



**INFOCOMM MEDIA DEVELOPMENT AUTHORITY OF
SINGAPORE (IMDA)**

REQUEST FOR INFORMATION:

**ONLINE CREATORS EVENT UNDER
SINGAPORE MEDIA FESTIVAL**

Issued on 13 March 2023

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1.0 Request For Information (RFI)

1.1 Background

- 1.1.1 The Singapore Media Festival (SMF) is hosted by IMDA and is one of Asia’s leading media events, bringing together professionals in the film, television, and digital media industries. The festival will see programmes, workshops, and initiatives across film, television, and digital and immersive media. It provides an opportunity for the industry to meet and discover the latest trends, talents, and content in Asia for film, TV, and new media. IMDA works closely with the identified key media event partners to enhance the quality of programming and to attract the right calibre and mix of international/local media professionals to the event(s). The SMF event will take place from 30 Nov to 10 Dec this year.
- 1.1.2 The long-term ambition for SMF is to be Asia’s flagship international media event that amplifies Singapore’s media industry development through the facilitation and development of international projects, co-productions, and deals in and outside the event. With an overall attendance of over 44,000, the 2022 festival line-up included (i) regional TV & film marketplace, Asia TV Forum & Market|Screen Singapore (ATF|SS); (ii) the largest and longest-running Southeast Asian film event, Singapore International Film Festival (SGIFF); (iii) pop culture event Singapore Comic Con and (iv) the new media event connecting and showcasing online creators, CreatorWorld.
- 1.1.3 Starting from this year’s SMF, IMDA is keen to explore a new industry-driven event between 30 Nov and 3 Dec 2023 for the creator economy and would like to invite interested parties to submit their proposals for the event. The event should help to achieve IMDA’s objectives for SMF and IMDA’s envisaged outcomes for the creator economy.

1.2 Objectives of RFI

- 1.2.1 IMDA invites interested parties to submit a detailed proposal for the Online Creator Event (“Event”) that can achieve the following:
- 1.2.1.1 Convene global New Media ecosystem players to grow the reach of Singapore-based players and anchor more global brand investments in Singapore. These ecosystem players include content creators, multi-channel networks (MCNs), influencer agencies, platforms, and other media partners.
 - 1.2.1.2 Position Singapore as the place where brands can have access to local and regional creators & talent agencies in the online space
 - 1.2.1.3 Provide value to creators that will give them the opportunity to upgrade their capabilities, grow their reach, and meet with brands

- 1.2.1.4 Deliver a sustainable annual Event IP (equivalent to VidCon US) anchored in Singapore as a permanent new media pillar under SMF
- 1.2.2 This RFI is a mechanism for gathering concept proposals for the Event and facilitating follow-up discussions with partners of the submitted proposals. It does not constitute a procurement process, nor does it create any binding obligations on IMDA.
- 1.2.3 The information you provide will be used for IMDA to determine which proposal will best achieve IMDA’s objectives for SMF and the creator economy, and assess the support required to deliver this Event.
- 1.2.4 Upon the conclusion of the RFI and depending on IMDA’s assessment of submitted proposals under Section 3, IMDA may engage selected parties, to discuss their proposal in greater detail. IMDA may be open to providing support, which may include the consideration of funding assessment, amongst other support that could be rendered. Only submissions for this RFI will be shortlisted and eligible for funding consideration.

2.0 Submission of Information

- 2.1.1 The submission should address the objectives of this RFI, in addition to the information requested in **Section 3 Requirements for Event**.
- 2.1.2 IMDA is open to interested parties partnering with other partners for this Event, including existing Event IP owners, if that facilitates better outcomes. We welcome foreign companies to respond to this RFI as well. However, we encourage foreign entities to enter partnerships with Singapore company(s).

3.0 Requirements for Online Creators Event

3.1 Introduction

- 3.1.1 In about a decade, the global creator economy is expected to grow into a trillion-dollar industry¹. In Singapore, the creator market is expected to grow at a pace of about 18%, exceeding the projected annual growth of the Global market². This indicates significant potential for Singapore especially since Singapore is home to the APAC headquarters of major brands. To spur the growth of Singapore’s creator economy

¹ 15 Mar 2021, “[The State of the Creator Economy \(2021\)](#)”, Influencer Marketing Hub

² IMDA New Media Study, 2022 by PWC

and identify the key success factors of a value-capturing creator economy, IMDA launched a pilot Programme last year to support local creators to expand overseas through training and mentorship. The training under the pilot projects was identified to build creators' capabilities in core areas to capture more monetisation opportunities. These capabilities include content strategy, audience engagement, brand and platform monetisation, data analytics, and brand pitching.

3.1.2 To further shape and grow the local creator economy, the Event should be designed to achieve the following:

- Attract high-caliber speakers to build Singapore's credentials as the thought leader for the online creator space (forward-looking discussions about the creator economy)
- Facilitate opportunities for local creators (including dedicated efforts for macro and celebrity status creators) to connect and secure global/regional brand deals
- Create opportunities for local talent agencies and MCNs to grow their network of regional creators
- Showcase local creators and grow their reach (discoverability)
- Establish Singapore as the regional creator hub

3.1.3 IMDA envisages that this Event would deliver a B2B2C experience. The Event must be able to generate buzz for Singapore and command the attendance of relevant stakeholders in the creator economy including global brands, consumers, fans, media partners, and creators. This Event should also be commercially viable. IMDA is prepared to co-invest in this Event over a reasonable period, with partners who can demonstrate growth trajectories that are aligned to achieving IMDA's objectives for SMF and the creator economy.

3.2 Scope and Content of the Proposal

3.2.1 The submission should come in the form of a business proposal that should address the following key areas:

- Description of company's (and partner's, if any) background which includes but not limited to
 - Company history and vision
 - Size of employees and areas of expertise
 - Key financials, monetisation models, and target markets
 - Product/Service offering and value propositions
 - Events Portfolio (Description of events, role, and KPIs achieved)
- The proposal should outline the company's motivation and overall concept for the proposed Event which includes:
 - Description of the Event Concept including venue specifications i.e., floorplan, size, and capacity of the proposed venue

- Articulation of the company’s current and longer-term plan (up to 3 years) and the envisaged outcomes in building a new Event IP. Detail how the first-year Event IP will build the foundation for the next stages of a potential multi-year Event.
- Programme details that address para 3.1.2.
- Potential roadblocks and barriers to success
- Proposed Key Performing Indicators: Company is to provide information on key performance indicators, both quantitative and qualitative, which could be used to measure the success of the Event.
- Revenue and Cost Projections
 - The proposal must include an annual pro forma P&L that reflects the projected key revenue streams and operating expenses (including manpower and venue rental) for the upcoming **3 years**. Please also include all planned seed funding sources, and partnerships [both local and overseas], if any.
 - Provide a detailed cost breakdown of the projected Capital Expenditure (CapEx), if any, including the hardware and software cost required to run the Event.
- The proposal should detail the timeline to hold the inaugural Event at SMF 2023. Where applicable, the proposal should indicate the key milestones around Event planning, fundraising and sponsorships, marketing, and other critical activities that may impact delivery.
- Any other information that may be useful to support your business plan, such as key differentiating factors.

3.2.2 IMDA may engage RFI respondents for future engagements relating to inputs and feedback about the creator ecosystem in Singapore.

3.3 General Information

3.3.1 The following general information should also be included in the submission. Please note that IMDA will be contacting you through the contact details listed here:

Company/Institute name:	
Company/Institute address:	
Company/Institute mailing address:	
Nature of Business, Company Profile and Track Record	SSIC (Primary Activity):
	SSIC (Secondary Activity if any):

Name of point of contact (POC):	Designation:
Phone number:	
Email address of POC:	
Summary of Submission (max 500 words):	

4.0 Important notice

4.1 RFI Timeline

4.1.1 The RFI timeline is as follows:

Publish of Request for Information (RFI) on IMDA's Website	13 March 2023
Industry Briefing Session	17 March 2023 1000hrs to 1200hrs IMDA Office
Closing date of submission	6 April 2023 at 1500hrs

4.1.2 An industry briefing session for this RFI will be held at IMDA on 17 Mar, 10am – 12pm for interested respondents. Please register your interest via this [link](#).

4.2 Contact Details for Clarifications on RFI

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We will reply to general enquiries within 3 working days. However, depending on the nature and complexity of the issues raised, we may require more time to respond to you.

4.3 Intellectual Property Rights

- 4.3.1 All intellectual property rights in this RFI and all materials provided by IMDA in connection with this RFI are and shall remain the property of IMDA.

4.4 Confidentiality of Information

- 4.4.1 IMDA may require any party receiving confidential information from IMDA in relation to or arising from this RFI to sign a written non-disclosure agreement setting out such party's confidentiality obligations in relation to such confidential information.
- 4.4.2 IMDA accepts no liability or obligation in relation to any confidential information disclosed to IMDA by a Participant pursuant to this RFI unless otherwise agreed by IMDA in a written non-disclosure agreement setting out IMDA's confidentiality obligations in relation to such confidential information.

4.5 Closing date of submission

- 4.5.1 The closing date of the submission is **6 April 2023** at 1500hrs. Please submit your proposals to form.sg on or prior to the submission deadline. We will follow up with additional questions directly after the submission deadline through the contact details you provided. Clarification sessions with selected respondents will commence on **17 April 2023**.
- 4.5.2 Please note that all submissions are strictly limited to the form.gov.sg portal. All other modes of submission (i.e., email), will not be entertained.