



Singapore
Media Fusion
singaporemediafusion.com

Singapore Media Fusion

Operating Information



PRODUCT GUIDE

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Operating Mission

The Media Development Authority (MDA) was formed in 2003 to drive and develop Singapore's media industry. As the industry promoter and regulator, MDA plays a vital role in raising Singapore's profile on the international stage and placing it at the forefront of the media age.

MDA spearheads and drives initiatives that bring about innovation and developments in film, television, video, radio, publishing, music, games, animation, and Interactive Digital Media. In ensuring clear and consistent regulatory guidelines, MDA helps foster a pro-business environment that encourages industry innovation and provides more choices for consumers.

With connectivity and interactivity being the buzzwords of the digital media age, MDA's role is to guide the media industry into the future.

► ***Its aim:*** To develop Singapore into a Global Media City that promotes a creative economy and a connected society. As such, its strategies have been formulated to achieve two major desired outcomes:

- Grow a vibrant media cluster
- Promote a connected society

Media 21

Continual success starts with a well-integrated and efficiently implemented plan. The Media 21 blueprint envisions Singapore as a Global Media City, where media services and projects are created, developed, traded and distributed to the international market. The vision anchors Singapore as Asia's leading media marketplace and financing hub, as well as the test-bed for innovative concepts and ideas in the digital media space.

Media 21 seeks to increase the Gross Domestic Product contribution of the media cluster to 3 per cent in 10 years, and creating over 10,000 new jobs for Singaporeans.

► **Note:** To achieve this, Media 21 posits five strategic thrusts:

- Establish Singapore as a media exchange
- Export Made-by-Singapore content
- Internationalise local media companies
- Nurture local media talent
- Develop digital media

Four years since Media 21 was launched, Singapore's media infrastructure is in place and improving all the time; home-grown talents are making a name for themselves overseas; Made-by-Singapore content has been attracting increased demand worldwide; and international companies are following in the footsteps of Lucasfilm, Genki and Koei in setting up their offices here. Prospects are bright with investments to deepen Singapore's research capacity in Interactive Digital Media set to fuel the industry's growth further.

Chairman's Message

2006 was a watershed year for the media world, which was defined by several revolutionary developments. The advent of Web 2.0 saw the spectacular rise of user-generated content and social networking communities, prompting Time magazine to pick “you”, the individual prosumer (i.e. producer-consumer) as its Person of the Year. Cashing in on the phenomenon, the popular video sharing site YouTube, was sold to Google for a staggering US\$1.65 billion. As testament to the new power dynamics in the new media landscape, Google's market value of US\$144 billion topped that of Time Warner, Viacom, CBS advertising agency Publicis Groupe and the New York Times Co. combined, according to a Business Week report.



As the global media landscape evolves, Singapore's media industry is gearing up to capture the growth opportunities in the new media arena. In 2006, Interactive Digital Media (IDM) was identified as a new growth engine for Singapore's economy. To support Singapore's long-term vision of growing into a global IDM capital, the National Research Foundation allocated S\$500 million over five years to fund the development of a strategic IDM research programme. A multi-agency IDM Research and Development Programme Office was set up within MDA in August 2006 to co-ordinate the cross-disciplinary strategic programme.

Singapore is also positioning itself as the first mover in digital technology development and deployment. The year 2006 saw the roll out of High-Definition Television (HDTV) trials across the terrestrial, cable and Internet protocol platforms. The trials climaxed in January 2007 with the commercial launch of two HDTV cable channels, making Singapore the first Southeast-Asian country to introduce commercial HDTV services. Singapore also became the first country in the world to launch subscription digital radio when Rediffusion unveiled a slate of Digital Audio Broadcasting channels in July 2006.

In 2006, we also witnessed more international collaborations, greater export of Made-by-Singapore content and magnified international visibility. After a year of preparation involving industry partners, we launched Singapore Media Fusion, a strategic positioning to communicate and promote our industry's capabilities in the

age of media convergence and the country's rich blend of diverse cultures. The brand positioning was complemented by an advertising campaign featuring international media icons who have participated in Singapore co-productions with the tagline "I Made It in Singapore". Launched in Cannes, France during MIPCOM in October 2006, Singapore Media Fusion was subsequently rolled out at other trade shows, raising the international profile of Singapore's media industry remarkably.

Back home, our major tradeshows BroadcastAsia and Asia Media Festival continued to grow, further bolstering Singapore's position as a media exchange. The former attracted a record high of 847 exhibitors and 16,835 visitors, while the latter registered a record transaction revenue totalling US\$47.1 million.

In providing Singaporeans with greater choice and diversity of content, new businesses were encouraged through a facilitative regulatory framework, and at the same time, quality Public Service Broadcast programmes continued to be produced. The year also saw the roll out of real-time subtitling during news bulletins on three free-to-air television channels to increase the accessibility of local news programmes. In preparing Singaporeans to embrace the new media age, a year-round public outreach initiative, MediAction!, was started to equip more Singaporeans with media literacy skills.

The results achieved in 2006 have undoubtedly strengthened Singapore's positioning as a Global Media City. Charging ahead in the new media landscape, MDA is working on a sharpened Media 21 plan – Media Fusion 2015 – that plans to increase the media industry's value-added contribution to S\$10 billion and create 10,000 jobs by 2015. Media Fusion 2015 is geared to propel Singapore's media industry forward in the digital age, as part of the creative economy and aligned with the growth formula of World-Singapore.

In noting a year of good progress, I would like to thank our partners and collaborators in the media industry for a year of seamless connectivity, knowledge transfer and integration. I would also like to take this opportunity to express my deepest appreciation to our retired board members for their significant contributions in the past two years, and my heartiest welcome to our new board members who joined us on 1 January 2007. My heartfelt thanks also to the staff of MDA for their hard work.

Now, plug in and enjoy the exciting new media landscape!



DR TAN CHIN NAM

Chairman

Media Development Authority

Board of Directors



● **DR TAN CHIN NAM**

- ▶ **Permanent Secretary**
Ministry of Information,
Communications and the Arts
- Chairman**
Media Development Authority
of Singapore



● **DR CHRISTOPHER CHIA**

- ▶ **Chief Executive Officer**
Media Development Authority
of Singapore



● **CHAN YENG KIT**

- ▶ **Chief Executive Officer**
Infocomm Development
Authority of Singapore



● **DR FINIAN TAN**

- ▶ **Chairman**
Vickers Financial Group

(Not Pictured)

KELLY CHEW

Senior Vice President

Global Marketing, Asia Pacific Region

Sony BMG Music Entertainment Asia Inc.



● **BG LIM U YANG
HUGH-REGINALD**

▶ Chief-Of-Staff
General Staff
Ministry of Defence



● **GONG WEE LIK**

▶ Deputy Managing Director
Global Operations and Corporate
Development
Economic Development Board



● **THOMAS
MARTIN KEAVENY**

▶ Executive Vice President and
Managing Director
Discovery Networks Asia Pacific



● **GOH ECK KHENG**

▶ Publisher and Managing Director
Landmark Books



● **ERIC KHOO**

► **Film Director**
Zhao Wei Films



● **IAN MACDONALD**

► **President**
Hong Leong Finance



● **CHARLES MARSHALL
ORMISTON**

► **Partner**
Bain & Company SE Asia, Inc



● **CHRISTOPHER THOMPSON**

► **Vice President and General
Manager**
Electronic Arts Asia Pacific



● **PROF CHONG TOW CHONG**

► **Executive Director**
Science and Engineering Research
Council
Agency for Science, Technology
and Research



● **PROF ISAAC KERLOW**

► **Dean**

School of Art, Design and Media
Nanyang Technological University



● **DR SUZAINA BTE ABDUL KADIR**

► **Assistant Professor**

Lee Kuan Yew School of Public Policy
National University of Singapore



● **HRI KUMAR NAIR**

► **Director**

Drew & Napier LLC

The following board members retired on 31 December 2006: Dr Abdul Razakjr Omar (Consultant Cardiologist, Department of Cardiology, National University Hospital); Mr Frank Brown (Director, Colourzip SEA); Ms Jennie Chua (Chairman and CEO, Raffles Holdings); BG (Retired) Jek Kian Yee (Former Director, Military Security Department, Ministry of Defence); Mr Jonathan Hallett (Senior Vice President, Leisure Ventures); Mr K Shanmugam (Senior Counsel, Partner and Head Litigation Department, Allen & Gledhill); Prof Lawrence Wong (Executive Director, ECE Department, National University of Singapore); Mr Peter Davison (Director of Corporate Affairs, Cambridge University Press, UK); Mr Phoon Chiong Kit (Managing Director, Golden Harvest Entertainment); Mr Quek Swee Kuan (Director, Infocomms and Media Cluster, Economic Development Board); Mr Stephen Richard Wyatt (Vice President, Monitor Group); Mr Stephen Yeo Siew Chye (President, Southeast Asia, EDS International Singapore); Mr Viswa Sadasivan, (Chief Executive Officer, Strategic Moves).

MDA thanks the retired board members for their significant contributions to the development of Singapore's media industry during their two-year term.

Senior Management



● **DR CHRISTOPHER CHIA**
▶ Chief Executive Officer



● **MICHAEL YAP**
▶ Deputy Chief Executive Officer



● **SETO LOK YIN**
▶ Assistant Chief Executive Officer
(Industry)



● **YEO CHUN CHENG**
▶ Chief Information Officer



● **MAN SHU SUM**
▶ Director
Broadcast & Film Development



● **CASSANDRA TAY**
▶ Director
Communications



● **PAM HU**
▶ Director
Community &
International Relations



● **TOW JOON LAI**
▶ Director
Corporate Services



● **THAM WAI KIN**
▶ Director
Customer & Licensing Services



● **LIM CHIN SIANG**
▶ Director
IT & Technology



● **AMY CHUA**
▶ Director
Media Content



● **LING PEK LING**
▶ Director
Media Policy



● **HENG LI LANG**
▶ Acting Director
Strategic Planning

Internationalising Singapore's Media Industry



The Singapore Pavilions at MIPCOM 2006 (left) and Frankfurt Book Fair 2006 (right) were bustling with activities.

Despite the relatively small size of Singapore's media industry, many local talents and productions have succeeded beyond the island's shores. This augurs well with MDA's efforts to help Singapore media companies tap into the global entertainment and media market, which is estimated to be worth US\$1.4 trillion in 2006. MDA advances Singapore companies' overseas exploits by facilitating their thrusts abroad, raising the international profile of local industry capability and brokering deals with international partners.



Tips: Accessing International Markets

1. In 2006, MDA led a delegation of industry partners to key international media trade shows that include:

- MIPTV
- Cannes Film Festival
- Asian Film Market
- Frankfurt Book Fair
- MIPCOM
- American Film Market

2. Singapore Pavilions were set up at the trade shows to offer a solid platform for local media companies to showcase and market Singapore-made television, film and publishing content, and facilitate networking with their overseas partners.

3. At the Cannes Film Festival, Singapore was honoured to be invited to showcase local productions at the Tous les Cinémas du Monde (All the Cinemas of the World), an event where Singapore's dynamic and burgeoning film industry enjoyed unprecedented attention.

► **Note:** Singapore was the only Asian country selected as a presenting country, along with Russia, Israel, Switzerland, Venezuela, Tunisia and Chile.



Attention: Biggest Showing by Singapore at MIPCOM 2006

MIPCOM 2006 was a milestone for the media industry. Apart from seeing its largest Singapore delegation ever – a 51-member delegation with a record slate of over 30 High-Definition programmes – it also witnessed the launch of Singapore Media Fusion, the strategic positioning of the media industry (see Page 18).

At the conclusion of the five-day trade show, Singapore players announced deals to the tune of US\$50 million, indicating a growing demand for the creative and technical capabilities of Singapore's production sector.

Establishing Singapore as a Media Exchange

Singapore plays host to two major media markets annually – BroadcastAsia and Asia Media Festival. Both media events attract buyers, sellers and investors from all over the world to Singapore to finance, trade and distribute media content and services.



Attention: Record Success at BroadcastAsia & Asia Media Festival

BroadcastAsia 2006

BroadcastAsia, held in conjunction with CommunicAsia and iX, an ICT symposium, is one of the world's largest media trade events. BroadcastAsia 2006 at the Singapore Expo saw the highest traffic ever in its 11-year history, drawing a laudable record of 847 exhibitors and 16,835 visitors from around the region.



Visitors to BroadcastAsia 2006 experiencing High-Definition Television at the Singapore Pavilion.

Together with industry partners, MDA presented a High-Definition technology showcase at the Singapore Pavilion. Six leading local companies specialising in developing applications and solutions for High-Definition Television (**HDTV**), Internet Protocol Television (**IPTV**) and Digital Audio Broadcasting (**DAB**) technologies also exhibited at the Singapore Pavilion. Among them, Kikker Interactive, GoMobile, Intevol and Zentek benefited from MDA's Digital Technology Development Scheme, an initiative that supports the creation of innovative digital broadcasting applications.

■ Asia Media Festival 2006

Ring in another success was the fifth edition of Asia Media Festival – an extravaganza of media events targeted at both trade professionals and the public. The Asia Media Festival 2006 closed on a high note with a record 4,700 local and international participants from 49 countries attending the trade events from 28 November to 1 December. Transaction revenue came up to US\$47.1 million, registering a seven-fold increase since the Festival's inception in 2002.

The trade component of the Asia Media Festival was anchored by Asia Television Forum, Asia Film Market and Conference, Asia Animation Conference, Media Financing Forum, Asian Television Awards and Asian Festival of First Films. It encompassed the whole value chain of the media business, ranging from media financing, production to distribution.

At the Media Financing Forum, approximately US\$250 million of funding was available for filmmakers to push boundaries, expand creativity and promote new talent. This was US\$50 million more than that of the preceding year.



It was star galore at the Asia Media Festival 2006! Among the celestial cast were Hong Kong actress Cecilia Yip, who was on the judging panel of the Asian Festival of First Films, and Singapore artistes Zoe Tay and Tay Ping Hui, who attended the Asian Television Awards.

Media Financing

In line with its efforts to build a self-sustaining media financing ecosystem in Singapore, MDA supports and facilitates the development of media funds.

In November 2006, Singapore-based talent management-cum-executive production company RGM Entertainment announced the start of a film fund that aims to finance at least six international films involving Singapore companies, costing a total of S\$80 million over the next two years.

The first two films financed under the film fund are *The Girl in the Park* starring Kate Bosworth, Kerri Russell and Sigourney Weaver, and *Just Buried* (formerly titled *Pushing Up Daisies*), a black comedy starring Rose Byrne. Local producers Oak3 Films and Infinite Frameworks participated in the two productions respectively.



A third international motion picture to be made under the film fund, titled *Winged Creatures*, stars Oscar Winner and Golden Globe Best Actor Forest Whitaker, Jennifer Hudson, Kate Beckinsale and Dakota Fanning and is directed by acclaimed director, Rowan Woods. Post production work is carried out in Singapore by Infinite Frameworks.



The Girl In The Park (above) and *Just Buried* (below) are the first two international productions arising from the RGM film fund.

Such partnerships benefit Singapore's media industry in many ways, from allowing the local production sector to gain invaluable international contacts and experience, to developing a core group of media specialist firms in areas such as entertainment law, media financing and film insurance. More importantly, they help to attract private funds to fuel Singapore's media industry.

Singapore Media Fusion



Singapore Media Fusion splashed its footprints all over Cannes at MIPCOM 2006, including billboards (above, featuring Max Makowski) and smart cars (below).



An apt depiction of Singapore's cultural diversity and its industry capabilities in the media convergence age, Singapore Media Fusion emphasises the strategic location of Singapore as the gateway between East and West, where the country's creative industries can tap into the vast spectrum of cultures, traditions, knowledge and links to the region for ideas to develop quality content for the international market.

To enhance this powerful multiplicity, MDA, in collaboration with industry partners, launched Singapore Media Fusion, a strategic positioning that represents and promotes the Singapore media industry at international trade events.

■ Data Integration: From the World to Singapore to the World

Part of the strategy of Singapore Media Fusion is an integrated campaign featuring testimonials from international media icons who have had collaborated with local media players. Dubbed “I made it in Singapore”, the advertising campaign kicked off the launch of Singapore Media Fusion to highlight the growing capabilities of Singapore’s media industry.

One of the media icons featured is Brazilian director Max Makowski, who directed *One Last Dance*, a feature film produced by Singapore’s MediaCorp Raintree Pictures and China’s Ming Productions. Makowski’s illustrious portfolio includes directing the popular American reality TV programme *Queer Eye for the Straight Guy* in 2004. Another media icon lending his stature to the campaign is Marco Serafini, the German director behind the Singapore-Germany telemovie *House of Harmony*.



Come and make it with Singapore:
House of Harmony director
Marco Serafini shows you how
he did it.

An online portal www.singaporemediafusion.com connects like-minded local and global talents.

Launched at MIPCOM in October 2006, the Singapore Media Fusion strategic initiative was subsequently adopted at other trade shows, enhancing the visibility and strengthening the presence of the Singapore media industry.

**Alert:**

Rounding off an exceptional year of international exposure for Singapore's media industry, Dr Tan Chin Nam, Chairman of MDA, received the honour of being the only Asian singled out by United Kingdom-based trade publication *Television Business International* as one of 20 international media personalities "who have had a standout 2006".

Dr Christopher Chia, Chief Executive Officer of MDA, was feted as the most influential figure in Singapore's media industry in 2006 by Singapore-based *Marketing* magazine. That topped off the over 1,500 local and international media reports, worth over S\$16.5 million in advertising value, on Singapore's dynamic media industry in 2006.

Exporting Local Content

Arising from the increased participation of Singapore companies in international trade markets is growing global recognition and demand for Made-by-Singapore content.



Films

- ① The Singapore Film Commission-invested feature film *4:30* was sold to seven territories and picked up three Best Film awards as it travelled the international film festival circuit.
- ② MDA-invested feature film *The Maid* was also a resounding commercial success, having been:
 - Sold to 14 territories and
 - Named Winner of the EFFF Asian Film Award at the 10th Puchon International Fantastic Film Festival 2006.
- ③ Jack Neo's *I Not Stupid Too* won the Children Jury Prize at the Moscow International Film Festival for Children and Youth 2006.
- ④ Singapore filmmakers and husband-and-wife team Colin Goh and Woo Yen Yen, won the Montblanc New Screenwriters Award at the San Sebastian International Film Festival 2006 for *Singapore Dreaming*.

- 5 *The Missing Star*, co-produced by Italian film companies Cattleya and Rai Cinema, French company Babe, Swiss company Carac Films, Singapore production company Oak3 Films and MDA, competed for the prestigious Golden Lion at the 63rd Venice International Film Festival in September 2006. In addition, it was featured in the Masters programme at the 31st Toronto International Film Festival, which exhibited new works by the world's most established and renowned filmmakers.



5

- 6 *One Last Dance*, co-produced by China's Ming Production and Singapore's MediaCorp Raintree Pictures, was the Official Selection of the Sundance Film Festival World Competition 2006.



6

In addition, Singapore's Mega Media and Indonesia's Omnicron Media Freasi established a film fund worth S\$3 million for the co-production of 10 digital features over the next two years. MDA, together with Singapore companies Innoform Media and Boku Films, also entered into an agreement with Hong Kong's Fortune Star Entertainment to co-produce a full-length Mandarin film *Rule Number One*, to be written and directed by Kelvin Tong.

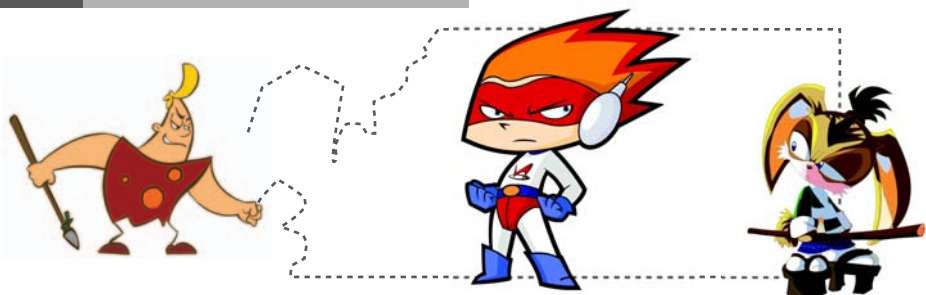
Publishing

14 children's books by 20 writers and illustrators nurtured under the inaugural First Time Writers and Illustrators Publishing Initiative, were presented at the Frankfurt Book Fair 2006 for the first time. The positive reception to these books saw some titles expanding into series or crossing platforms and being adapted into animation projects.

Driven by MDA in partnership with the National Book Development Council of Singapore, the First Time Writers and Illustrators Publishing Initiative is among a slate of initiatives to groom fresh talents in the local publishing industry. Plans are in the works to expand its focus beyond children's books to comics and graphic novels, as these genres have the potential for cross-pollination into animation, games and movies.



The first edition of the First Time Writers and Illustrators Publishing Initiative unearthed 14 gems of children's books, of which four are shown here.



Animation

Since 2003, there has been a five-fold increase in the number of local animation studios engaged in the production of content ranging from animated TV series and feature films to TV commercials, artwork and visual effects used in computer games. A growing number of Singapore companies have moved on to produce their own original animated content. These include ST Electronics (Digital Media), Big Communications, Scrawl Studios, Media Freaks, Infinite Frameworks, and Lights and Shadows.

Collaborations forged in 2006 include:

- ST Electronics (Digital Media) partnered America's Promenade Pictures and New Zealand's Huhu Studios to co-produce five 3D animated projects over the next six years, with total production budget of about US\$25 million.
- Big Communications teamed up with Australia's Flying Bark Productions and New Zealand's Flux Animation Studio to produce *Master Raindrop*, a 3D animated adventure series based on Asian myths and legends.
- Scrawl Studios, together with Canada's DECODE Entertainment and Hong Kong's Agogo Media announced a co-production agreement, worth S\$7 million, for *Clang Invasion* (formerly titled *Gizmo*), a comedy sci-fi animated series. Scrawl Studios also tied up with Australia's Pacific & Beyond and New Zealand's Milly Molly Group to bring the beloved children's book series *Milly Molly* to the small screen with a 13-episode animated series.
- Media Freaks and China's Wogee Toons collaborated on *Katakune*, an original animated series targeting pre-schoolers, which was pre-sold to China's CCTV.
- Infinite Frameworks teamed up with Canadian CG animation production company, Mainframe Entertainment, Inc. to produce a new animated series *Ghost Hunter Dax*.
- Lights and Shadows announced its collaboration with Australia's Stewart & Wall Entertainment, to create a 3D animated series titled *Odd Sox*.

Characters from Made-by-Singapore animation (clockwise from top left): Stanley, Nanoboy, Bruise Black, Stoneboy, Katakune and Master Raindrop.





Games

Although relatively nascent, Singapore's game development scene is growing quickly. The country's skilled workforce, IT infrastructure and robust intellectual property regime have attracted prominent international companies such as Japanese game developers Koei Entertainment and Genki to establish their presence here. Local players have also grown from a handful to at least 30 active game development companies such as 10tacle Studios, Activate, Boomzap, Ksatria Gameworks, Mikoishi, NexGen Studio and Playware, to name a few.

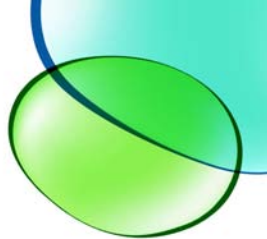
In the mobile and casual game sectors, local enterprises have made their mark in the international game arena:

- At the renowned Game Developers Conference (GDC) in San Jose, California in March 2006, mobile and cross-platform games developed by Mikoishi and Activate were highlighted at one of the keynote addresses titled "World Tour of Mobile Innovation 2006".
- At the world's largest game show – Electronic Entertainment Expo (E3) – held in May 2006, Mikoishi won two prestigious international awards (Best of E3 2006 IGN) for mobile implementations of *Phoenix Wright: Ace Attorney* and *Super Puzzle Fighter II*.
- This promising local game developer has also signed a publishing agreement with one of the world's top five game publishers, THQ Wireless, to release five game titles in the United States and is currently working with major publishers such as Capcom and LucasArts.



Made-by-Singapore games (clockwise from top):
Steel Odyssey by Activate, *Dropcast* by Mikoishi and
Badminton Online by 10tacle Studios.





Television

- » Moving beyond Asia, Singapore companies have struck deals with leading European players:

- Riding on the success of the first Germany-Singapore telemovie *House of Harmony*, Singapore's Oak3 Films collaborated with Germany's Smeaton Entertainment to co-produce telemovie *Love under the Sign of Dragon*.

- This telemovie is slated for worldwide distribution by Europe's major distributor Beta Films and broadcast in Germany over primetime on ARD, Germany's largest terrestrial broadcaster.



- » Another Singapore company, Sitting In Pictures, has joined forces with Fremantle Media Enterprises, famed for the *American Idol* format franchise, to produce a nine-part series featuring celebrity chef, Kylie Kwong, in China.

- This is the first time that the United Kingdom-based company is working with a Singapore company to develop a series for international distribution.



- » Singapore's I Media Entertainment has teamed up with Korea's CJ Media to distribute the *True Singapore Ghost Stories* series in the East Asian markets.

- The 13-part television series is adapted from a book series of the same title and will introduce a distinctively Singapore-flavoured media product to a regional audience.



■ **Government-to-Government Partnerships**

- MDA inked Memoranda of Understanding in 2006 with:
 - Korean Broadcasting Institute (KBI),
 - Canadian National Film Board (NFB),
 - Finanziaria Laziale di Sviluppo SPA (FILAS) of Italy, and
 - Software Industry Promotion Agency (SIPA) of Thailand, on a government-to-government level.
- After the MOU between MDA and KBI, the two parties followed up with a co-financing agreement to co-produce three **HDTV** projects by Singaporean and Korean producers.

► **Note on transfer:** These international partnerships act as catalytic support to generate demand for Made-by-Singapore content and services. By developing international collaborations with the Singapore media industry, as well as facilitating access to emerging, regional and international markets by way of MOUs and Co-production Agreements, high quality Made-by-Singapore content will enjoy access into more markets.

Plugging into High-Definition Television

High-Definition Television (**HDTV**) technology presents Singapore with tremendous potential to be at the forefront of digital content production and delivery as the global media and entertainment world shifts towards digital technology.

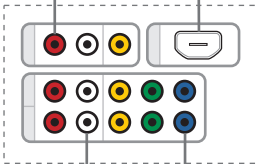
Accelerating the introduction of **HDTV** into Singapore has been a multi-pronged, collaborative effort to provide broadcasters with R&D and developmental support to upgrade capabilities to deliver High-Definition content and services; ramping up development of Made-by-Singapore High-Definition content; as well as rolling out a slate of publicity and consumer initiatives.



Little Big Dreams –
A Made-by-Singapore
High-Definition
documentary by
Threesixzero Productions

Notes on Deploying Digital Media:

HDTV trials over terrestrial, cable and Internet protocol platforms kicked off in June 2006.

- 1 Just seven months after the start of the trials, Singapore became the first country in Southeast Asia to launch commercial **HDTV** services when StarHub Cable Vision rolled out two High-Definition channels in January 2007.
 - 2 Approximately 100 hours of Made-by-Singapore High-Definition content were produced in 2006, with some programmes picked up for international distribution.
 - 3 The **HDTV** experience was brought closer to Singaporeans through an integrated communications and outreach campaign encompassing a dedicated website, commercials, advertorials, exhibitions, brochures, contests and training seminars for retailers.
 - 4 The campaign reached out to about 1.5 million people while the publicity blitz generated over 130 pieces of coverage in local and foreign media by end 2006.
- 

Interactive Digital Media R&D Programme Office

The convergence of new technologies has transformed lifestyles and viewing habits. New platforms delivering content are creating immense opportunities for growth. To reap maximum benefits from the exciting, high-growth Interactive Digital Media (IDM) sector, the National Research Foundation allocated S\$500 million over five years to fund the development of a strategic IDM research programme in Singapore to support the country's long-term vision of growing into a global IDM capital.

To champion the programme, a multi-agency IDM Research and Development (R&D) Programme Office was formed in August 2006. Hosted by MDA, the multi-agency office includes representatives from the Agency for Science, Technology and Research; Defence Science & Technology Agency; Economic Development Board; Infocomm Development Authority; International Enterprise Singapore; Ministry of Education; Ministry of Information, Communications and the Arts; and Ministry of Trade and Industry.

Hosted by:

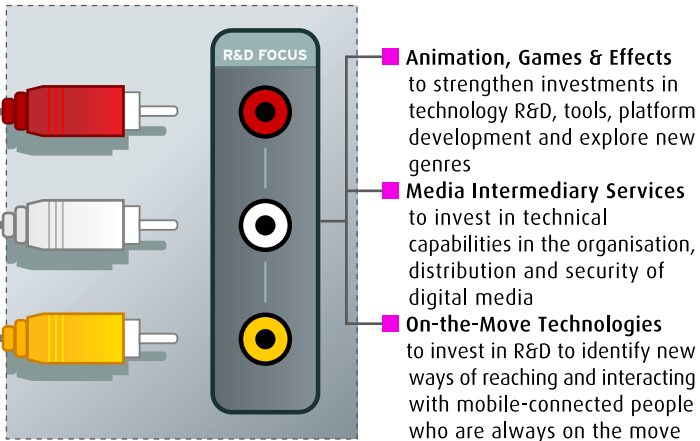


In collaboration with:



Strategic Focus

The three focus areas of the IDM research programme are:



Tip: Synchronising IDM efforts

To create a self-sustaining eco-system that generates ideas and innovation across all levels, four funding initiatives targeting the following groups have been established:

- IDM Support for Individuals
- IDM Support for Institutes of Higher Learning
- IDM Support for Industry
- IDM in Education



Attention: Linking Up with Compatible Organisations

An early result of partnering with leading Institutes of Higher Learning was the setting up of the Singapore-MIT GAMBIT (Gamers, Aesthetics, Mechanics, Business, Innovation, and Technology) Game Lab, between MDA and the Massachusetts Institute of Technology (MIT) in October 2006.

With this collaboration, some 300 of Singapore's most promising talents from the industry and academia can look forward to working closely with the best research minds at MIT over the next five years. In addition to advancing digital game research globally and developing world-class academic programmes in game technology, the GAMBIT Game Lab will help to establish Singapore as a vital player in the international game industry.

Digital Content Development

Efforts towards the development of digital content have been progressive and continuous. Synthesis, an MDA initiative launched in 2005 to support Web-based innovative and creative digital productions, issued a fresh call for proposals focusing on online character-based projects.

Aspiring mobile game developers were also invited to tap on INVIGORATE, a new initiative which supports the growth of the mobile game development sector through funding and mentorship programmes, with the aim to fuel creativity, passion and innovation within the rising field of mobile games.



Got character?: With characters among the most lucrative commercial entities today, Synthesis 2006 aimed to exploit the commercial potential of this market segment by nurturing local online character-based projects.

Enhancing Manpower Capabilities

Optimising Capacity

To cultivate and enlarge the talent pool for an expanding media industry, concerted efforts and programmes were rolled out to identify and groom tomorrow's media entrepreneurs and industry leaders by providing opportunities for learning, exposure and networking.



Dr Lee Boon Yang, Minister for Information, Communications and the Arts, handing out a Media Education Scheme award.

In 2006, MDA's Capability Development Scheme supported more than 120 industry professionals in acquiring specialist skills and international experience through short advanced courses and attachment programmes. With the Media Education Scheme, 20 recipients, aged 18 to 37, were able to pursue studies at top institutions around the world in a broad range of media-related courses such as filmmaking, animation, games and special effects.



Students in a scriptwriting Masterclass conducted by Australian script consultant Robert Greenberg (centre).

In addition, 50 Masterclasses, lectures and workshops were conducted or supported by MDA in partnership with sister agencies and industry members, training over 5,000 media practitioners in the process.

To inspire industry professionals to embrace business opportunities in the digital age, a Media Leader Series featuring captains of the industry as keynote speakers was launched. Kicking off the series in November 2006 was Dr James Canton, global futurist and Chief Executive Officer of Global Futures, who captivated his audience with visions of the digital future.



Dr James Canton, global futurist and Chief Executive Officer of Global Futures, headlined the inaugural session of the Media Leaders Series.

■ **Conversion Programme**

Aspiring 3D artists were given the opportunity to upgrade their expertise with a skills conversion programme initiated by the Singapore Workforce Development Agency, Singapore Animators Connection, Ngee Ann Polytechnic and MDA. The programme serves to bridge the skills gaps facing the rapidly-growing local 3D animation and games industry.

■ **Global Media Talents**

An International Manpower Programme to help local companies attract and anchor top international media talents to Singapore saw the arrival of talents like Joe Dever, an award-winning game designer behind the *Lone Wolf* series of young-adult game books; and Shawna Olwen, a top talent in the CG arena whose film credits included Hollywood blockbusters *Titanic* and *The Mask*. In addition to aiding skills and knowledge transfer, the Programme has helped to boost the local production sector by attracting other top media talents and international projects to our shores.

Promoting Connectivity



Tip: Enabling a Pro-business Environment

MDA formulates and administers growth-enabling policies that:

- Create a pro-business environment
- Increase media choices
- Safeguard public interest
- Reflect community standards
- Ensure effective implementation

Efforts to promote a pro-business environment, among other endeavours, enable MDA to climb the Pro-Enterprise Rankings from 25th position in 2005 to 19th in 2006. The Pro-Enterprise Rankings is an annual survey on the pro-enterprise orientation of government regulatory agencies commissioned by the Action Community for Entrepreneurship, a grouping made up of representatives from the public and private sectors.



Tip: Enhancing User Accessibility

In 2006, Singaporeans enjoyed higher quality customer service from MDA, which streamlined its processes and leveraged on external networks to enhance the accessibility of its services.

The following e-services were implemented to enhance the customer experience:

- MDA Online, a user-friendly one-stop portal, offers members of the public the convenience of making licence payment from the comfort of their homes.
- To facilitate businesses requiring various licences and permits to make an integrated online application, four MDA licence services were assimilated into the civil service-wide Online Business Licensing Service.
- An island-wide network of AXS transaction kiosks was added onto MDA's list of payment channels.

Facilitating New Services

2006 saw a strong move towards new formats of video and audio broadcasting through digital platforms and applications, thereby maintaining Singapore's competitive stance.

■ **Running with Digital TV Broadcast**

New media businesses were encouraged through a facilitative regulatory framework. There are currently eight trial and commercial Internet Protocol Television (**IPTV**) and Video-on-Demand licensees offering over 40 channels. In 2006, 16 new channels on StarHub Cable Vision were approved, out of which 11 were launched in the year. These moves provided local consumers access to more varied content on a greater number of platforms.

To facilitate mobile broadcasting and to promote Singapore as a test-bed for R&D activities in digital applications and products, three trial licences were issued to GoMobile, Innoxius Technologies and PGK Media to conduct commercial and technical studies of mobile broadcasting. Entry of new players will spur further growth and innovation in the digital media space as they compete to create more content and platform choices for Singapore consumers.



■ **Running with Digital Audio Broadcast**

Singapore became the first country in the world to launch subscription digital radio when Rediffusion unveiled 10 Digital Audio Broadcast channels in July 2006. Looking ahead, Singapore homes can anticipate the emergence of more commercial digital broadcasting services.

Increasing Media Choices

Young adults in Singapore have additional options on their entertainment plate. The age limit for cabaret-type and live entertainment performances was lowered from 21 to 18 with the introduction of a new classification **R18 (Cabaret)**. The public can also now purchase NC16 and M18 videos at shopping mall atriums from licensed video businesses.

**Alert:****NC16****M18****R21**

In a move that supports research and education, the National Library and Institutes of Higher Learning were allowed to widen their film collections to include titles rated NC16, M18 and R21.

Meanwhile, broadcasters welcomed the revision of the TV Programme Sponsorship Code, which offered them more leeway in their advertising services. Patients can also enjoy international channels with the extension of the TVRO (TV Receive Only) policy to hospitals.

Offering Quality Public Service Broadcast

To foster social cohesion and serve the needs of our multi-cultural and multi-racial society, MDA provides Public Service Broadcast (PSB) programmes that cover a wide range of topics across different genres, ranging from current affairs to minority language programmes on local radio and television.

In 2006, more than 3,000 hours of PSB programmes on television were produced. Several of these programmes have garnered awards:

Profiles:

- ***Flu 1, 2, 3***, a documentary on the avian flu, was awarded the Bronze medal in the Educational & Health Program category at the Beijing International Scientific Film Festival.
- ***Padigal (Steps)***, a highly popular Tamil language drama series that looks at challenges at different stages of life, propelled its lead actor into clinching a Best Actor award at the Asian Television Awards 2006.



■ ***Setting Up New Connections***

A slate of quality PSB programmes was brought to Singaporeans through collaborations with other government agencies. A good example was the partnership with the National Heritage Board and the National Library Board to produce *Explore Singapore!* – a Channel 5 programme that highlights events in Singapore’s history through museum tours.

Industry participation was also tapped on to develop concept-driven PSB programmes that explore pertinent issues across the various language channels on the following themes:

- Discovering Singapore
- Uncovering the untold stories of Singaporeans
- Programmes targeted at youths and the elderly

■ ***Enabling Real-time Subtitling***

To increase the accessibility of news programmes, the national broadcaster, MediaCorp, implemented real-time English, Mandarin and Malay subtitles for news bulletins on Channel 5, Channel 8 and Suria respectively. The English subtitling service was launched in October 2006 while the Chinese and Malay services were launched in December 2006. Real-time subtitling in Tamil is on its way.

Promoting Media Literacy

The advent of the digital age means that consumers are increasingly empowered to be their own media producers – to create content that reflect their ideals and views on social issues. Popular social networking platforms such as YouTube and Flickr, are providing today's consumers with endless choices on information access and sharing. As such, it is important, particularly for the young, to acquire media literacy skills to encourage responsible and discerning use of media.

■ *Setting Up the Platform*

To this aim, MDA drives MediAction!, a year-round public outreach initiative consisting of a series of engaging and inspiring activities, to equip Singaporeans with the necessary skills to create content while using media responsibly for work, learn and play. The goal is for 7 out of 10 Singaporeans to become media literate by 2015.



Dr Christopher Chia, Chief Executive Officer of Media Development Authority, interacting with one of the "Your Digital Playground" exhibits at SITEX 2006.

■ *For Consumers in Singapore*

In 2006, an estimated 200,000 people participated in some 90 MediAction! events. One of the key highlights of MediAction! was "Your Digital Playground", a 1,000-square metre anchor pavilion at SITEX 2006, which showcased revolutionary media content and services in an engaging and interactive fashion.



Using the Media for Work, Learning and Play: Students enjoying themselves at the 3D Animation Workshop, one of the 90 MediAction! activities held in 2006.



Tip: Proper Usage

To better understand the usage, appreciation and attitudes of Singaporeans for the Internet space, MDA commissioned a media literacy survey in 2006. One key finding was that 65 per cent of Singaporeans aged between 15 and 49 are at least moderately aware and are casual users of the Internet. The results of the survey also served to refine MDA's outreach strategies.

Promoting Industry Self-regulation

Industry self-regulation plays an increasingly important role in safeguarding public interest from offensive materials. In line with this, in 2006 MDA collaborated with the National Internet Advisory Committee and three local mobile operators to develop and launch a Voluntary Code for Self-regulation of Mobile Content (Mobile Content Code), to protect minors from undesirable content that are accessed through mobile devices. This is yet another initiative towards creating a conducive yet safe environment for the growth of a vibrant media sector that will benefit all in the long run.



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A critical component behind MDA's success with Singapore Media Fusion, is the support it receives from its host of advisory committees.

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