

Public Service Content Fund to Spur Local Media Productions

IMDA launched a new \$8 million Public Service Content (PSC) Fund to catalyse more projects that can benefit local media companies and professionals in the coming months. Under this initiative, Mediacorp, Vidsee and SPH will commission short-form content for their digital platforms through Calls for Proposal (CFP). Up to \$150,000 in funding will be available per project per call. Mediacorp will be launching the first CFP on 23 April 2020. Media companies and talents can take advantage of this circuit breaker period to put together their proposals and start production work when restrictions are lifted.

The \$8 million PSC Fund comes on the back of an earlier \$1 million fund launched by IMDA in March 2020 (“Content Fund to Support SG United”). The fund was well-subscribed with close to twenty proposals from local creators. Five videos have since been released¹, and the full slate of videos will be made available progressively.

Criteria for application of Public Service Content Fund

Singapore-registered media/production companies with a proven track record in local content production over the last three years and which have adopted the Tripartite Standard on the Procurement of Services from Media Freelancers may apply for the Call-for-Proposals from commissioning partners of the Fund.

Proposals should fulfil the following criteria:

- Short form digital content (single video or a slate of videos) with minimum duration of 10-minute per video (standard rate of \$25,000 per video will apply)
- Creative concepts that meet any of the six Public Service Broadcast objectives²
- In any of the four official languages and any genre, with some flexibility for dialect content, but dialect should not form the bulk of the funded slate
- Funded content should not exceed PG13 classification in accordance with the Content Code for Over-the-Top, Video-on-demand and Niche Services to allow for widest possible reach

¹ See the Content Fund to Support SG United videos at:

https://m.facebook.com/story.php?story_fbid=2571780983069582&id=1459945444253147
https://m.youtube.com/watch?fbclid=IwAR1QIraCmM3P_vXuD2mfJ1VDJo3QZaLjZLFnpvQX4F5JpHVo_SDmcQ28Po&v=1D7_kJhnoyl&feature=youtu.be
<https://vimeo.com/404883134>
<https://www.facebook.com/noontalk/videos/1680816045404260/>
<https://youtu.be/F8WqF0Y3JoU>

² PSB aims to foster a connected society through quality, engaging and informative public service content with reach and impact. PSB programmes serve the following national and social interest objectives:

- a. Promote positive social values important to Singapore and Singaporeans
- b. Celebrate our culture and heritage and/or promote cross-cultural awareness
- c. Promote racial and religious harmony
- d. Promote the Singapore identity
- e. Stimulate knowledge and learning, including factual and educational programmes targeting children, youth and the general population;
- f. Foster an informed society via news, information and analysis of current affairs that increase understanding of the world.