

**Fact Sheet****2019 PAC Combined Report and 2019 PAC Choice List****The 2019 PAC Combined Report**

The Programme Advisory Committees (PACs) provide the IMDA with feedback on content standard matters and the range and quality of locally-produced Public Service Broadcast (PSB) content from a community perspective. The biennial Combined PAC Report 2019 is a consolidation of observations and recommendations from the four committees and captures the PACs' feedback on PSB content between April 2017 and March 2019 (FY17 and FY18).

In the last Combined Report, the PACs had called for greater consistency in the quality of scripting, more digital touchpoints for PSB and improvements in digital storytelling, to grow the reach of PSB content. In the period of review, the PACs have noted significant improvements/ progress in these areas, along with progress made to elevate the quality of information content. The broadcasters have also made efforts to uncover and groom local talents in the industry.

**Key Observations**

In the period of review, the PACs have observed positive developments such as experimentation with new technologies, explorations into new formats, and growth of PSB content on digital platforms in the delivery of PSB content. Here are the PAC's key observations on PSB content:

**1. Fresh Singapore stories offered online**

Members commended IMDA's efforts to extend the reach of PSB content and engage digital natives via partnerships with Vidsee and Clicknetwork, in addition to working with existing partners, Mediacorp and SPH, to produce more original PSB content for their online platforms. The short-form PSB content succeeded to uncover previously untold stories, lending greater variety to local content offerings. This included multi-lingual stories told from different perspectives and fresh narratives from interesting profiles.

**2. Embracing tech in storytelling**

PSB producers ventured into creating immersive experiences, through experimentations with Augmented/ Virtual Reality (AR/VR), as well as storyline expansions via apps and second screens. The innovative exploration of the Sci-Fi genre was also commended by the PACs.

**3. Strong storylines and multi-platform approach to engage audiences**

Well-developed plotlines, punchy scripts and convincing performances made for highly engaging and entertaining drama, which proved to be impactful in the case of Channel 5's long-running drama series, KIN. It also provided strong foundation for successful comedies, such as the adaptation of popular 70s radio play, ADUKKU VEETU

ANNASAMY (Vasantham) and FAM! (Channel 5), a series about a social influencer family.

Toggle series, DEREK, which delved into the psyche of a serial killer, was a successful online spin-off from Channel 5's TV series, CODE OF LAW (Season 4). Similarly, Channel 8's TILL WE MEET AGAIN 千年来说对不起 made efforts to pull online viewers through a period prequel on Toggle to a modern-day series.

Multi-platform Mandarin singing competition, SPOP SING 听我唱! also promoted greater appreciation for music produced or performed by local musicians.

#### **4. Exploration of social themes and issues in information programmes**

Factual programmes across languages, such as Channel U's STRANGERS AT HOME, Suria's SENTUHAN HARAPAN, CNA's DON'T MAKE US INVISIBLE and Vasantham's UDHAYAM (Seasons 1 and 2), succeeded in evoking empathy and raising awareness about the challenges faced by the elderly, physically challenged and marginalised groups, across all races.

The spirit of volunteerism, depicted through the tales of Singaporeans contributing to the larger Asian community was also spotlighted in info-ed series such as Singapore Press Holding's LIVE YOUR DREAM <完成一个梦> and Suria's KEMBARA KASIH (Season 3).

#### **5. Information made more accessible through engaging formats and digital platforms**

Local info-ed and current affairs programmes, such as long-running series ETHIROLI (Vasantham) explored deeper investigative angles and creative formats to present sharper analyses of contemporary issues.

Content was also made more accessible to Singaporeans through digital platforms. 8world portal - a one-stop destination for Chinese news – provides entertainment and lifestyle content in Singapore and beyond, did well to engage online viewers through features such as personalisation of feed, bookmarking, as well as short-form info content from Ch 8's HELLO SINGAPORE <狮城有约> for on-the-go viewing.

### **Recommendations**

#### **1. Elevating the quality of info-ed/ current affairs programmes**

While the quality of local info-ed content has made progress, the PACs saw room for improvement in terms of content coverage, depth of analyses and format. Across committees, members recommended the curation of more current affairs content to further socio-political literacy and public discourse on local issues, especially amongst young adults.

Members of the respective mother tongue committees encouraged continued efforts to present current issues and information in fresh ways to keep viewers engaged. Whilst acknowledging the improvements to long-running current affairs programmes, the PACs expressed hope to see the quality of analyses on non-English information programmes match those produced on CNA and Channel 5.

## **2. Talent Development**

The PACs acknowledged efforts made to groom talents. Toggle's Young Creators Project was commended for giving students hands-on experience in content production, and Channel 8/ Toggle's SPOP SING! competition for uncovering young talents. Members hoped that more could be done to improve the pipeline of local creative talent.

## **3. Research and realism as key to engaging content**

Acknowledging the importance of realism (in terms of portrayal of characters and storylines) in dramas, members encouraged producers to place greater emphasis on research. Vasantham's VETTAI (Season 4) for example, could have paid more attention to believability of some scenes and law enforcement procedures, while dialogues between young characters could have been more natural in Toggle's A LONELY FISH <寂寞鱼.听见>.

## **4. Publicity and discoverability of content**

Across the board, members agreed that good PSB content, especially the ones with fresh concepts, could benefit from better publicity. While efforts have been made to reach audiences online, more could be done to improve discoverability of PSB content on online platforms. Members recommended greater promotion of PSB content, especially on new platforms such as Vidsee, Clicknetwork and SPH.

### **The 2019 PAC Choice List**

The PAC Choice celebrates quality local Public Service Broadcast (PSB) programmes produced and shown on local TV and online media.

Drawn up annually by the Programme Advisory Committees (PACs), the selected titles are spotlighted for their well-told stories, production values and/or creative concepts. This year's list covers programmes released between April 2018 and March 2019.

### **Key Observations**

In the period of review, the PACs acknowledged the increase in the number of digital local content produced on multiple platforms, including Toggle, Vidsee, SPH and Clicknetwork. Members were also heartened to observe the production of more immersive PSB content, which expanded the viewing experience through the use of new technologies such as Augmented Reality (AR), Virtual Reality (VR) and gaming apps.

### **List of Commended Programmes**

The PACs commended a total of 54 programmes, across languages and platforms, that aired between April 2018 and March 2019 (FY18). Amongst the titles celebrated for its

high quality are KIN (Channel 5), DON'T MAKE US INVISIBLE (CNA), SPOP! SING 听我唱 (Toggle/Channel 8), SENTUHAN HARAPAN (Suria) and ADUKKU VEETU ANNASAMY (Vasantham).

The PACs also lauded the quality of PSB programmes that aired on non-Mediacorp platforms, such as DADDY DIARIES (Clicknetwork), MEMORIES ON A PLATE (Viddsee) and HEROES AMONG US (SEASON 2) (SPH).

### **About the Report**

First issued in 2014, the Combined PAC Report is a consolidation of observations and recommendations from the four committees. The current report is the culmination of over twenty committee meetings and consultations, and serves as invaluable feedback for IMDA and the industry on broadcast content from a community perspective.

### **About the Programme Advisory Committees**

The Programme Advisory Committees (PACs) provide the IMDA with feedback on content standard matters and the range and quality of locally-produced Public Service Broadcast (PSB) content from a community perspective. Their views are guided by prevailing broadcast programme codes and quality indicators for PSB content, in terms of production standards and overall information and public interest value.

The PACs are made up of four language-specific groups:

- Programme Advisory Committee for English Programmes (PACE);
- Advisory Committee for Chinese Programmes (ACCESS);
- Malay Programmes Advisory Committee (MPAC); and
- Indian Programmes Advisory Committee (IPAC)

Each committee comprises members from different walks of life, varied fields of interest and expertise, including academia, media and the public and private sectors.

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### ***About Infocomm Media Development Authority (IMDA)***

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**Fact Sheet**
**Public Service Media Digital Partnership Fund**

At the Asia TV Forum & Market (ATF) 2018, IMDA launched its inaugural call for proposals for the Public Service Media Digital Partnership Fund (PDPF). The PDPF aims to support collaborations or partnerships between Singapore-registered media companies and regional or international players to produce compelling and innovative public service content for Singaporeans and audiences beyond.

The PDPF also furthers IMDA’s industry development efforts as local talent would have the opportunity to deepen their capabilities when working alongside experienced counterparts in key production and creative roles on these projects.

IMDA will be supporting four projects to be co-produced by Singapore production companies – Wawa Pictures, Robot Playground Media and Infocus Asia from the first call. Details of the projects are in the table below. Projects were assessed on factors such as the creative merits and public service value of the proposed concept, and the potential for capability development of our local media industry.

	<b>Project Title</b>	<b>Genre</b>	<b>Singapore Company</b>	<b>Estimated release date</b>
1	动物医院 VET	Drama	Wawa Pictures Pte Ltd	2021
2	被风吹过的夏天 Summer Wind	Drama	Wawa Pictures Pte Ltd	2021
3	Spectrum	Animation anthology series	Robot Playground Media Pte Ltd	2020
4	Falling Into You	Drama	Infocus Asia Pte Ltd	2020

IMDA will launch a second call for proposals for PDPF in early 2020. More details will be announced nearer to the launch date.

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**Fact Sheet****IMDA partners mm2 Entertainment Pte Ltd on Public Service Content**

IMDA is partnering mm2 Entertainment Pte Ltd ('mm2') for the first time to produce a slate of five Chinese info-tainment series to be released on their OTT platform, mPlay Asia. This partnership is part of IMDA's initiative to grow the library of engaging local public service content for viewers who prefer to consume content via digital platforms.

The five info-tainment series will be produced in short video format (10-minute per episode) and feature themes such as health, wellness and extreme sports as well as shine the spotlight on young entrepreneurs and youths who are making a difference to society.

mPlay Asia will be launched in April 2020. Through this partnership, Singapore viewers can look forward to enjoying more local content on the mPlay Asia platform as well as mPlay Asia's YouTube channel and Facebook page. The creativity of local media talent will also be showcased to the region, with mm2's plans to launch mPlay Asia in Malaysia, Hong Kong and Taiwan concurrently.

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**Fact Sheet****IMDA Announces New Media Partnerships with Global Media Companies for More “Made with Singapore” Content****Background**

IMDA is announcing new partnerships with global media and technology companies that include CJ ENM Hong Kong, HOOQ, Tencent – VS Media and Viacom to collaborate with local media companies and Singapore talent. This is part of IMDA’s efforts to create more “made with Singapore” content for the world and drive a vibrant media ecosystem in Singapore.

These new partnerships build upon the media partnerships started in 2018 with Facebook and Disney which have achieved early success with the collaboration between local SMEs and media MNCs to produce works that appeal to an international audience. The early success of these partnerships have paved the way for four new media global media and technology partners and a returning partner – Facebook – to ride on the growth of Eastern and Western market.

**Capabilities Partnership Programme (CPP)**

CPP is a programme that enables IMDA to proactively encourage reputable, market-leading MNCs to collaborate with our SMEs and to leverage on their expertise to strengthen capabilities and business networks of local media talent and SMEs in our ecosystem. Every partnership supported by CPP will likely cover one or more of the following three core activities – “develop”, “amplify” and “right skill” – which aims to identify media broad-based SMEs with potential to meet the demands of the MNCs, and groom them through elevating their portfolios and capabilities. In the long-term, this will catalyse MNCs investment in Singapore media ecosystem as more business relationships and networks are built between the MNCs and Singapore media SMEs.

The CPP aims to achieve the following:

- “Develop” – Catalyse the growth of a pipeline of media companies capable of attracting media MNCs and other international talent to collaborate with them, leading to increased vibrancy of our media ecosystem and Singapore’s Media Hub effectively capturing the content investments available globally today.
- “Amplify” – Create opportunities for local media talent and companies to expand their business networks with SEA talent and global media players.
- “Right skill” – Help talent and companies rapidly level up their digital content skills and build on their existing track record for the competitive regional market.

Participants will have access to production facilities at IMDA’s PIXEL. IMDA is opening a call-for-applications to the local media start-ups and companies for each of the five global media companies.

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**Fact Sheet****IMDA to Partner with South Korea's CJ ENM Hong Kong to Co-Fund Scripted Digital Productions by Local Media Companies****Background**

IMDA is partnering with CJ ENM Hong Kong (Regional Office of CJ ENM South Korea) to form the IMDA-CJENM Capability Partnership Programme. This partnership is being announced under the Capabilities Partnership Programme (CPP) starting from April 2020 as part of IMDA's initiative to create more "made with Singapore" content for the world and a vibrant media ecosystem in Singapore. It aims to create opportunities and drive content investment into broad-based local media start-ups to strengthen Singapore's position as a strong regional media hub.

CJ ENM is Asia's leading entertainment and merchandising company headquartered in Seoul, Korea. The partnership will allow local media professionals and companies to leverage CJ ENM's production expertise and gain access to new distribution platforms.

Through the collaboration with IMDA, CJ ENM Hong Kong is looking to innovate beyond its linear channel and SVOD business, by producing content for digital-first distribution. Supported activities under the partnership will comprise:

- Training workshops led by CJ ENM executives and/ or its industry partners; and
- Development and production of scripted content to be distributed first on digital platforms;

The objectives of this partnership are:

- To enable talent and companies to rapidly level up their content production skills and build on their existing track record for competitive global markets; and
- To create opportunities for talent and companies to expand their business networks and access to distribution platforms.

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**About CJ ENM Hong Kong**

*CJ ENM is Asia's leading entertainment and merchandising company headquartered in Seoul, Korea. Its entertainment division has five main business units - broadcast, film (CJ Entertainment), music, live entertainment and animation. As a trend leader in Asia, it has produced and distributed various popular content, some of which include Asia's largest music awards Mnet Asian Music Awards (MAMA), leading Hallyu convention KCON, award winning and record-breaking box office hits; Parasite and The Admiral: Roaring Currents, along with sought-after television content such as Hotel Del Luna, Guardian: The Lonely and Great God (scripted series), New Journey to the West and 3 Meals a Day (variety).*

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**Fact Sheet****IMDA is Partnering with HOOQ to Co-fund Content Productions for Streaming to New Markets in Southeast Asia and India****Background**

IMDA is partnering with HOOQ to enable local media talent and companies to produce content that will be distributed to the larger Southeast Asian markets. This partnership, which will commence from April 2010, is being announced under the Capabilities Partnership Programme (CPP) as part of IMDA's initiative to create more "made with Singapore" content for the world and a vibrant media ecosystem in Singapore. It aims to create opportunities and drive content investment into broad-based local media start-ups to strengthen Singapore's position as a strong regional media hub.

HOOQ, a joint venture between Singtel, Warner Bros and Sony Pictures, is a Singapore-based over-the-top (OTT) platform made in Asia, for Asia; with over 80 million registered users across Southeast Asia and India. Through this collaboration, HOOQ aims to grow its reach in Southeast Asia through high quality Singapore-driven stories ramping up its HOOQ Originals slate with Singapore-driven stories appealing to a wide audience in the region. The IMDA X HOOQ collaboration entails:

- Conducting masterclasses by the executives from HOOQ and/ or its industry partners;
- Piloting content projects which will include co-productions to be distributed on HOOQ's video on demand (VOD) streaming service.

**WritersLab: Script to Screen (S2S)**

- Additionally, HOOQ is collaborating with IMDA for S2S, where IMDA will provide a grant for HOOQ to produce the scripts written by three WritersLab participants into pilot episodes with the aim of providing a learning opportunity for writers.
- S2S will provide WritersLab participants with opportunities to create better production-ready scripts and gain exposure to show running and creative producing by working alongside the platform partner and being a part of the production team.
- HOOQ will also be providing viewership data from their platform, which allows the writers to understand how data can be used to make creative and business decisions; and better understand their target audience.
- In addition, the production of the pilot episodes will also provide more opportunities for local media professionals to work on quality productions, which will further develop the capabilities of Singapore's local talent.
- Audiences can look forward to seeing these exciting new content on HOOQ's platform in mid-2020.

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### **About HOOQ**

HOOQ is the first and leading premium video-on-demand service for emerging markets in Asia, delivering more than 35,000 hours of local, regional and Hollywood films, shows and live TV to its users anytime, anywhere and on any device. Started as a joint venture in January 2015 by Singtel, Sony Pictures Television and Warner Bros, HOOQ has built an entertainment destination deeply rooted in its understanding of consumers' needs and habits. HOOQ currently operates in the Philippines, Thailand, India, Indonesia and Singapore, with a combined population footprint of more than 1.7 billion people. For more information, visit [HOOQ.tv](http://HOOQ.tv)

To get hooked, download the HOOQ app from Apple Store or Google Play to access HOOQ's library of Hollywood and Southeast-Asian hits. Sign up today for a 7-day free trial at [www.hooq.tv](http://www.hooq.tv) and pay for the subscription through any payment method from Go-Pay wallet, to OVO wallet, to any registered Google play options.

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**Fact Sheet****IMDA, Tencent and VS Media will Partner to Launch Programmes for Media and Tech Companies in Singapore****Background**

IMDA will be partnering with Tencent and VS Media (VSM) to identify and groom promising Singapore digital content creators, and media and technology SMEs/ early start-ups to meet the business demands of Tencent's Southeast Asia expansion plans. Tencent and VSM will work with Singapore content creators and media and technology companies to access the market in China.

This partnership supports IMDA's efforts to ensure a vibrant media ecosystem in Singapore. It aims to create opportunities and drive content investment for the broad-based local media SMEs/ early start-ups, specifically to:

- **Reach audiences in the region and China by leveraging the Tencent platform** to market and promote works of Singapore content creators and media SMEs/ early start-ups, across networks in the region and China;
- **Establish track record for a new generation of content creators and media SMEs/ early start-ups** as they gain hands-on experience in developing a series of content production projects for distribution on the Tencent platform; and
- **Develop necessary business, creative and technical capabilities to meet new business needs arising from the digital economy** from a series of training initiatives tailored for Singapore content creators and media SMEs/ early start-ups.

Tencent will provide direction and training on how to develop cross-border opportunities, via a structured programme of skills transfer, insights sharing and access to targeted tech tools and relevant industry resources.

VSM will provide a targeted local skills transfer framework for content creators to raise digital output capabilities to drive real competitive advantage in a dynamic and continually morphing landscape.

**IMDA - Tencent Joint Innovation Platforms ("JIP")**

IMDA and Tencent intend to jointly establish several JIPs in selected cities across China with the intention of grooming cultural innovation and supporting infocomm media companies from both Singapore and China, as well as to develop friendship between cities and foster collaboration between promising digital content creators and infocomm media SME/ early start-ups. The first of such JIP platforms and Bootcamps will serve as the first gateway and landing pad in China to welcome Singapore content creators and infocomm media companies.

**Tencent WeStart**

The Tencent WeStart is a co-working space providing digital start-ups with a gateway to China, production facilities and event spaces. IMDA also welcomes Tencent to set up a

facility that would support entrepreneurs in a variety of fields, empowering local and regional start-ups with cross-border networking opportunities, knowledge, resources and funding. Currently VSM is the exclusive operator of Tencent's WeStart in Hong Kong.

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**Fact Sheet****IMDA to Partner with Viacom International Media Networks to Support Productions for its Digital Platforms and Launch Story Lab Apprenticeship****Background**

IMDA is partnering Viacom International Media Networks (VIMN) to support digital studio productions in Singapore and open up collaboration opportunities with media talent and companies here.

This partnership is being announced under the Capabilities Partnership Programme (CPP) as part of IMDA's initiative to create more "made with Singapore" content for the world and a vibrant media ecosystem in Singapore. It aims to create opportunities and drive content investment into broad-based local media start-ups to strengthen Singapore's position as a strong regional media hub.

VIMN is one of the world's leading creators of programming and content across all media platforms. Through partnering IMDA, VIMN intends to drive the growth and development of local media professionals' skillsets, and allow them to make a regional and global impact in the digital content ecosystem by leveraging VIMN's reach, experience and IPs.

**IMDA X Viacom**

- VIMN will amplify its APAC presence through its digital production studio. VIMN is seeking local media SMEs to collaborate with, and produce projects which will include co-productions for digital-first content.

**Story Lab Apprenticeship**

- Additionally, VIMN has expressed interest to come onboard IMDA's Story Lab Apprenticeship (SLA) Programme that will provide newly-qualified media professionals (in their first three years after graduation) with opportunities to acquire key media skills and competencies in the fields of writing, digital marketing, producing or content creation.
- This will provide selected apprentices with a 12-month structured training plan. Through this programme, apprentices will have the opportunity to learn from industry veterans and gain experience and exposure in the business of media.

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**About Viacom International Media Networks**

*Viacom International Media Networks (VIMN), a unit of Viacom Inc. (NASDAQ: VIAB, VIA), is comprised of many of the world's most popular multimedia entertainment brands, including MTV, MTV LIVE HD, Nickelodeon, Nick Jr., Comedy Central, Paramount Channel, BET and more. Viacom brands reach more than 3.8 billion cumulative subscribers in 180+ countries and territories via more than 200 locally programmed and operated TV channels and more than 550 digital media and mobile TV properties, in 40 languages. Keep up with VIMN news by visiting the VIMN PR Twitter feed at [www.twitter.com/VIMN\\_PR](http://www.twitter.com/VIMN_PR). For more information about Viacom and its businesses, visit [www.viacom.com](http://www.viacom.com), [blog.viacom.com](http://blog.viacom.com) and the Viacom Twitter feed at [www.twitter.com/Viacom](http://www.twitter.com/Viacom).*

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**Fact Sheet****Facebook Returning for Second Edition of Facebook Creator Lab Partnership with IMDA, Accepting Applications from Local Media Talent and Companies****Background**

IMDA is partnering Facebook for the second edition of the Facebook Creator Lab, launching March 2020. Building on the success of the first edition of the Facebook Creator Lab, which was the first of its kind by Facebook in Southeast Asia, Facebook is coming on-board as a returning partner to create more “made with Singapore” content for the world and drive a vibrant media ecosystem in Singapore.

In addition to the Facebook Creator Lab, Facebook identified four Singapore digital content start-ups that would work with Facebook to create original content on the social network’s new video platform, “Facebook Watch”. Participating creators that included Our Grandfather Story, RockstarArms (Keeping it Real), Share Food Singapore and The Travel Intern underwent a 6-month programme where they learnt how to manage their presence, build their business and grow their Facebook community. These projects will continue to launch in the coming months.

Interested media professionals and companies can apply for the second edition of the Facebook Creator Lab from 3 December 2019. The programme aims to develop the capability of local online content creators in the areas of audience acquisition, engagement and content monetisation. It will comprise of:

- A series of workshops where Singaporean content creators will learn the best practices for content monetisation and receive Facebook experts’ advice on user engagement and data analytics;
- Audience development support for creators’ original content series developed under the Project;
- Creative advice by Facebook executives on delivering interactive episodic videos across all content platforms and programme formats;

Content creators whose concepts are shortlisted will be invited to apply for IMDA grant support to develop their content pilot, and be offered access to production facilities at IMDA PIXEL.

Call-for-applications for the second edition of the Facebook Creator Lab will begin 3 December 2019. Participants may access the registration link here: <https://fb.me/creatorlab2020>



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### ***About Infocomm Media Development Authority (IMDA)***

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### ***About Facebook***

*Founded in 2004, Facebook's mission is to give people the power to build community and bring the world closer together. People use Facebook to stay connected with friends and family, to discover what's going on in the world, and to share and express what matters to them.*

*Facebook is a trademark of Facebook, Inc.*

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**Fact Sheet****Story Lab Apprenticeship (SLA)****Background**

The Story Lab Apprenticeship (SLA) programme was launched in partnership with leading media companies, Beach House Pictures, G.H.Y Culture and Media, Mediacorp and mm2 Entertainment on 30 August 2019. The programme aims to provide fresh local media professionals, who have no more than three years of experience with a 12-month immersive experience working on live projects under the mentorship of media veterans to gain valuable exposure and experience in the business of media.

Following the launch, the first call for apprenticeships received overwhelming response. Participating companies received close to **1,000** applications altogether for **36** highly sought-after media positions ranging from producing, writing, content creation to digital marketing that will commence in 2020. The participating companies are in the process of interviewing the most promising talent for their positions.

- Fresh media talent can also look forward to more opportunities with **HBO Asia**, which is expected to open applications for their positions shortly.
- Talent with Chinese-speaking competencies and a keen interest in working on Chinese productions are also encouraged to apply for apprenticeship roles with **G.H.Y Culture and Media** and **mm2 Entertainment**. The roles available include: Assistant Producer, Assistant Director and Junior Writer.
- More media companies have also expressed interest to come on board the SLA, such as **Viacom**, **WaWa Pictures** and **Infocus Asia**. Some of the exciting job roles that media professionals can look forward to applying for include: Social Media Executive, Digital Producer and Junior Drama Producer.
- More information about the Story Lab Apprenticeship and the job roles available can be found by visiting the website at: [www.imda.gov.sg/immtalent/programmes/story-lab-apprenticeship](http://www.imda.gov.sg/immtalent/programmes/story-lab-apprenticeship).

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**Fact Sheet****WritersLab: Script to Screen****Background**

WritersLab is an intensive scriptwriting programme which aims to push the boundaries of scriptwriting and storytelling for television and online platforms by nurturing and developing the scriptwriting skills of committed Singaporean writers.

- WritersLab provides its participants with the opportunity to sharpen their story development, scriptwriting and pitching skills through an intensive 10-week classroom instruction coupled with personal guidance from international and local industry experts.
- WritersLab: Script to Screen (S2S) provides a grant for the production of scripts into pilot episodes with the aim to provide a learning opportunity for writers. By being part of a production team and working alongside the platform partner during the production of the pilot episode, writers will learn to create better production-ready scripts and gain exposure to show running and creative producing.

IMDA has established a new partnership with video-on-demand service provider HOOQ for the WritersLab: Script to Screen programme. HOOQ will collaborate with IMDA to select up to three scripts from the WritersLab programme, to be developed into pilot episodes. They will also mentor WritersLab participants to create production-ready scripts.

- HOOQ will also be providing viewership data from their platform, which allows the writers to understand how data can be used to make creative and business decisions; better understand their target audience; and reach out to a regional audience.
- In addition, the production of the pilot episodes will also provide more opportunities for local media professionals to work on quality productions, which will further develop the capabilities of our local talents.
- Audiences can look forward to seeing these exciting new content on HOOQ's platform in mid-2020.

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**Fact Sheet****IMDA calls for partners to jointly support the creation of a vibrant media financing ecosystem**

IMDA is inviting media funds that are seeking to ride on the growing demand for regional media productions and open to set up in Singapore, to propose and explore various partnership modalities with IMDA to co-fund such productions.

Today, Singapore's media ecosystem has a good base of media MNCs and media platform giants that have chosen to base their regional headquarters in Singapore, given our economic and political stability, excellent business infrastructure and robust regulatory and transparent legal framework. With the strong growth in demand for Southeast Asian content, there are opportunities for Singapore to reinforce its position as a global media hub in Asia that is able to attract top talent and companies in IP creation.

As part of the efforts to tap on this opportunity, IMDA seeks to catalyse the growth of the media financing ecosystem in Singapore by partnering with top tier media funds that set up and invest out of Singapore. These partners must have strong regional/ global media domain expertise and established track record in media fund management and investment capabilities.

IMDA will be putting aside S\$20 million for this endeavour, and providing production facilitation, access to talent and co-production projects curated from the region. This is expected to increase number of "made with Singapore" productions, uplift local talent and capabilities and stimulate growth of new specialised media services companies in the ecosystem.

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