

EXECUTIVE BENCHMARK POSITION LIST Asia/Pacific CDB Media Industry Executive Database

Corporate - Top Executive

Chief Executive Officer
Chief Operating Officer
Corporate Secretary
Top Investor Relations Executive

Top Executive/General Management

Profit Centre Head
Top Administration Executive (major function)
Top Administration Executive (other function)
Head of Channel(s)
Top Publishing Executive

Corporate Affairs

Top Public Relations Executive

Finance

Top Financial Executive
Controller
Treasurer
Top Tax Executive
Top General Accounting Executive
Top Internal Audit Executive
Top Financial Planning Executive

Human Resources

Top Human Resources Executive
Top Compensation and Benefits Executive
Top Training and Development Executive

Information Technology

Top Information Technology Executive (Chief Information Officer)

Legal

Top Legal Executive

Manufacturing/Engineering

Top Manufacturing and Engineering Executive

Marketing/Sales

Top Marketing and Sales Executive
Top Marketing Executive
Top Sales Executive
Top Customer Relations Executive
Top Advertising Sales Executive
Top Corporate Communications and Marketing Executive
Top Promotions Executive
Top Circulation Executive
Top Broadcast Sales Executive
Top Merchandising and Licensing Executive

Operations/Engineering (non-manufacturing)

Top Engineering Executive

Research

Top Research Executive

Strategic Planning & Business Development

Top Planning & Business Development Executive

Supply Chain Management

Top Logistics/Distribution Executive
Top Purchasing Executive

Property Development & Management

Top Property Development Executive

Network and Production (broadcast)

Top Distribution and Affiliate Relations Executive
Executive Producer
Top Network Operations Executive

Programming

Top Programming Executive
Top Programming and Acquisitions Executive

Editorial

Editor
Managing Editor
Top Assignment Editor

Photography and Art

Top Photography Executive
Top Art/Creative Executive

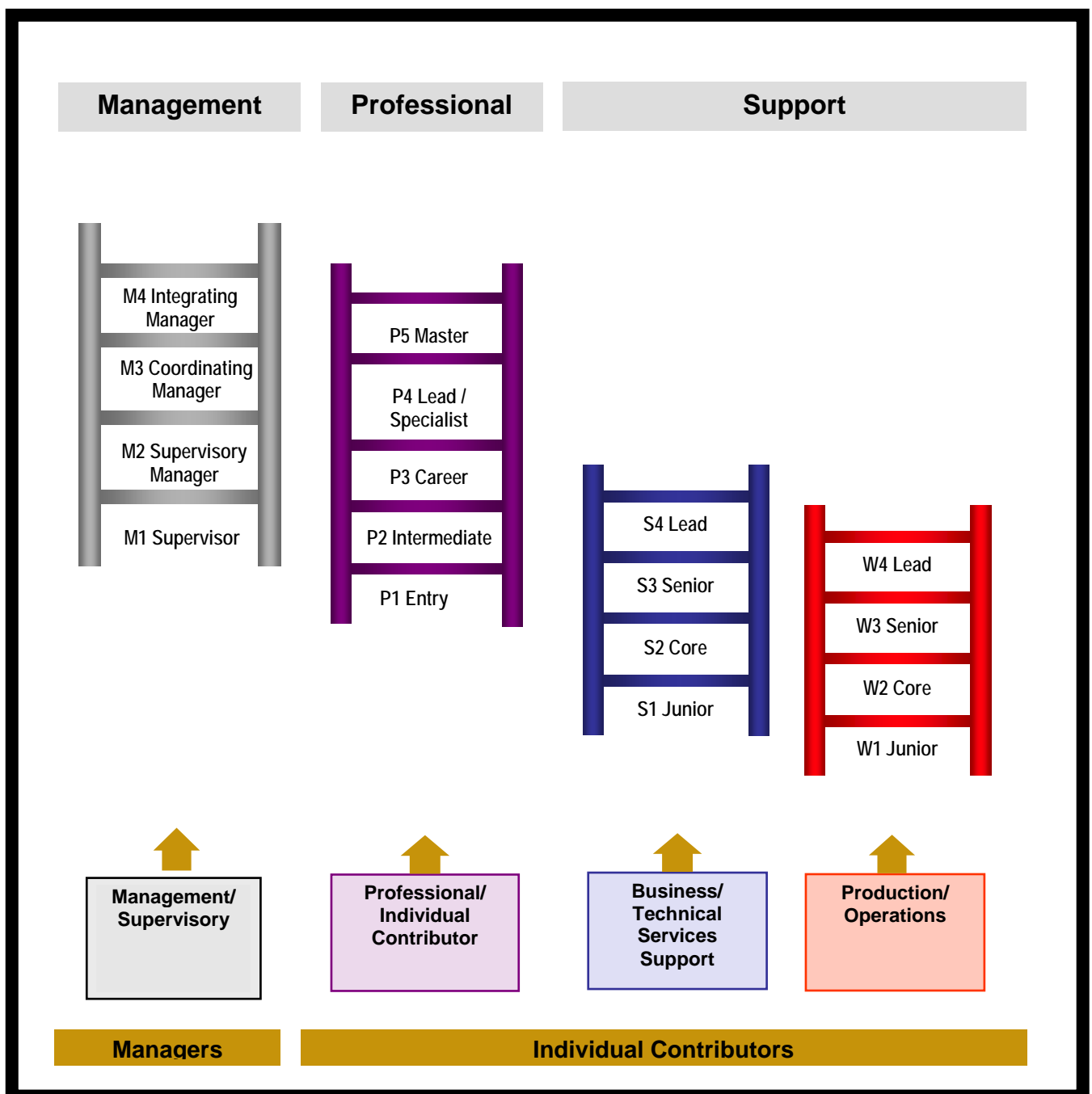
Production (publishing, online)

Top Production Executive

CAREER LEVEL LIST

Asia/Pacific CDB Media Management, Professional and Support Industry Database

The Asia/Pacific CDB Media Industry Management, Professional and Support (MPS) database is based on Towers Perrin's career level approach. The premise underlying the career level concept is that there are discernible broad steps in an individual's career, which are consistent across organizations. While each organization may have a unique approach to slotting individuals or positions/roles into a pay system, the approach can be translated into generic career levels that together form a typical career ladder. For purposes of this database, four management/supervisory levels, five individual contributor professional levels, four support levels and four production levels have been profiled.



FUNCTION LIST

Staff Functions

AS Administrative Services
CA Corporate Affairs
FN Finance
HR Human Resources
LG Legal
PB Strategic Planning and Business Development

Information Technology Functions

AD Applications Development
ER ERP Implementation and Support
DB Database Analysis and Development
IA IT Administration and Support
IS Information Systems (IS) Security
NW Networking

Marketing and Sales Functions

AC Advertising Sales & Commercial Development
CE Customer Engineering
CS Customer Support
MK Marketing
MS Marketing and Sales
SL Sales
SP Sales Operations

Operations Functions

EN Operations/Engineering
MF Manufacturing
OP Operations Combination
QA Quality Assurance
SC Supply Chain Management

Media Industry Functions

PP Production & Programming (broadcast)
PT Production Support (broadcast)
PD Production Services (non-broadcast)
AQ Acquisitions/Licensing
DE Creative/Design
ED Editing/Commissioning (publishing)
JN Journalism
NM New Media
PN Promotions
SE Software Engineering

FUNCTION AND DISCIPLINE LIST

Staff

Administrative Services

Estates Management
Facilities Management
Secretarial
Reception
Chauffeur/Driver
Messenger
Generalist
Security Guard

Corporate Affairs

Public Relations
Generalist

Finance

Accounting
Internal Audit
Financial Planning and Analysis
Payroll
Tax
Credit and Collection
Treasury
Generalist

Human Resources

Specialist
Generalist
Compensation and Benefits
Employment/Recruitment
Organization and Development
Training and Development
Employee/Labor Relations

Legal

Specialist
Intellectual Property
Generalist
Contracts
Business Affairs

Strategic Planning and Business Development

Strategic Planning
Business Development
Strategic Planning and Business Development
Combined

Information Technology Functions

Applications Development

No disciplines for this family

ERP Implementation and Support

No disciplines for this family

Database Analysis and Development

Database Design and Analysis
Data Warehousing/Data Mining

IT Administration and Support

LAN Administration
Help Desk Support
Generalist

Information Systems (IS) Security

No disciplines for this family

Networking

No disciplines for this family

Marketing and Sales

Advertising Sales & Commercial Development

Advertising Sales (Generic)
Sponsorship

Customer Engineering

Pre-Sales Technical Support/Systems Engineer
Post-Sales Technical Support/Systems Engineer
Combined Pre-Sales and Post-Sales Technical
Support/Systems Engineer

Customer Support

Technical Call Center
Non-Technical Call Center
Combined Technical and Nontechnical Call Center
Customer Support (non-call center)

Marketing

Communications
Product Marketing
Marketing Research
Online Marketing
Generalist
Channel Marketing
Database Marketing/Analysis
Events Management

Marketing and Sales

No disciplines for this family

Sales

Bid Management
Client Relationship Management
Sales/Channel Development
Telesales
Generalist

Sales Operations

Sales Support

Operations

Operations/Engineering

Engineering (General)
Technician
Tradesman
Broadcast Engineer

Manufacturing

Manufacturing Operations
Manufacturing Technicians
Production Planning

Operations Combination

No disciplines for this family

Quality Assurance

No disciplines for this family

Supply Chain Management

Logistics/Transport
Strategic Sourcing
Warehousing
Order Fulfillment
Generalist
Materials Management

Media Industry

Production & Programming (broadcast)

Production/Editing (Generic)
Post Production (Generic)
Programming (Generic)
Editing
Script Writing/Editing
Presentation/ Program Scheduling

Production Support (broadcast)

Production support (Generic)
Camera
Transmission

Production Services (non-broadcast)

No disciplines for this family

Acquisitions/Licensing

Acquisition/Licensing (In)
Licensing (Out)/Merchandizing

Creative/Design

Production/Channel Design (Broadcast)
Graphic Design

Editing/Commissioning (publishing)

No disciplines for this family

Journalism

Journalism – Reporting/ Correspondence
Journalism – Editorial
Photojournalism
Presenting
Research

New Media

New Media/ e-Commerce (Generic)
Content Editor & Producer, Online
Editor, Art/Picture/Multimedia

Promotions

No disciplines for this family

Software Engineering

No disciplines for this family