

# Chairman's Message



## Mr Chan Yeng Kit

Chairman, IMDA  
Permanent Secretary (Defence)  
Ministry of Defence

Worldwide, digital transformation is changing the way businesses operate, creating new growth prospects and providing new opportunities for businesses and individuals alike. It's a time of both challenges and opportunities, and Singapore must prepare our businesses, workers and people for the growing digital economy.

To seize the unprecedented possibilities, IMDA launched the Digital Economy Framework for Action in May 2018. This living document aims to guide our collective way forward to enhance Singapore's digital competitiveness and become a global node in Asia. It is a call to action to go digital.

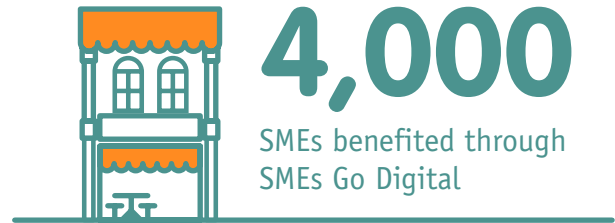
Throughout 2018, IMDA has focused on the Framework's three pillars – accelerate, compete and transform. At the same time, we have worked hard to strengthen the enablers that will support these pillars of growth.

It is heartening to note that Singapore has made good progress in this important journey in the past year.

### Accelerating the Digitalisation of Our Industries

The first strategic priority is centred on giving every business the opportunity to be a digital one. This is particularly critical for our small and medium enterprises (SMEs).

Building on the successful SMEs Go Digital programme introduced in 2017, we launched Start Digital in January 2019, in partnership with Enterprise Singapore (ESG). By offering affordable, modular, easy-to-use basic digital solutions, we hope to make it less daunting for business owners to take the first step towards digital transformation.



We also need shifts at the system level, to be better prepared for the digital economy. In May 2018, IMDA became the first national authority in Asia to adopt the Pan-European Public Procurement On-Line (PEPPOL) Standard for exchanging machine-readable e-documents such as e-invoices. Such standards allow businesses to work more efficiently in an increasingly digital world.

At the same time, in partnership with the Monetary Authority of Singapore, we launched the Singapore Quick Response Code (SGQR). A world first, it combines multiple payment QR codes into a single QR label, simplifying QR-based mobile payments for consumers and merchants.



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## Integrating Ecosystems to Build Competitiveness

New opportunities are created when different sectors converge. As the second strategic priority, IMDA is taking steps to create an environment conducive for innovation and help businesses target new markets using digital technologies. For instance, through the launch of our Open Innovation Platform (OIP) in May 2018, and the Digital Services Lab (DSL) in November, we are further strengthening a community of innovators.

A structured innovation process, the OIP facilitates collaboration between problem owners and Infocomm Media (ICM) companies to accelerate the development of innovative, new and scalable solutions that address real business problems. Meanwhile, the DSL will share early-stage development risks faced by industries in the development of new technology solutions, strengthening technology translation.

## Transforming our ICM sector

The third strategic priority is to bolster Singapore's ICM sector, to develop digital capabilities for the future. To this end, we continue to work on emerging technologies such as Artificial Intelligence (AI).

For instance, AI Singapore and IMDA jointly launched new initiatives to enable 12,000 more people to acquire AI know-how. Through IMDA's Model AI Governance Framework — the first in Asia — private sector organisations will also be able to access detailed guidelines on how AI can be ethically and responsibly used, when deploying AI solutions. This is key to a future where AI plays a central role in our lives.



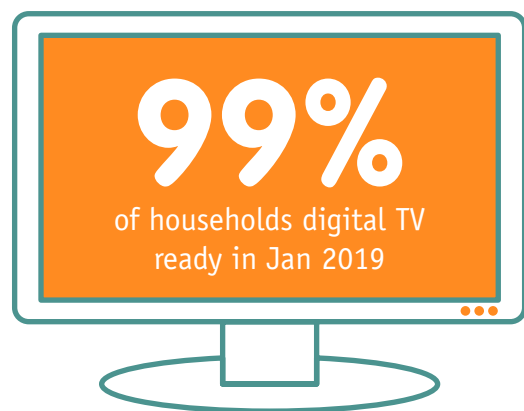
## Facilitating Competition, Safeguarding Our Consumers' Interests

As Singapore grows as a digital society, future-ready policies and infrastructure will need to be in place, not only to protect public interest and build trust, but to also keep pace with innovation and digitalising trends.

For example, as data portability is of growing interest globally, the PDPC issued a data portability discussion paper to provide greater clarity of its benefits. In 2018, we also launched a public consultation to seek views on a proposed converged competition code for the telecom and media markets.

During the year in August, PDPC also updated its Advisory Guidelines to require organisations not to indiscriminately collect, use, retain or disclose National Registration Identity Card and other national identification numbers.

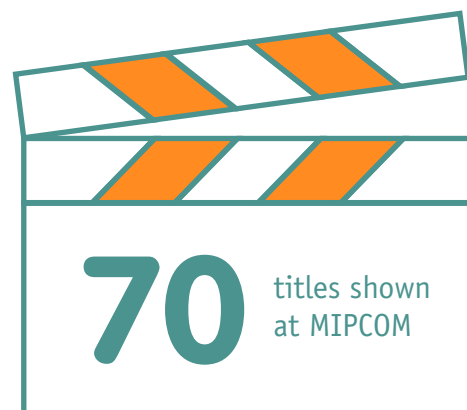
To foster an environment for tomorrow's digital businesses, we seek to create the right regulatory environment to support a vibrant, innovative and competitive ICM industry. Following IMDA's decision to facilitate the entry of a new mobile operator, TPG Telecom launched its service trial in December 2018, providing consumers with more choice as Singapore's fourth mobile operator.



## Compelling Content Made for the World

The past year has also seen progress in "Made-with-Singapore" content, which has placed our local talent and companies on the global map.

In a year where content from Asia was the highlight of the industry, we brought 19 Singapore media companies to MIPCOM in October 2018, supporting their reach globally.



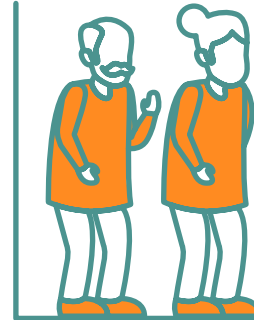


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**460  
hours**

of stories from  
SG and Asia



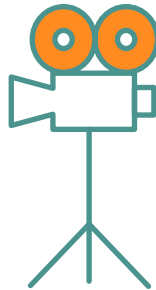
**2,000**

seniors reached

More than

**23,000**

media professionals and enthusiasts  
of TV and film visit Singapore



In April 2018, IMDA organised the second instalment of the TECH4Community Festival together with SGTech, which attracted more than 15,000 visitors. Around 250 volunteers provided hands-on activities to showcase the use of technology in everyday life. IMDA also signed an MOU with the Institute of Technical Education to further collaborate on efforts to equip citizens with basic digital skills and promote coding and digital making in the community.

Being digitally ready is also about having the knowledge and awareness to be secure, alert, and responsible online. With "Digital Defence" as the sixth pillar of Total Defence this year, we launched a new Lab On Wheels Cybersecurity bus. Aimed at engaging schools and communities, visitors can learn about protecting themselves online and the importance of digital defence.

And on January 1, 2019, Singapore's free-to-air TV signals went fully digital, enabling Singapore TV audiences to enjoy better quality video signals. As part of our efforts to make it easy for households to make the switch, IMDA also provided eligible households with Digital TV Starter Kits.

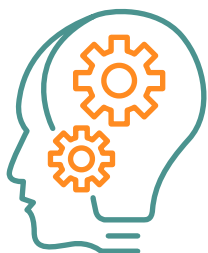
## Building an Inclusive, Savvy Digital Society

Digitalisation will have a profound impact on our society. We must therefore take an inclusive approach. Throughout the year, we worked with our partners to help more members of our society, young and old, across all digital skill levels, enjoy the benefits brought about by technology.

For example, as part of the Silver Infocomm Initiative (SII), IMDA held the first e-Payment Learning Journey in May 2018, in partnership with DBS, LTA, NETS, OCBC Bank, TransitLink, and UOB, which helped teach seniors how to make digital transactions.

Transforming businesses and the economy, building capabilities, protecting consumers - they have been important achievements and exciting times for us. These achievements are fruits of hard work and support of our Board Members, respective Advisory Committees, Senior Management as well as each member of the IMDA team.

I would like to take this opportunity to thank all of you for your contributions and encourage everyone to continue creating and driving Singapore's digital future together.



**50**

Learning Journeys held