

ANNEX A- ABOUT IMDA

Overview

The Info-communications Media Development Authority (IMDA) will be formally established on 1 October 2016 as a statutory board under the Ministry of Communications and Information. IMDA will be helmed by Mr Gabriel Lim, who will be concurrently Second Permanent Secretary (Communications and Information). IMDA will promote and regulate the infocomm media (ICM) sector. It will also promote and regulate data protection in Singapore through the Personal Data Protection Commission, which will be part of the new IMDA. IMDA will have a staff strength of approximately 850.

Our Role

2 Infocomm and media convergence offers many exciting opportunities for all Singaporeans and local companies. Leveraging the strengths of the Media Development Authority of Singapore (MDA) and the Infocomm Development Authority of Singapore (IDA), IMDA will **work closely with the industry and community** to create new opportunities for all.

3 IMDA will implement the Infocomm Media 2025 Plan, by developing talent, spurring innovation, and creating a vibrant ICM sector filled with exciting jobs and opportunities for our workers and companies. Towards this end, IMDA will **regulate the converged ICM sector** to foster fair competition and uphold community values. IMDA will also help build an inclusive and informed society through our Digital Inclusion and Media Literacy efforts. IMDA will also **strengthen public confidence and trust** in the private sector's use of personal data by enhancing personal data protection across all sectors. Through these efforts, IMDA will contribute towards our Smart Nation vision and improve the quality of lives for Singaporeans.

Our Focus Areas

4 Our focus areas are as follows:

- Develop a competitive ICM sector and a strong ICM talent pipeline
- Power innovation and economic growth through ICM
- Build a trusted business environment and uphold consumer interest
- Connect people and communities to quality local media content and ICM solutions

Our Structure

5 The vision of IMDA will be achieved through three key pillars – Industry Development; Regulation; as well as Community Outreach & Engagement.

A. Industry Development

6 The Industry Group strategises, plans and executes IMDA's industry development efforts, in line with the Infocomm Media 2025 Plan. It will support companies of all sizes and individuals of all ages to seize opportunities in ICM. For **businesses**, IMDA will continue to grow the Infocomm and Media industries and power sector innovation through the use of ICM. For **individuals**, we will also drive the ICM manpower development plans to ensure both young talent and seasoned professionals continue to have good jobs and exciting opportunities.

7 IMDA will set up integrated industry platforms for ICM players to work together. It will also help companies thrive in a digital future by strengthening their capabilities and promoting innovation. IMDA will also expand our ICM **infrastructure**, such as HetNet and Wireless@SG, to achieve more seamless and reliable connectivity. As data becomes a more critical resource, IMDA will enhance our ability to manage and process data, such as by investing in more Data Centre Parks, setting up cross-border data bridges and implementing the Singapore Television Audience Measurement (SG-TAM).

B. Regulation

8 The Regulatory Group is responsible for putting in place the requisite regulatory frameworks to:

- Formulate and administer policies that create a vibrant and conducive ICM business environment
- Protect consumers and ensure quality ICM service delivery
- Reflect community standards and norms in our content classification frameworks
- Promote and uphold consumer data protection

9 The Group will also update existing legislation in light of technological advances. These include the Telecommunications Act, Films Act and Broadcasting Act.

10 Moving forward, IMDA will also work towards harmonising the media and telecommunication regulatory frameworks for greater consistency and clarity for our licensees and consumers.

C. Community Outreach & Engagement

11 IMDA will continue to support Public Service Broadcasting (PSB) to bond communities through compelling local content. IMDA will continue to contribute to an inclusive society by assisting lower-income households through our Home Access Programme and Digital TV Assistance Package. IMDA will also strengthen our outreach efforts to educate the public on the use of ICT, promote infocomm and media literacy, and strengthen cyber wellness.

For media clarification, please contact:

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