

Fact Sheet

FUTURE OF MEDIA STRATEGY

The Infocomm Media Development Authority (IMDA) recognises that there are new opportunities for Singapore's media industry to thrive in a digitally-driven environment. IMDA will roll-out programmes under the **Future of Media (FoM) strategy** to support local media enterprises and professionals in acquiring digital capabilities and partnering enterprises with an interest in creating content driven by data insights.

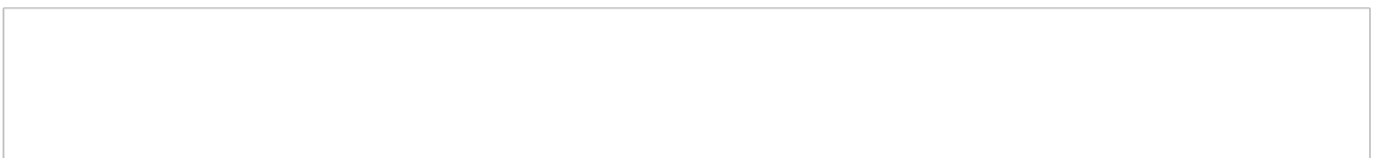
Through the **FoM strategy**, IMDA seeks to:

- i) **Enhance the art of storytelling by harnessing technology**, to enable our media enterprises and professionals to develop compelling content;
- ii) **Partner digital content platforms and integrated ecosystem players** to foster collaboration opportunities between these players and our local media companies;
- iii) **Showcase our talent, companies and Made-with-Singapore content** to foster demand for our companies' services and products.

PROGRAMMES UNDER THE FOM STRATEGY

The FoM strategy comprises two programmes, namely:

- i) Art & Science of Storytelling; and
- ii) Market & Audience Engagement.



A. Art & Science of Storytelling (A&S) Programme

The A&S programme seeks to enable our companies across all media sub-sectors to reap economic value from the growing demand for digitally-delivered content. This A&S programme builds on the industry's fundamental storytelling capability, to equip media enterprises and professionals with the know-how to harness data and technology to:

- i) Create more **engaging content through data-driven audience insights**;
- ii) Develop new content experiences **using technology**, e.g. augmented reality/virtual reality (AR/VR); and
- iii) **Monetise content IP** via new digital platforms.

IMDA will increase partnerships with integrated ecosystem players to:

- i) Accelerate the growth of local companies with the ambition to develop their digital capabilities and capture new monetisation opportunities;
- ii) Share industry best practices and know-how with local media enterprises and professionals;
- iii) Enable local media enterprises and professionals to better understand the needs of demand drivers in a digitally-driven environment and to create content that caters to growing audience consuming content via digital platforms.

Schemes under the **A&S programme** are:

- i) **Development Assistance**; and
- ii) **Production Assistance**

Development Assistance (D-Assist)

D-Assist was established to support the development of original and innovative content IP that has the potential for further commercialisation. The enhanced D-Assist takes a sharper focus on encouraging content innovation and development of original IPs for non-traditional

and new digital content platforms. D-Assist will support development costs of content ideas that exhibit potential distribution over new digital content platforms, and prototypes for media-related products and services.

Production Assistance (P-Assist)

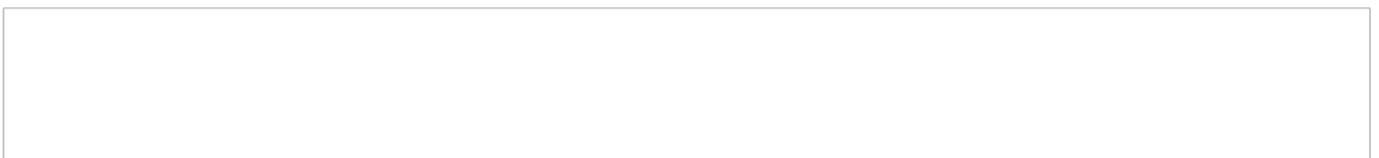
P-Assist was established to support the creation of content through co-productions that can travel internationally, and to upskill local media talents in key credited roles. The enhanced P-Assist aims to help companies develop original content IP that meet new market requirements with the rapid rise of new digital content platforms, increasing demand for quality compelling content and fast-changing consumer viewing habits. P-Assist will support projects that demonstrates use of data, technology and has distribution over new digital content platforms.

Market & Audience Engagement (MAE) Programme

The MAE programme aims to build audience appreciation and brand equity of Made-with-Singapore content.

The MAE programme will **promote Made-with-Singapore content and/or our talent** through consumer and trade campaigns/events, and/or **celebrate accolades/wins by Singapore media professionals**. As part of this programme, IMDA will execute a combination of broad-based promotional campaigns; award-centric campaigns; and market participation activities.

These efforts will help increase mindshare and marketability of Made-with-Singapore content and our talent locally and internationally.



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 and Twitter @IMDAsg.

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