

FACTSHEET

FOSTERING THE GROWTH OF SINGAPORE'S MEDIA INDUSTRY

The Infocomm Media Development Authority (IMDA) aims to grow Singapore's media sector by nurturing competitive Singapore media companies and creating good jobs in the sector for Singaporeans.

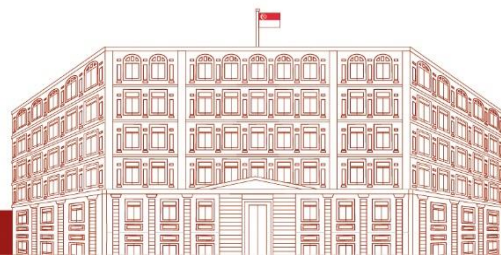
2 IMDA has focused efforts on strengthening Singapore's media industry through the Future of Media strategy (FoM). FoM seeks to grow the local media industry through content partnerships and capability development, and leveraging new data and technology to create more compelling content to engage audiences both locally and internationally.

3 This has led to having strategic partnerships with international content players like Disney and Facebook, and also industry collaborations between our production companies and digital platforms like Netflix and Tencent. Other recent successes include HBO Asia's original drama series *Grissel*, which was produced in partnership with Singapore-based Infinite Studios and premiered to audiences in Asia, US and some parts of Europe. Romance drama *Crazy Rich Asians* grossed US\$238.5 million worldwide and featured a local cast and crew of close to 300 Singaporean and permanent residents. Meanwhile, thriller *A Land Imagined* by Yeo Siew Hua became the first Singapore film to win the Golden Leopard at the prestigious Locarno International Film Festival 2018, and the Best Film at the Asian Feature Film Competition of the Singapore International Film Festival (SGIFF 2018).

4 IMDA has rolled out further efforts to develop "made-with-Singapore" content. Initiatives launched last year include the Southeast Asia Co-production Grant and the Public Service Media Digital Partnership Fund. The latter supports collaborations between Singapore media players and international partners on digital-first Public Service Content projects in December 2018. The call-for-proposals is ongoing and will run till 31 March 2019.

Fostering the growth of the media industry and strengthening local content

5 Efforts by IMDA to help Singapore's media industry develop and thrive in a digital economy include:



(a) Singapore Media Festival (SMF): SMF is one of Asia's leading international events for the media industry, where industry players gather to discover the latest trends, talents and content in the region for film, TV and digital media. This year's SMF will see it expand its offerings to appeal to both the industry and public. New areas being explored include pop culture events, new content formats, and even a Festival Village. These underscore IMDA's goal to build Singapore into a media hub of the region, and gateway to Asia, where the best of East meets West, media and technology converge. IMDA welcomes partners from all around the world to use the SMF as a platform to form partnerships and create quality made-with-Singapore content.

(b) New media partnerships: IMDA has embarked on several collaborations with new media partners, including Vidsee and Munkysuperstar (Clicknetwork), to produce and deliver short-form PSB content on digital platforms to reach out to younger audiences. IMDA is exploring more collaborations with new partners. IMDA will continue to support the development of more engaging, local public service broadcast content.

(c) Content Development Fund: The second call-for-proposals for the Content Development Fund, to encourage the creation of innovative local PSB content, was launched in November 2018. A total of 99 concept proposals have been received so far and are being evaluated by IMDA and Mediacorp. The selected concepts are scheduled to be announced in March 2019.

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