

ANNEX A

IMDA boosts Singapore media companies to showrun and co-create Made-with-Singapore content with global media companies

IMDA has enhanced its Capability Partnership Programme (CPP) which will allow Singapore media companies (typically SMEs¹) to strengthen their overall creative and management control of content as they partner with global media companies to co-create premium content.

The step-up focus to empower SMEs with regional ambition complements the existing strategy where IMDA continues to proactively encourage reputable, market-leading MNCs² to collaborate with media SMEs and to leverage their expertise to strengthen capabilities and business networks of local media talent and SMEs in our ecosystem.

The first of such company-led partnerships include:

- **Beach House Pictures**, which is creating a slate of factual premium content for OTT platforms and broadcasters, the first of which is “Lift The Ice” with **CuriosityStream**.
- **Clover Films**, which will be working with **iQIYI** on a slate of online films, with the first two films *Reunion Dinner* and *Confinement* to premiere on the platform in China in 2022 and the remaining films in 2023

mm2 Entertainment will also be working on a strong slate of quality films targeted for the North Asia market. This includes an adaptation of popular Singapore IP *I Not Stupid* with **J Team Productions** and an adaption of Korean IP *Hello Ghost* with **Stardust Pictures**. These films are scheduled for release in 2023.

Existing CPP partners such as **KC Global Media Asia** continue to invest in original content by green lighting the development of a sci-fi live-action series and a sci-fi/fantasy animation series, and will be partnering select local SMEs as showrunners for these IPs.

The series of collaborations with the new and existing partners are expected to benefit more than 80 local SMEs and over 500 media talent through job creation and opportunities for upskilling in the next two years. Local companies and talent will be able to grow their capabilities, innovate with new formats and platforms, and showcase their works internationally.

Quotes from Partners

Beach House Pictures founders Jocelyn Little & Donovan Chan said, “This is an incredibly timely and generous commitment from the IMDA to supercharge Singapore’s and Beach House Pictures’ expansion internationally. As we continue to produce premium content with the rising tide of streamers from China to the US, and as we maintain our position as one of the largest independent producers in Asia, it’s vital to increase our ability to take a seat at the table and retain IP for long term growth.”

¹ SMEs stand for Small Medium Enterprises.

² MNCs stand for Multinational Companies.

Clover Films' Managing Director Mr Lim Teck said, "We at Clover Films are proud to be among the first companies in Singapore to be part of the Capability Partnership Programme and this gives us confidence to pursue more ambitious projects that will add value to the local media industry. We believe that this programme by IMDA will definitely benefit the entire Singapore media industry in the years to come!"

"Now that the COVID-19 situation is stabilising, and as we continue to see positive trends in the markets for strong Asian content, mm2 will be moving forward with our production plans to grow the local media industry and develop local talents for the regional markets. The Capability Partnership Programme has helped supplement our efforts to bring Singaporean talents and IPs to the next level. This slate of films will be a great opportunity for local talents and companies to expand their portfolios and level up their skillsets to meet the creative and commercial demands of the regional markets and beyond," says Mr Ng Say Yong, Chief Content Officer at **mm2 Asia**.

About Capability Partnership Programme

Launched in 2018, the Capability Partnership Programme enables IMDA to proactively encourage reputable, market-leading MNCs to collaborate with our SMEs and to leverage on their expertise to strengthen capabilities and business networks of local media talent and SMEs in our ecosystem. This had led to many successful partnerships with global media companies including WarnerMedia and CJ ENM Hong Kong (Regional Office of Korean media conglomerate CJ ENM) to co-create content for global audiences.

For example, WarnerMedia has embarked on two HBO Asia Originals "Forbidden" and "Folklore" Season 2 with two Singapore companies Infocus Asia and Zhao Wei Films respectively. CJ ENM HK is working with three Singapore companies Zhao Wei Films, Mocha Chai Laboratories and Akanga Film Asia on three series "Flavours of Fate" (formerly known as "Hungry Souls"), "Venus on Mars" and "Deep End" respectively, which are set to be streamed to global audiences from 2023.

