

ANNEX E

FACT SHEET

"STOREYS" COLLABORATIVE INITIATIVE BETWEEN CREATIVESATWORK AND IMDA

Media agency CreativesAtWork, supported by the Infocomm Media Development Authority (IMDA), has launched a new initiative called "STOREYS" to discover, fund and promote independent content creators. The initiative is part of IMDA's efforts to extend the reach of public service content to digital platforms.

Under the theme "Framing a Better Home", the initiative encourages content creators to create impactful stories to drive positive social change in Singapore, under the following categories: Community, Elderly, Environment, Family, Underprivileged and Youth.

Seven independent local content creators have already joined new initiative: Singapore actor and online personality Andie Chen, up-and-coming digital content creator Jaze Phua, and independent filmmakers Anshul Tiwari, Clare Chong, Derrick Lui, Ghazi Alqudyy and Stanley Xu. These local content creators will choose a social theme and create compelling stories with a positive message to drive social change in our local community. CreativesAtWork has launched an open call-for-entries to invite another eight other content creators to participate in this national social impact journey.

Selected content creators will receive guidance from award-winning mentors, such as Nas Daily, vlogger and creator of popular video series Nas Daily; and Josiah Ng, Head of Film and Social Content at advertising firm DDB Group Singapore, in creating a video based on their chosen cause. IMDA will provide content creators with a six-month access to PIXEL's co-working space and production facilities, such as video and audio studios, film production equipment and editing software.

The completed videos will be shared online through social media, with the final eight story submissions selected based on panel evaluation and audience voting. The short film with the highest number of local views will receive funding to produce a second video. STOREYS aims to distribute these stories to global audiences, by submitting the videos to international film festivals.

Submissions for "STOREYS" will close on 13 August, and the selection will take place from 14 to 31 August 2019. Mentorship and production will commence from September till December 2019. The final videos will be released from January 2020.

For more information about STOREYS and to submit your original stories, please visit www.storeys.video

About CreativesAtWork

Based in Asia, CreativesAtWork is a media agency that brings together project owners and media freelancers from all over the world. We work with top-performing media freelancers to provide a complete solution to every project owner's content creations' needs and requirements. To find out more about us, please visit www.creativesatwork.asia and follow us on Facebook @creativesatwork.asia

About the Infocomm Media Development Authority (IMDA)

The Infocomm Media Development Authority (IMDA) leads Singapore's digital transformation with infocomm media. To do this, IMDA will develop a dynamic digital economy and a cohesive digital society, driven by an exceptional infocomm media (ICM) ecosystem – by developing talent, strengthening business capabilities, and enhancing Singapore's ICM infrastructure. IMDA also regulates the telecommunications and media sectors to safeguard consumer interests while fostering a pro-business environment, and enhances Singapore's data protection regime through the Personal Data Protection Commission. For more news and information, visit www.imda.gov.sg or follow IMDA on Facebook and Twitter @IMDAsg.

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