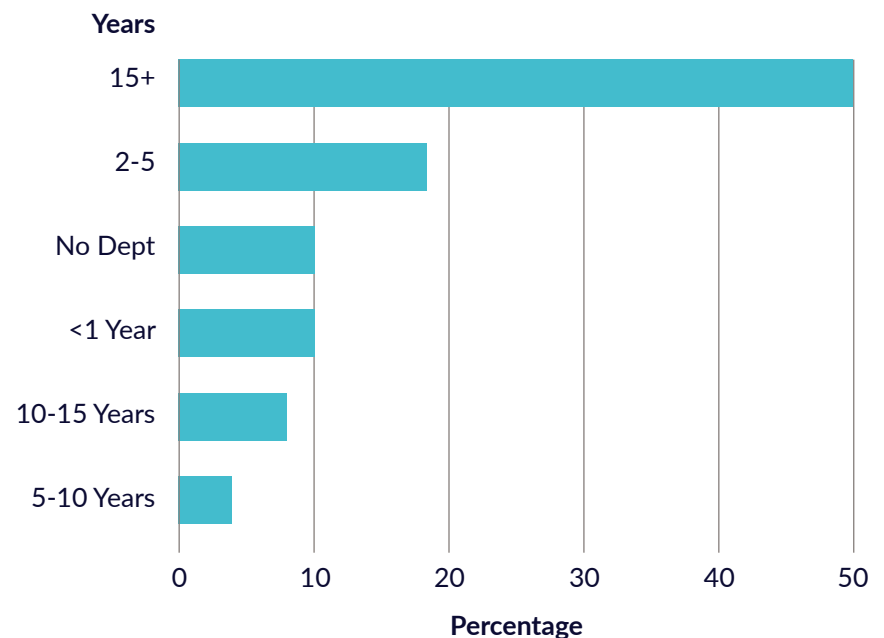
Television production really took off in the 1950s. The number of television sets in homes skyrocketed, and new networks like CBS, NBC, and ABC were formed. Later, new technologies like videotape were introduced, allowing the production and distribution of content to become much easier. This led to a boom in the production of television programming, and new forms of content emerged.

In the 1970s and 1980s, television production continued to evolve. Cable television became popular, and new channels like HBO and MTV began to produce original programming. This led to even more diversity in television programming, and new genres like docudramas and miniseries became popular.

In the 1990s, the rise of the internet and digital technology had a major impact on television production. New ways of distributing television shows, like streaming and on-demand, emerged. This led to a new era of television production, where viewers have more control over what they watch and when they watch it.

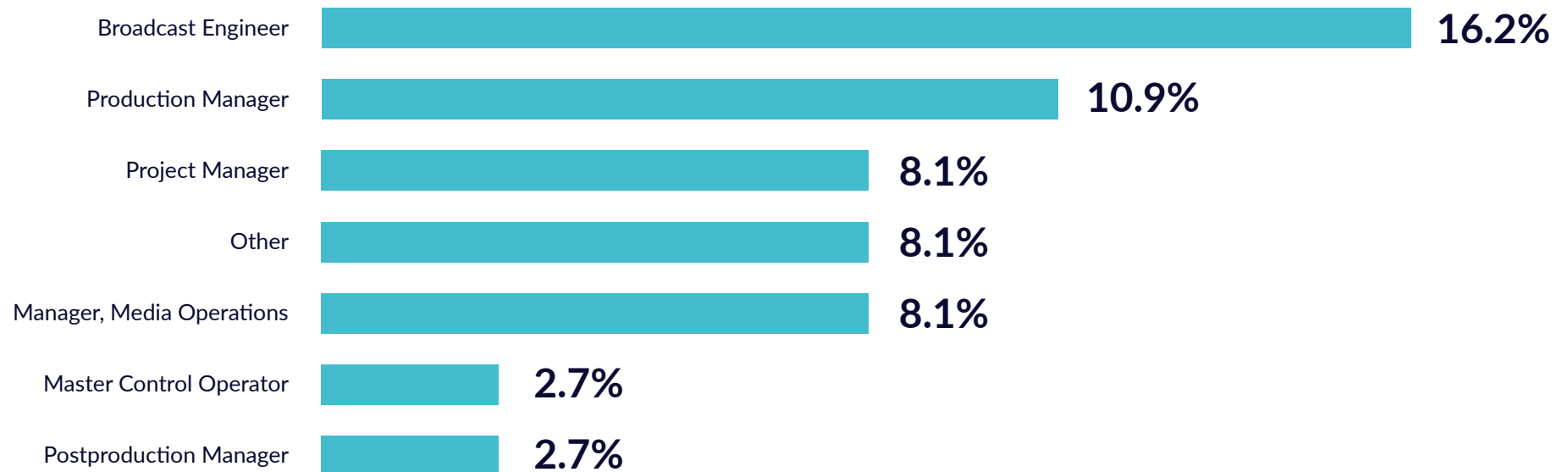
Today, content production/distribution is a global industry. There is content being produced in countries all over the world, and new technologies are constantly being developed to make television production more efficient and creative.

Our study found that the majority of Media Operations Departments had been established for at least 15+ years



THE FIRST HIRE

Due to the age of most Media Departments (15+ years), the majority of respondents (43%) weren't aware of their department's first hire. For those who were aware of their organization's history, the most common role reported was Broadcast Engineer, followed by Production Manager, Project Manager, Media Operations Manager, Master Control Operator and Post-Production Manager.



THE FIRST HIRE



Broadcast Engineer

A Broadcast Engineer is a professional who designs, installs, maintains, and operates the equipment used to transmit audio and video signals. They work in a variety of settings, including radio and television stations, cable and satellite companies, and live event production companies.

Responsibilities

- Designing and installing broadcast systems
- Maintaining and troubleshooting broadcast equipment
- Operating broadcast control rooms
- Encoding and decoding digital signals
- Analyzing and optimizing broadcast signals
- Complying with government regulations



Production Manager

A Production Manager in television is a professional who oversees the production of a television show or film. They are responsible for ensuring that the production process runs smoothly and efficiently, and that the show or film meets the required quality standards.

Responsibilities

- Developing production schedules
- Managing budgets
- Scheduling and coordinating the activities of production staff
- Ensuring that the production process meets quality standards
- Troubleshooting production problems
- Communicating with clients and stakeholders

THE FIRST HIRE



Project Manager

A Project Manager is a professional who oversees the planning, execution, and completion of a project. They are responsible for ensuring that the project meets its objectives, stays on schedule, and stays within budget. They must also have strong organizational and planning skills, as well as the ability to manage people and resources effectively.

Responsibilities

- Defining the project scope
- Developing a project plan
- Managing the project team
- Monitoring the project's progress
- Resolving problems
- Communicating with stakeholders



Media Operations Manager

A Media Operations Manager is a professional who oversees the day-to-day operations of a media organization. They are responsible for ensuring that the organization's media assets are managed effectively, that the media production process runs smoothly, and that the organization's media delivery systems are reliable.

Responsibilities

- Managing media assets
- Overseeing media production
- Managing media delivery systems
- Ensuring compliance with regulations
- Communicating with stakeholders

THE FIRST HIRE



Master Control Operator

A Master Control Operator is a professional who is responsible for the technical aspects of television broadcasting. They work in the master control room (MCR) and are responsible for ensuring that the signal is of the highest quality and that the programming is broadcast smoothly and without interruption.

Responsibilities

- Monitoring the quality of the signal
- Scheduling the programming
- Recording and archiving programming
- Troubleshooting technical problems



Post-Production Manager

A Post-Production Manager is a professional who oversees tasks such as editing, sound mixing, color grading, and visual effects. The post-production manager works with a team of editors, sound mixers, colorists, and visual effects artists to ensure that the project is completed to the highest possible standard.

Responsibilities

- Managing the post-production schedule and budget
- Overseeing the post-production team
- Communicating with the post-production team
- Delivering the final product

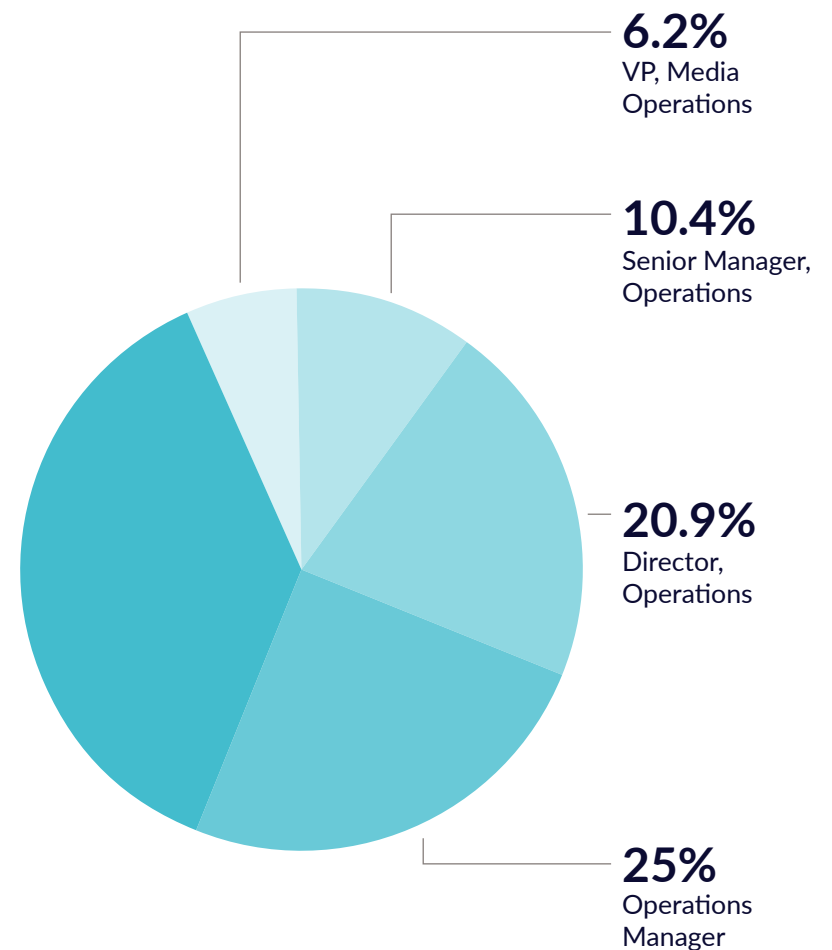
SCALING A TEAM LEADERSHIP

While the first hire of a Media Operations Department is usually a reflection of business necessity, as your business scales it's important to think about the department holistically while building the team strategically. If you are building a Media Operations Department it's critical to consider who will lead the department.

Based on our data, it was clear that there isn't an industry standard when it comes to who will lead the department. A common breakdown of leadership roles was as follows:

37.5%

- Head of Global Operations
- Head of Media Operations
- SVP
- Media Operations Manager
- VP, Broadcast Operations
- Head of Post-Production
- Manager, Media Services
- Manager, Content



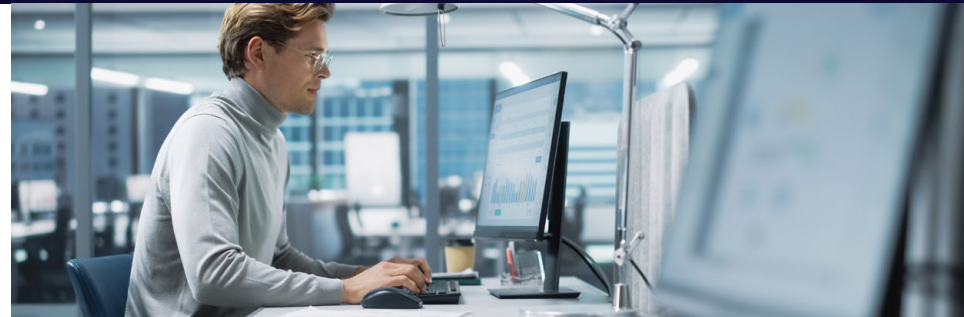
SCALING A TEAM

HEAD OF MEDIA OPERATIONS

A Head of Media Operations is a senior-level position responsible for overseeing the day-to-day operations of a media organization.

They are responsible for ensuring that the organization's media assets are managed effectively, that the media production process runs smoothly, and that the organization's media delivery systems are reliable.

The Head of Media Operations typically reports to the organization's CEO or COO. They may have a team of managers and supervisors reporting to them, depending on the size of the organization.

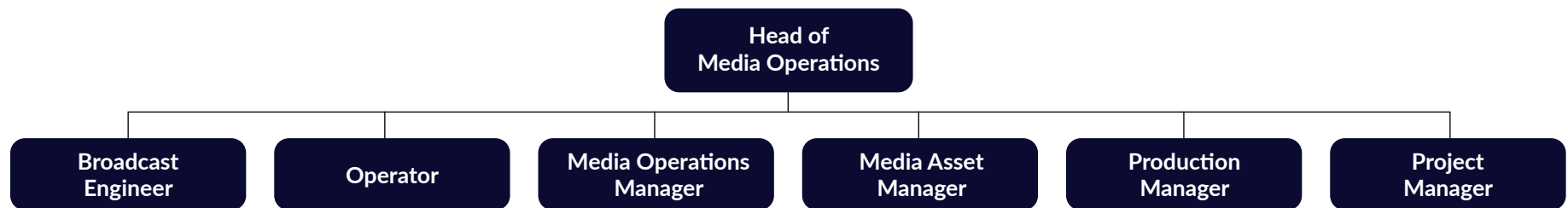


The Head of Media Operations' duties may include:

- Managing media assets: This includes cataloging, storing, and retrieving media assets.
- Overseeing media production: This includes scheduling, coordinating, and managing the production of media content.
- Overseeing media delivery systems: This includes ensuring that the organization's media delivery systems are reliable and that they meet the organization's needs.
- Ensuring compliance with regulations: This includes ensuring that the organization complies with all applicable regulations governing the management of media assets.
- Communicating with stakeholders: This includes keeping stakeholders informed of the organization's media operations.

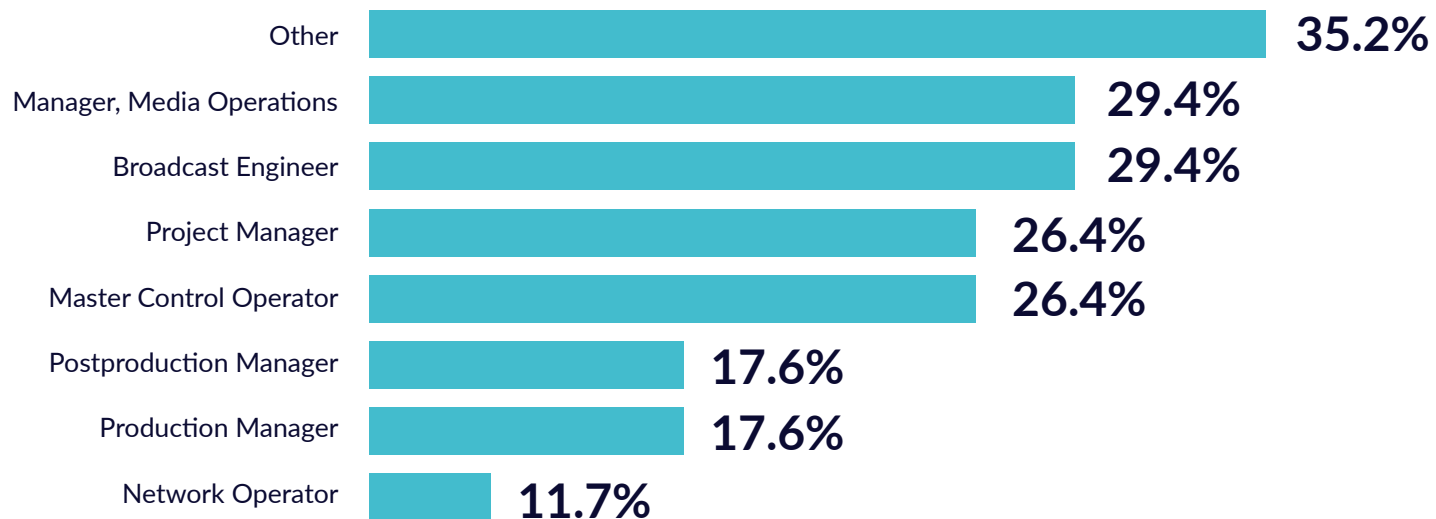
SCALING A TEAM

MEDIA OPERATIONS DEPARTMENT



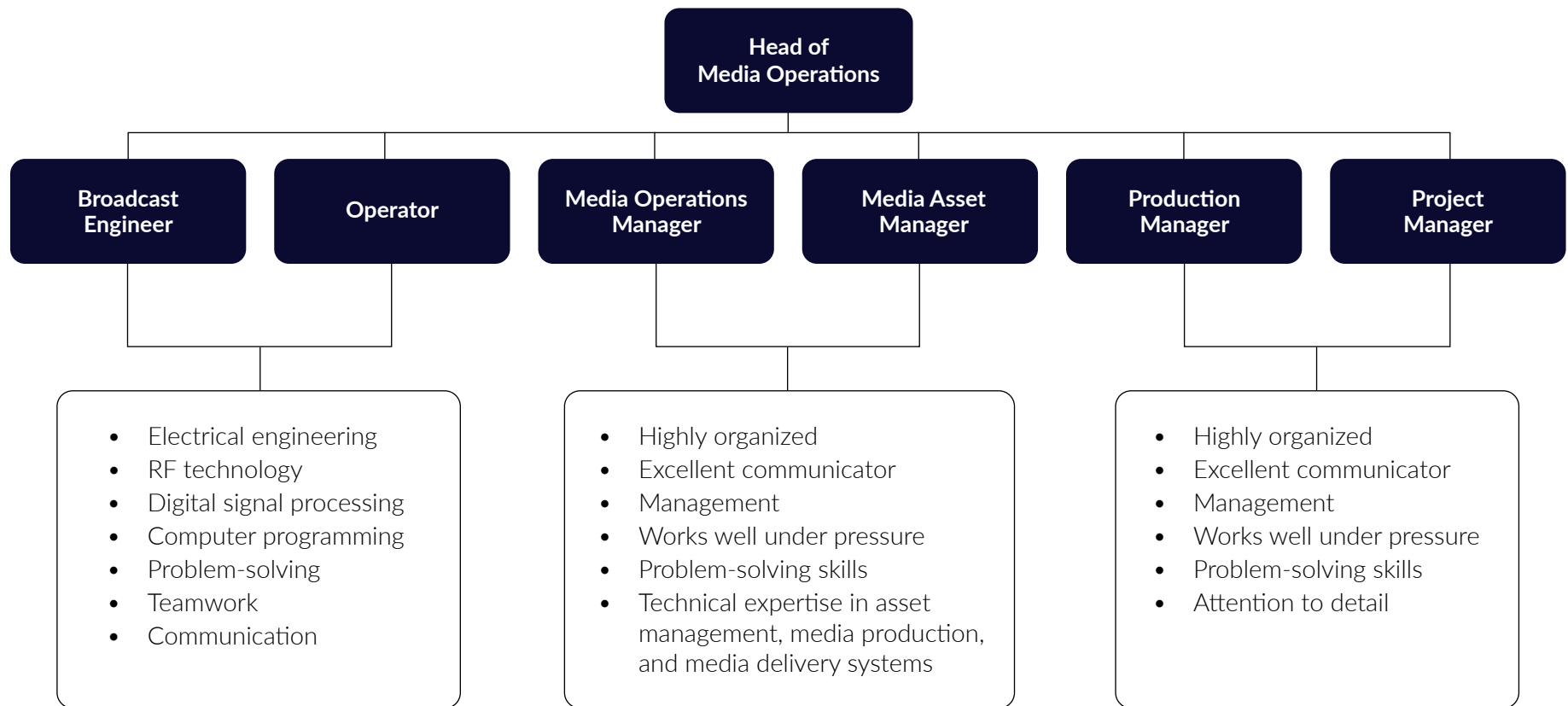
Anticipated hires as department grows...

What roles do you anticipate hiring next as you grow your department? Please check all that apply.



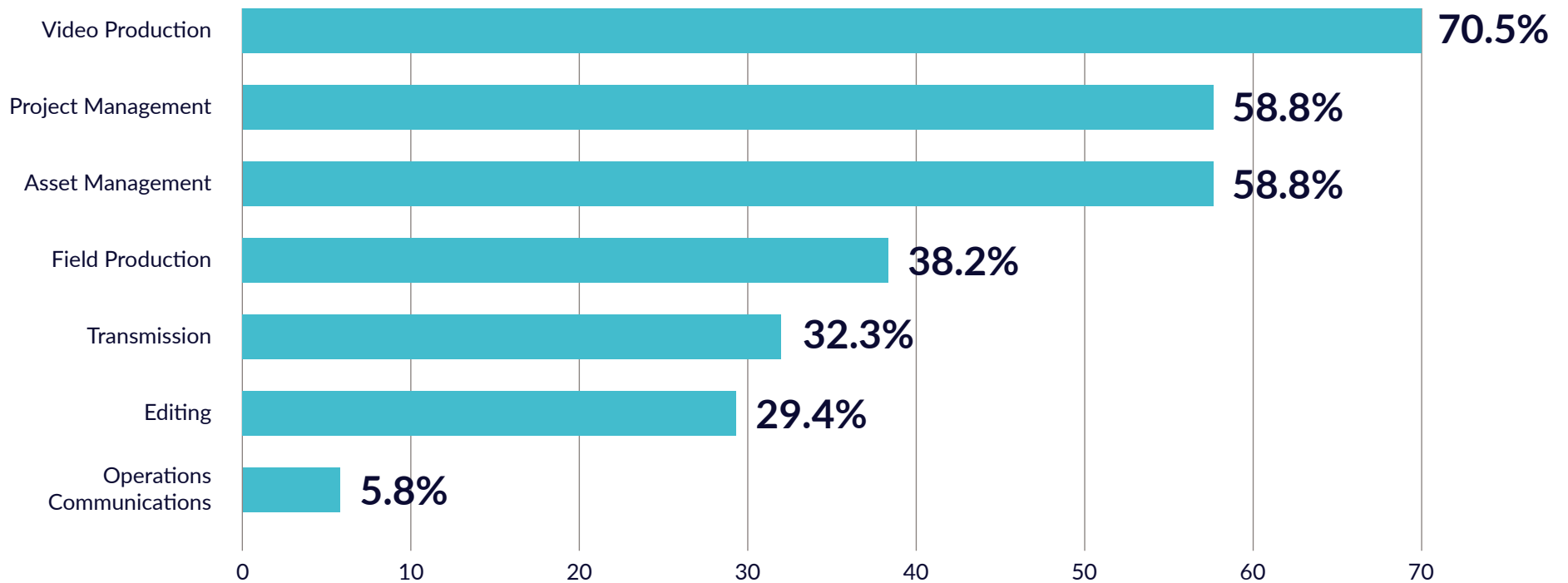
SCALING A TEAM

MEDIA OPERATIONS DEPARTMENT



SCALING A TEAM

Skills respondents indicated were critical:



PUTTING IT ALL TOGETHER

TOOLS TO SUCCEED

Production today is happening across disparate teams in greater volume than ever before.

This is due in part to two factors:

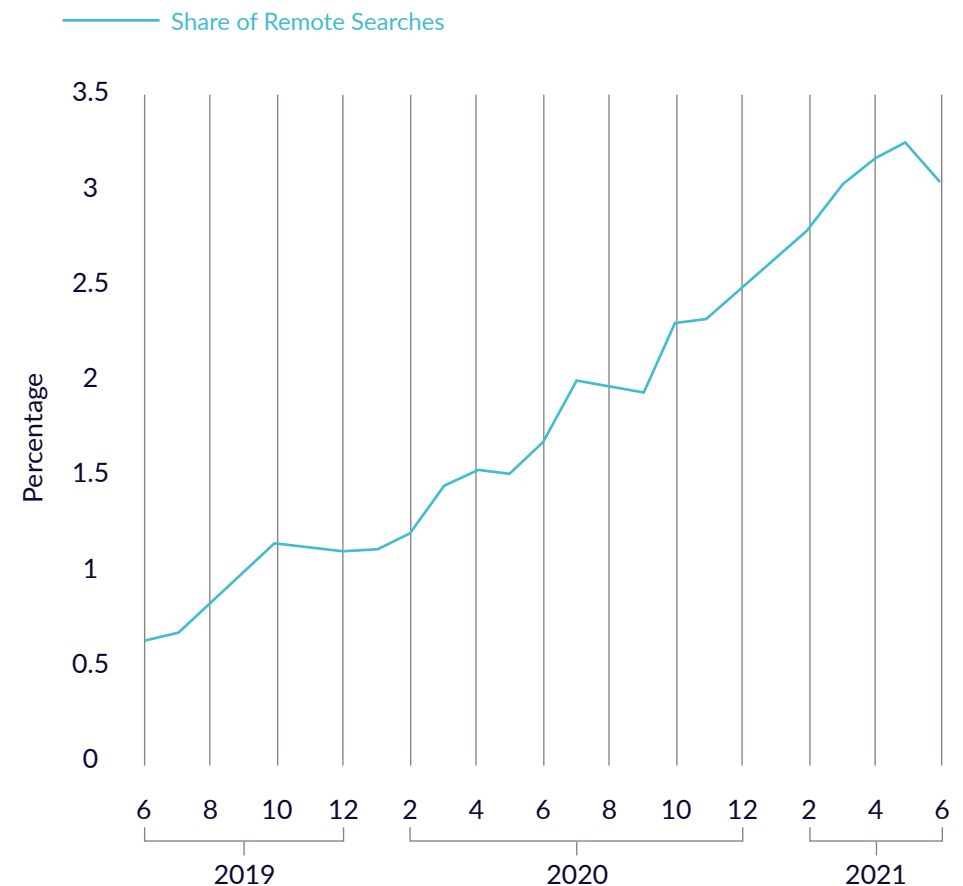
- 1 Remote production continues to grow
- 2 Remote work has become more widely-adopted post-pandemic

Top Three Takeaways:

- 1 Your first hire should be fluent in both broadcast and operations
- 2 There is no industry standard for a leadership role, rather hire based on the needs of your business
- 3 Ensure you partner across all departments when building your team

Steady Growth in Remote Jobs Demand Through COVID-19*

Monthly Share of Remote Job Searches in All Job Searches (*Glassdoor)

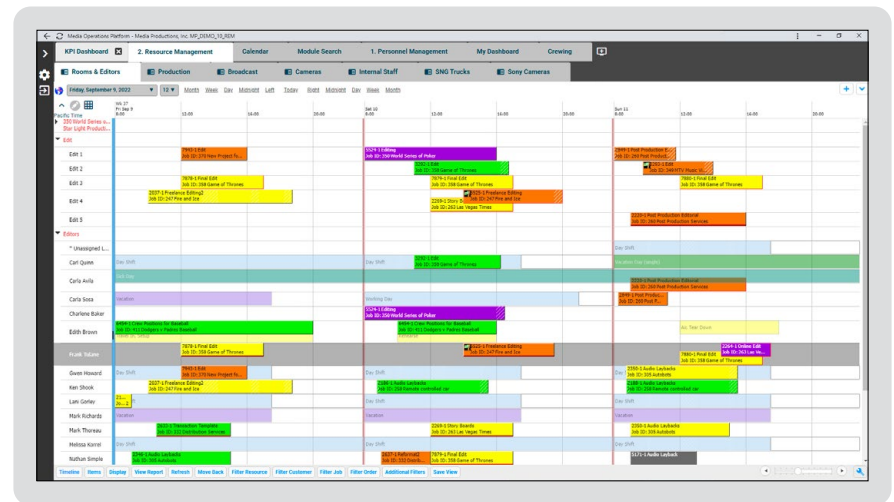


PUTTING IT ALL TOGETHER

XYTECH'S MEDIA OPERATIONS PLATFORM

Utilizing a centralized platform allows Media Operations to be streamlined, reducing costs and driving the team's productivity.

Xytech's Media Operations Platform empowers teams to deliver media on a budget, and schedule, by managing their personnel, production schedules, and media assets in a single view, from anywhere.



Personnel Management

Media Asset Management

Production Management

Media Transmission

Media Workflow

THE PATH FORWARD

Though building a Media Operations Department may seem overwhelming, you can take solace in the fact that more than 60% of respondents cited that their department was built from scratch.

An astounding 94% of respondents admitted that they leaned on the support and collaboration of other departments for guidance in building the department.

When asked to reflect on their experience building a department these were the key takeaways respondents offered:

1. Seek out those with experience in building a department
2. Look for organizations similar to yours with established departments and follow their model
3. Weigh roles necessary to have in-house vs. freelance
4. Be flexible, and ready to adapt
5. Find advocates across other departments
6. Design for the future, not the present
7. Research!





MEDIA OPERATIONS PLATFORM

Empowering media teams to deliver media on a budget, and on schedule, by managing their personnel, production schedules, and media assets in a single view.



**Personnel
Management**



**Media Asset
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**Production
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**Media
Transmission**



**Media
Workflow**



The only end-to-end centralized solution for managing Media Operations.

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