

**INFOCOMM  
MEDIA**

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**SUPPLEMENTARY INFORMATION**

# FOREWORD

In 2025, we envision a Singapore transformed for the better by infocomm media. It will be a nation where people live meaningful and fulfilling lives enabled by technology, and where there are exciting opportunities for all. It will be a place where infocomm media enables a **better quality of life** for our people through world-class connectivity, compelling local content, and technologies to make everyday lives smoother and more convenient. It will be a living lab for entrepreneurs, growth companies and multi-national corporations in the infocomm media space where they continually experiment and innovate to contribute to **sustainable and quality economic growth**.

To realise these desired outcomes, the Infocomm Media 2025 report sets out to create a globally competitive infocomm media ecosystem that **enables and complements Singapore's Smart Nation vision**. This ecosystem supports our people and enterprises in tapping on infocomm media to **effect economic and social transformation**, and to **create enriching and compelling content** to help bind our communities and foster a common identity.

The report does not prescribe specific technologies or solutions to develop because technology will continue to advance at a breakneck pace. Instead, it articulates broad strategic thrusts and key initiatives to address the national challenges we need to solve – improving productivity growth, creating high-skilled jobs, supporting an aging population and fostering a cohesive society – as well as to achieve transformational changes at the national level. The broad strategies are:

- (1) Capitalise on Data, Advanced Communications and Computational Technologies to bring about a quantum leap in our economic competitiveness.
- (2) Nurture an infocomm media ecosystem that encourages risk-taking and continuous experimentation to create Singapore-made content, products and services.
- (3) Connect people through infocomm media to enhance the quality of life in Singapore and foster a stronger Singaporean identity.

This three-part annex is an extension of the Infocomm Media 2025 report. It provides more details on the broad directions and initiatives in the following key areas:

**Technology and R&D Roadmaps:** This section projects the industry's view of how technologies in six key areas will evolve and be adopted. It also recommends opportunities where R&D can lead to innovations that will help Singapore overcome our national challenges and give us a competitive advantage globally.

**Manpower Development:** This section highlights the manpower landscape and trends in the infocomm media sector. It also details measures to equip our workforce with the knowledge and skills needed to perform in high-value infocomm media jobs. Despite increasing convergence in the infocomm media space, the issues facing the infocomm and media sectors are currently still distinct, and so our manpower development plans are customised for these respective sectors. Nonetheless, both plans aim to enable all segments of our infocomm media workforce, from new entrants to freelancers, to constantly refresh their skillsets and competencies as well as to be able to harness the power of infocomm media.

**Economic and Social Transformation:** This section describes the potential applications of infocomm media in nine areas over a 10-year time horizon. These areas are Health and Wellness, Education, Community and Social Services, Transport, Financial Services, Logistics, Digital Advertising, Manufacturing and e-Commerce.