Specification of Competency Standards for Printing & Publishing
Unit of Competency

Title	Understand target reader groups of e-publishing
Code	106323L4
Range	In an e-publishing company, as in print media, there is a need to understand the readers' age groups, genders, reading habits, consumption behaviour, etc. Compared to print publishing, e-publishing can better cater for the needs of the new generation, whose modes of entertainment and reading are not only physical but also virtual. In other words, e-publishing must better understand its reader groups and make quick responses to corresponding changes.
Level	4
Credit	6 (For Reference Only)
Competency	Performance Requirements 1. Understand e-publishing reader groups' behaviour and methods of stratification of reader groups. • Understand e-publishing reader groups' behaviour on the Internet, their concerned topics, consumption behaviour, factors affecting their preferences, and interaction among different groups, etc. • Understand that different e-publishing materials may have different market segmentation of reader groups, which are usually different from those of print publishing. • Understand the possibilities of these e-publishing reader groups in crossing over with or return from virtual to paper based readership. 2. Predict the acceptance levels of reader groups towards different kinds of e-publishing materials and plan how to use various e-publishing materials to fulfill or stimulate reader groups' reading needs and habit. 3. Based on the changes in existing reader groups' demand, assist the company to implement prompt and appropriate changes in strategy.
Assessment Criteria	The integrated outcome requirements of this unit of competency are: • Be able to understand the existence of different reader groups based on consumption behaviour. • Be able to understand the acceptance levels of target reader groups towards different e-publishing materials.
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