

CALL FOR SUBMISSION FOR DIGITAL PLATFORMS

The Infocomm Media Development Authority (IMDA) is driving Singapore's progress towards a digital economy for a Smart Nation, by collaborating with industry to drive sectoral digitalisation and catalyse the adoption of disruptive technologies through solutions with the potential to scale.

One such area is in Artificial Intelligence (AI) and Data Science. AI can bring massive changes to how people work and live, and has been described at a talk in the Stanford MSx Future Forum as the "new electricity"¹ in its ability to transform industries. It will not only allow companies to do things differently/more efficiently, but also enable different business models and new innovations.

Platforms as the next disruptor

Technology-enabled, platform-driven ecosystems which tap on these are expected to be critical components for digital transformation² of enterprises and help give rise to the next wave of disruptive innovation, according to studies³.

While currently seen primarily in business-to-consumer models, IDC predicts more than 50 percent of MNCs to be either creating their own platform-based business model, or partnering with industry to do so, by 2018⁴, as the business-to-business ecosystem grows.

Such platforms utilise AI to generate value for enterprises, and a McKinsey survey⁵ suggests that proactive AI adopters already have between three to 15 percent higher profit margins than their peers in most industry sectors.

Examples of such platform models in the business-to-consumer sphere include Airbnb in travel, Uber and Grab in transport, Upwork in the labour and professional services industry, or Kickstarter in finance.

¹ <http://news.stanford.edu/thedish/2017/03/14/andrew-ng-why-ai-is-the-new-electricity/>

² "What is a Platform (and Why Should I Care)?", Institute for Digital Transformation, 2016, <https://www.institutefordigitaltransformation.org/what-is-a-platform-and-why-should-i-care/>

³ Accenture Technology Vision 2016 – People First: The Primacy of People in a Digital Age

⁴ "IDC Predicts the Emergence of "the DX Economy" in a Critical Period of Widespread Digital Transformation and Massive Scale Up of 3rd Platform Technologies in Every Industry," IDC, 2015

⁵ "Artificial Intelligence – The Next Digital Frontier", McKinsey Global Institute, 2017

Call for Submission for Digital Platforms

IMDA believes that the adoption of AI and Data Science will be a cornerstone of sectoral digitalisation, and is thus interested in working with industry partners to catalyse adoption through platform-driven ecosystems. We are thus opening a Call for Submission (CFS) to gather pre-qualified industry proposals on the matter.

In their proposal, industry partners are required to submit:

- Their draft proposals on how such a Digital Platform, or Platforms, could be commercially-managed and have long-term sustainability;
- How it could enable access to data;
- How it could enable access to and adoption of AI algorithms and solutions;
- How it could enable access to and adoption of digital products or services (such as digitisation of assets)

Submissions open from July 21 and close September 8 2017.

ISSUED BY THE INFOCOMM MEDIA DEVELOPMENT AUTHORITY

About Infocomm Media Development Authority (IMDA)

The Infocomm Media Development Authority (IMDA) will develop a vibrant, world-class infocomm media sector that drives the economy, connects people, bonds communities and powers Singapore's Smart Nation vision. IMDA does this by developing talent, strengthening business capabilities, and enhancing Singapore's ICT and media infrastructure. IMDA also regulates the telecommunications and media sectors to safeguard consumer interests while fostering a pro-business environment. IMDA also 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](#).

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