

International Co-Production Fund Call-for Proposal 2023

Guidelines for Submission of Proposal and Application

The Infocomm Media Development Authority (IMDA) reserves the right to update the Guidelines from time to time.

Guidelines for Submission of Proposal and Application

International Co-Production Fund

1. General

Objective of International Co-Production Fund

- 1.1 The International Co-Production Fund (the “Fund”) is aimed at supporting co-productions between Singapore media companies and international partners, on high quality drama series with a Singapore flavour, for a global audience.
- 1.2 IMDA does not provide retrospective funding for costs already incurred for the project prior to IMDA’s approval of the grant.
- 1.3 IMDA’s decision for grant awards is final and no appeal will be entertained.

2. Eligibility Criteria

Applicant Company (Singapore)

- 2.1 The Fund is open to Singapore-registered Business Entities (the “Applicant”) that engage in info-communications and media, and related activities, and the Applicant must have adopted the [Tripartite Standard on the Procurement of Services from Media Freelancers \(TS Media Freelancers\)](#).
- 2.2 The Applicant should have, at the time of application, engaged a committed foreign co-production partner who has met the criteria listed under ‘Co-Production Partner (Foreign)’ in **Section 3. Additional Eligibility Criteria**, to be eligible for this Fund. At the point of submission for Call-For-Proposals, the Applicant must have secured a Letter of Commitment from a regional/international partner to collaborate or co-invest in the Project.
- 2.3 The Applicant should possess a good track record in film or TV production. For example, produced at least one long-form local or international production that has been publicly screened¹, over the past 3 years.

¹ On platforms such as TV, online/streaming platforms, film festivals, movie theatres, etc.

- 2.4 The Singapore Producer (or main Co-producer) of the submitted Project must be from or engaged by² the Applicant and must have been credited as “Producer” or “Co-producer” in at least one long-form local/international production that has been publicly screened, over the past 3 years. Proposals with the Singapore Director and Singapore Lead Writer fulfilling this same criterion will be considered more favorably.

3. Additional Eligibility Criteria

Co-Production Partner (Foreign)

- 3.1 The Foreign Co-Production Partner should possess a good track record in film or TV production. For example, produced at least one high quality long-form local or international production that has been publicly screened³, over the past 3 years.
- 3.2 The Foreign Producer (or main Co-producer) of the submitted Project must be from or engaged by the Foreign Co-Production Partner and must have been credited as “Producer” or “Co-producer” in at least one long-form content that has been publicly screened. Proposals with the Foreign Director and Foreign Lead Writer fulfilling this same criterion will be considered more favorably.
- 3.3 A Foreign Co-Production Partner who owns or has access to an established international distribution network/platform is preferred. For example, the Partner is able to make the completed series available on international streaming/broadcast platforms over multiple territories.

International Broadcast Platforms (Streaming/Linear)

- 3.4 The Applicant is required to provide a Letter of Intent or Commitment, or minimum guarantee from at least one International Broadcast Platform for streaming/broadcasting of the completed series on its platform, at the point of Formal Application (refer to Stage 2 of the Application Process).

4. Scope of Proposal

- 4.1 IMDA is looking to support international co-productions for drama series (mainly in any of the official languages of Singapore – English, Mandarin, Malay or Tamil language) with an episodic duration of 30 to 60 minutes.
- 4.2 Feature Film and Short-form content (non-episodic) will not be eligible for the grant.

² If the Producer is not an employee of the Applicant, should the Project be approved, the Applicant will be required to sign a back-to-back agreement with the Producer, and submit a copy to IMDA. The same requirement applies to the Director and Lead Writer.

³ Content with high viewership and distributed on platforms such as TV, online/streaming platforms, film festivals, movie theatres, etc.

4.3 Each Applicant may submit more than one proposed Project. For each Project, the Applicant shall submit a separate proposal which shall include details such as, but not limited to:

Company Information	Business Information of Project	Creative Information of Project
<ul style="list-style-type: none"> • ACRA Business File * • Supporting document for adopter of the Tripartite Standard (TS Media Freelancers) * • Credit Assessment / Rating Report and Proof of Financing in Place – To be procured from independent credit risk assessment agency and the report must be current and prepared within one year from the submission of this application and must indicate that the Applicant has at least sufficient sound financials to meet its normal obligations. 	<ul style="list-style-type: none"> • Applicant Company (Singapore) Profile and Track Record in Film or TV Production • Foreign Co-Production Partner Profile and Track Record in Film or TV Production • Profile, Track Record and Nationality of Key Personnel (Producer, Director, Lead Writer etc.) • List of Proposed or Confirmed Cast • Country/Countries of Shoot • Production Schedule covering pre-production through to final delivery • Project Budget with detailed budget breakdown to cost categories (e.g., Main Talents, Post-Production, etc.) • List of Investors (including Investment Value (S\$), Investment Share (%), IP Ownership Share (%)) • Marketing and Distribution Plan including minimum guarantees, preliminary interest, letters of intent (if any). • Sales Projection for Domestic and International Territories 	<ul style="list-style-type: none"> • Project Cover Page: Title, Genre, Language, No. of Episodes, Duration per Episode, Setting, Target Audience/Age group • Logline and Episodic Synopsis • Character Bible for Series • Treatment • Episodic breakdown for Series • Optional: Full script in original language and in English translation • Optional: Visual guides, mock-ups, mood boards, URL to trailers / teasers

*For Singapore-registered Companies Only

Please note that all documents are to be submitted in PDF format. Documents submitted in any other formats will not be accepted.

4.4 Assessment Criteria

Proposals will be assessed on how strongly they meet the following criteria which include but is not limited to:

- Track record and financial assessment of Applicant, partners, and project team;
- Strength, feasibility, and commercial potential of project;
- Relevance and authenticity of the Singapore flavour and elements featured, and how central the Singapore story is, in the Project;
- Preliminary interest from streaming platforms, broadcasters, and investors;
- Merits of distribution plan, including list of countries outside of Singapore that the project will be distributed in. A more extensive distribution will be preferred; and
- Participation of both Singapore talents and international talents working together in the following key roles will be considered more favourably:
 - Executive Producer
 - Producer
 - Director
 - Writer
 - Cast

4.5 Only selected projects will be considered for funding.

5. Funding Quantum

5.1 IMDA will support up to 50% of qualifying expenses for the funding categories listed in paragraph 5.3. The Applicant is expected to secure financing/funding for the rest of the Project cost. This may include co-funding or co-investment from other local/foreign investors or the foreign co-production partner, and the terms are to be commercial negotiated between the Applicant and relevant interested parties.

5.2 IMDA's funding does not support any expenses and costs incurred prior to grant approval.

5.3 IMDA will support qualifying expenses incurred in the following funding categories:

Funding Categories	Example of Qualifying Expenses
Manpower	Full-time employees hired by Applicant
Professional Services	Professional services provided by third parties which directly contribute to the project
Equipment	Professional equipment used in the production
Others	Such as local marketing expenses* – Paid advertising and marketing cost incurred for promoting the content to viewers

	in Singapore on third party platforms, including production of collaterals and promotion materials related to the completed drama series.
--	---

**Support for local marketing expenses is for Singapore spend only and capped at \$100,000 or up to 50% of qualifying local marketing expenses, whichever is lower.*

6. Application Process

- 6.1 There are two stages to the application process: (i) Call-For-Proposals (CFP) and Pitching (ii) Formal Application (official application for selected Projects only).

Stage 1 – Call-For-Proposals (CFP) and Pitching

- 6.2 How to Apply: You must submit the complete proposal (Proposal must be submitted via FormSG) during the proposal submission window⁴. Proposal shall be submitted in accordance with Section 4: Scope of Proposal.
- 6.3 Shortlisting Projects: An Assessment Panel will shortlist projects based on the assessment criteria. You will be notified if your project is shortlisted.
- 6.4 Pitching Sessions: Shortlisted entries will be invited to present proposal to a panel of industry experts. The Producer and Director, including the Foreign Producer, should be part of the presentation pitch. Shortlisted applicants for the pitching sessions will be notified by April 2024. Pitching sessions are planned to be held between April to May 2024.
- 6.5 Notification of Selection: If your project is selected after the pitching session, you will be notified by end May 2024 and invited to submit a formal application via email (refer to Stage 2). The Formal Application must be submitted within 6 months from IMDA's notification.

Stage 2 – Formal Application (Official Application)

- 6.6 Each individual project application must be submitted to caro@imda.gov.sg. If an Applicant has more than one selected project, each project must be submitted as a separate application.
- 6.7 All required supporting documents listed in the Application Form must be submitted together with the Application Form. The Letter of Intent or Commitment or minimum

⁴ Link and dates of the proposal submission window will be published on IMDA's website.

guarantee from the International Broadcast Platform and the full script must be submitted by November 2024.

- 6.8 IMDA reserves the right to request for additional supporting documents to be submitted as part of the application, as deemed necessary for assessment of the project.
- 6.9 If the application is approved by IMDA, a Letter of Offer will be issued. The Applicant will need to formally accept the Letter of Offer by signing and replying to caro@imda.gov.sg by the deadline specified on the Letter before any claim can be made.

7. Project Completion

- 7.1 The Applicant (Grant Recipient) will be required to complete the project and provide documentary proof⁵ to confirm the release (with indicative release date) of the series on at least one International Broadcast Platform by **30 September 2026**.
- 7.2 The content must also be made available to viewers within the Singapore territory on a free-to-access platform on a simultaneous or staggered release basis. The proof of release on a free-to-access platform within the Singapore territory should be submitted to IMDA within 3 months after its release.
- 7.3 Content for the platforms available in Singapore must meet the relevant IMDA Content Codes for these platforms.

8. Site Visit / Spot Check

- 8.1 IMDA reserves the right to conduct site visits to observe the production process. Grant recipients must allow access of premises to IMDA for the purposes of the site visits.

9. Change Request

- 9.1 If there are foreseeable changes to project timelines and deliverables, please submit a request to IMDA at least 2 months in advance of the deadlines by emailing the IMDA officer in charge of your project. Change requests should only be made under exceptional circumstances, and all requests are subject to IMDA's approval.

⁵ A copy of the distribution agreement between the Grant Recipient and the broadcast platform partner will have to be submitted to IMDA by 30 September 2026.

10. Others

10.1 If you have any enquiries, please submit your enquiry via email to PSM_Submissions@mda.gov.sg.