

Fact Sheet

THE MEDIA INDUSTRY DIGITAL PLAN

The Media industry currently consists of approximately 2,200 establishments and contributes \$2.4 billion value added (VA) to Singapore's economy. Technological advancements continue to transform every aspect of the Media industry, from artist and concept development, to the way audiences consume content. Using the right technology can help the Media industry to create compelling, cost-effective content, and improve production efficiency.

The Infocomm Media Industry Transformation Map (ICM ITM), launched in 2017, aims to build a strong ICM core with capabilities in frontier technologies within our ecosystem.

The Media Industry Digital Plan (IDP), aligned to the ITM, is part of the SMEs Go Digital Programme that makes going digital simple for small and medium enterprises (SMEs)¹.



SG:D | SMEs GO DIGITAL

3 STEPS TO GO DIGITAL

1 | Is your business digital-ready?
Find out using the Industry Digital Plan (IDP) for your sector.

2 | How do you get started?
Take up pre-approved solutions with grant support.

3 | Where can you get help?
Contact the nearest SME Centre for support.

For more information
Scan the QR code or visit www.imda.gov.sg/SMEsGoDigital

Support available

- Consultancy Services (SME Digital Tech Hub)
- Project Management Services
- Pre-Approved Solutions
- Government Grants (e.g. Productivity Solutions Grant - PSG)

¹ Companies with at least 30% local shareholding; and group annual sales turnover of not more than \$100 million or group employment size of not more than 200 employees.

The SMEs Go Digital Programme comprises the following:

1. Industry Digital Plan

Media Industry Digital Plan

The Media IDP is developed by Infocomm Media Development Authority (IMDA), in consultation with industry associations and SkillsFuture Singapore (SSG). It supports local media enterprises and professionals to develop digital capabilities and thrive in the digital economy. To assess the digital readiness of their businesses, SMEs can use the IDP which is a step-by-step guide on the digital solutions to use at each stage of their growth. The IDP will be updated over time as the industry progresses and newer, more relevant technologies are introduced.

At the heart of the Media IDP is the **Digital Roadmap** that covers three areas: “Getting Digital Economy Ready”, “Growing in the Digital Economy” and “Leaping Ahead”. The roadmap includes a list of solutions relevant for SMEs in the Media industry for their digital journey. It also outlines the training required to raise their employees’ digital skills.



Business Capabilities
Customer Relationship Management, Enterprise Planning, Human Resources/Staff Appraisal, Payroll, Contract and Quotation, e-Invoice and Inventory Management

The training roadmap in the Media IDP provides a list of training courses that supports the development of digital skills corresponding to the Digital Roadmap. These training courses will allow local media enterprises and professionals to build deeper capabilities and upskill to keep pace with industry changes. The digital skills identified in the Media IDP are aligned to the Skills Framework for Media and the Skills Framework for Infocomm Technology.



Larger enterprises in the Media industry can also use the Digital Roadmap to guide their digital journey.

For more information on the Media IDP, please visit: www.imda.gov.sg/media-idp.

2. Consultancy Services

For a more comprehensive review of their business, SMEs can approach Business Advisors at their nearest **SME Centre**² for business diagnosis and advisory on digital solutions relevant to their operations. SMEs that require specialist consultancy on sophisticated technologies, such as data analytics and cyber security, will be referred to the Principal Consultants at the **SME Digital Tech Hub**. The tech hub complements the services of the SME Centres. These consultancy services are provided at no cost to SMEs.

3. Project Management Services

SMEs can also engage **Project Management Services**³ to support them in the implementation of digital solutions. Project managers can help with business processes re-engineering and job redesign to get the maximum benefits and have more sustainable outcomes from going digital.

4. Pre-approved Solutions

SMEs requiring productivity tools can pick from the list of pre-approved solutions on Tech Depot and receive grant support for eligible projects. Tech Depot (www.smeportal.sg/techdepot) is a one-stop, centralised platform aimed at improving SMEs' access to technology and digital solutions. SMEs can look forward to Media industry-specific solutions such as those for media production and contract management.

SMEs can also participate in digital sector projects that are shaped jointly by IMDA and the industry leaders. Such projects serve to pilot new digital solutions or platforms that have the potential to uplift the whole sector.

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² List of SME Centres can be found [here](#)

³ Digital Project Management Services can be accessed [here](#)

About 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 [IMDAsg](#) and Twitter [@IMDAsg](#).

For media clarifications, please contact:

Priscilla Gan
Communications and Marketing, IMDA
DID: (65) 6202 4417
Email: Priscilla_GAN@imda.gov.sg