

INFOCOMM MEDIA INDUSTRY TRANSFORMATION MAP (ITM)

Empowering the digital edge for our nation

SG:D
EMPOWERING POSSIBILITIES

IM INFOCOMM
MEDIA
DEVELOPMENT
AUTHORITY

OVERVIEW

ICM SECTOR AS A GROWTH MULTIPLIER FOR OUR NATION

2015–2020 TARGETS:



6% nominal value-added growth (Compound Annual Growth Rate)



To create more than **13,000** new PMET jobs



More than **210,000** ICM sector workers

The Infocomm Media Sector is enabling Singapore's digital transformation, harnessing the benefits that come with this digital economy:



Good jobs



Stronger businesses



Better quality of life



DRIVERS

3 KEY DRIVERS FOR DIGITAL TRANSFORMATION

1





GUIDING COMPANIES ACROSS SECTORS TO ADOPT TECH

- **Industry Digital Plans for SMEs**
Step-by-step guidance for SME to adopt digital tech solutions:
 - Industry Digital Guides
 - Sector-specific pre-approved digital solutions
 - Skills Frameworks
 - Spurring growth through sector-wide projects
- **SMEs Go Digital Programme**
Helping SMEs digitalise at each stage of growth with pre-approved solutions, support from SME Digital Tech Hub and partnerships
- **Cross-Sector Innovative Initiatives**
Bringing sectors together with solutions that boost productivity and catalyse digitalisation

SG:D | SMEs GO DIGITAL

2

EXPLORING NEW GROWTH AREAS BY LEVERAGING FRONTIER TECH

- Propelling growth through frontier technologies such as:
 - 
CYBERSECURITY
 - 
IMMERSIVE MEDIA
 - 
INTERNET OF THINGS
 - 
ARTIFICIAL INTELLIGENCE & DATA ANALYTICS
- A holistic approach to building a vibrant Artificial Intelligence (AI) ecosystem and a leading AI hub
 - Nurture talent
 - Promote adoption by businesses and transform industries
 - Grow tech capabilities
 - Pro-innovation regulations

3

STRENGTHENING A VIBRANT CORE OF ICM PROFESSIONALS & COMPANIES

- Growing Local Digital Champions
 - Preparing our people for the digital economy
Depth and breadth of support including training and professional development to equip our people with ICM skills
 - Enabling companies to grow with enhanced global recognition through Accreditation@SGD
- Tapping in to new market opportunities with strategic business partnerships

SG:D
ACCREDITED

GET STARTED ON YOUR JOURNEY OF DIGITAL TRANSFORMATION TODAY. FIND OUT MORE AT WWW.IMDA.GOV.SG/SGDIGITAL