



OCCUPATIONAL ALERT

Innovation, change, and competition continue to redefine employment in every sector of the economy. The Sierra Group, Inc. distributes our OCCUPATIONAL ALERTS to help keep you informed of occupation changes so that you can leverage the opportunities and mitigate risk.

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Occupation:	Digital Broadcast Engineers

Update:

In the United States, the switch-off of all analog terrestrial TV broadcasts has been mandated for no later than February 17, 2009. Currently, most U.S. broadcasters are beaming their signals in both analog and digital formats; only a few are digital-only. As a result of this technology trend, broadcast engineers **without** information technology skills will find it harder to be competitive in this evolving high bandwidth environment.

This media technology shift has created opportunity for digital engineers that have core skills in traditional media as well as client-end web development skills in JAVA, AJAX (*Asynchronous JavaScript and XML*), CSS, and the .Net programming languages.

As the IT marketplace softens due to global competition (**see Occ Alert 09/05/06 - on IT Certifications**), these domestic opportunities can extend the relevance and marketability of interactive media programming skills.

According to PCR Recruitment, broadcast engineers with these technology skills have been realizing a 5-15% increase in yearly salaries over the past several years. This is expected to increase as broadcasters continue to maximize their interactive programming offerings over the next 18-24 months. The US BLS continues to offer that engineering positions with these technology overlays will be in demand despite the negligible employment growth for the broadcast industry in general.

Select References:

PRC Recruitment Limited - November 2006.
A Digital Gift to the Nation - The Century Foundation Press (New York), 2001.
Employment Trends in Broadcast TV (09/01) Institute for Business Trends Analysis.
US BLS (www.bls.gov/oco/ocos109.htm).