

FACTSHEET

MEDIA MANPOWER PLAN

Singapore's economy employs more than 20,000 media professionals¹. The Infocomm Media Development Authority's (IMDA) Media Manpower Plan was developed to address the manpower challenges in the media sector and develop a future-ready workforce.

2 Key challenges identified in the media sector include an increasing demand for writers and storytelling skills, the need to ensure skillsets - particularly business-related skills - in the current workforce and for media graduates remain relevant, as well as industry demand for media freelancers taking on jobs across the economy.

3 To address these challenges, the Media Manpower Plan will focus on three key areas: 1) Meeting the demand for media professionals across the economy, 2) Deepening storytelling skills, 3) Increasing the employability of the media workforce.

Meeting the demand for media professionals across the economy

Skills Framework for Media

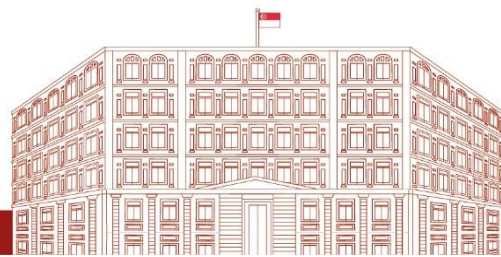
4 Launched in December 2018, The Skills Framework for Media is a comprehensive guide on the skills and job roles relevant to media professionals. The framework covers over 100 media job roles and 130 technical skill competencies. It will help hirers develop career maps and articulate job requirements, and support training providers in developing media courses. For individuals, it will guide their skills identification and development to stay relevant.

5 The Framework will be revised every two years to ensure the relevancy of the job roles and skill competencies with emerging industry trends.

iPrep

6 To ensure that graduating media students are ready to meet the demand for media professionals across the economy, iPrep (Industry Preparation) funding has been made available to media students in ITEs, polytechnics, autonomous universities as well as arts institution such as LASALLE College of the Arts. Selected students will be able to get up to \$8,500 in iPrep funding to offset the cost of industry courses or certifications, overseas internships or immersion programmes or participation in international competitions.

¹ Source: IMDA Infocomm Media Manpower Survey 2017



Talent Assistance

7 IMDA's Talent Assistance (T-Assist) scheme aims to strengthen the capabilities of the local workforce through a curated list of short-form media training courses, that supports companies and individuals to acquire deeper skills and competencies. More than 1,600 trainees have benefited from T-Assist since it was launched in 2016.

8 T-Assist courses will align with the Skills Framework for Media to ensure that training providers develop courses that address industry needs and demands. A panel of experts will be formed to evaluate the course curriculum submitted by training providers. In addition, IMDA will work with course providers to offer more courses that build up skills required for job roles such as Writers and Executive Producers to support the growing demand for these roles.

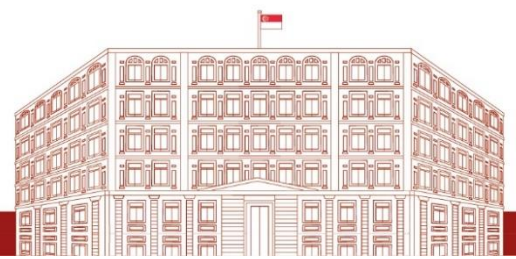
9 IMDA will also curate course offerings such as data analytics and UI/UX so that graduating students and media professionals can nurture new in-demand skills. In December 2018, Singapore Media Academy ran its first Data-Driven Content Development Workshop to teach participants how to make use of online tools to gain insights on trends and make informed creative decisions.

Deepening Storytelling skills

Story Lab

10 IMDA's new Story Lab initiative aims to nurture storytelling and intellectual property (IP) creation skills. It supports the development of original story concepts for compelling content across various media platforms, genres and languages. Story Lab programmes are targeted at media professionals in both media and non-media sectors, and grooming the talent pipeline in Institutes of Higher Learning (IHLs). These programmes include the inaugural Pitch Fest organised by Screenwriters Association (Singapore), as well as Visual Storytelling Masterclass with acclaimed documentary cinematographer Iris Ng, in partnership with the Singapore Association of Motion Picture Professionals (SAMPP).

11 To further deepen storytelling skills through Story Lab, IMDA will launch a Story Lab Apprenticeship (SLA), and partner with key media companies to provide customised training programmes for fresh media professionals to acquire skills and competencies for in-demand media jobs. IMDA will conduct a nationwide search to find the best local talents to meet partner companies' needs. Promising talents will gain exposure to storytelling and content production, as well as valuable experience in the business of media through this immersive and experiential programme.



Increasing employability of media workforce

Tripartite Standard for Media Freelancers (TS Media Freelancers)

12 To facilitate good hiring practices for media freelancers, the TS Media Freelancers was launched in 2017. TS Media Freelancers sets out industry best practices to promote stronger working relationships between companies and media freelancers, to encourage fair and progressive workplaces that better supports media freelancers. Companies must adopt the TS Media Freelancers in order to qualify for IMDA media grants and funding for Public Service Broadcast content.

13 As of 12 Feb 2019, 326 organisations have adopted the Standard, including Mediacorp, Singapore Press Holdings, HBO (Singapore), local production houses such as Sitting in Pictures, Weiyu Films, Beach House Pictures, Bert Pictures, Hoods Inc. Productions, Mocha Chai, games company Witching Hour Studios, animation and design studio Robot Playground Media, talent agency CreativesAtWork, and advertising association, Association of Accredited Advertising Agents (4As), and The Association of Independent Producers (Singapore) or AIPRO. There is also an increase in non-media companies which have also adopted the standard, such as Attribute Data, Pokka Corporation, Singapore Post, Aviva, Republic Polytechnic, etc.

14 To complement this, IMDA, in partnership with freelancers and industry stakeholders, will develop a Code of Conduct that independent media professionals can adopt to signal their professionalism when offering their services.

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