

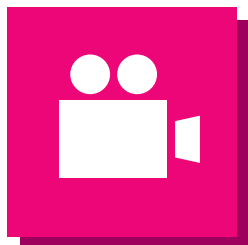
CHAPTER 1.2

SHINING ON THE WORLD'S STAGE

POWERING
PROGRESS



Singapore's media scene thrived in 2014, with even more Singapore-made content attracting international recognition and demand.



FILM



A Yellow Bird

First Singapore project and only Asian project selected for the 10th Cinéfondation's L'Atelier at the 67th Cannes Film Festival

Produced by Akanga Film Asia and directed by New Talent Feature Grant recipient, K. Rajagopal



Oh Lucy!

2nd prize at the Cinéfondation Selection

Directed by Atsuko Hirayanagi from Tisch School of the Arts Asia



Banting

First Malay film commercially produced in Singapore since the 1990s

Written and directed by veteran scriptwriter, TV director and New Talent Feature Grant recipient M. Raihan Halim



Bon Voyage

Best Director at the 6th Singapore Short Film Awards organised by The Substation

Directed by Media Education Scholarship (Film) 2014 recipient Alvin Lee



GAMES



Autumn Dynasty Warlord

Best Made-In-Singapore Game in
The Straits Times Digital Life Awards 2015
(Editor's Choice)

By Touch Dimensions



Lurking and Iris

Best Game and Excellent Student Award at the
Independent Games Festival China 2014

By DigiPen Institute of Technology Singapore



Romans in My Carpet!

Winner of the Indie Prize Showcase Asia
at Casual Connect Asia 2014

By Witching Hour Studios



Tiny Dice Dungeon

Winner of the Indie Prize Showcase Asia
at Casual Connect Asia 2014

By Springloaded



Dusty's Revenge

Winner of the Indie Prize Showcase Asia
at Casual Connect Asia 2014

By PD Design Studio

On top of these stellar wins, Sony Computer Entertainment Japan also announced on 25 October 2014 a three-year extension of its PlayStation Incubation Studio Singapore, which is part of the Games Solution Centre, at GameStart Asia 2014 – giving the industry a boost of confidence.



BROADCAST MEDIA



Grace

Following the success of *Serangoon Road*, HBO Asia went on to commission its second original series *Grace*, a four-part one-hour English language horror drama series, with Singapore's Infocus Asia and the support of MDA. Starring Russell Wong, Singapore's Pamelyn Chee, Lim Yu Beng, Lim Kay Tong and Constance Song, the series was largely shot in Infinite Studios' soundstage facility in Singapore.



The Food Detectives

The first season of PSB-funded local TV series *The Food Detectives* has been picked up by TVB Hong Kong. UK distributor TVF International, which is representing both seasons of the show, has also sold the series to National Geographic Channel Asia. The series has also been picked up by TVBI – Australia, China, Hong Kong, Indonesia, Macau, Malaysia, Stream TV – Russia/Ukraine CIS and Fokus TV – Poland.



Kakadu

Kakadu, produced for Australian Broadcasting Corporation, was awarded the Gold World Medal at the 2014 New York Festivals Television and Film Awards in the Nature & Wildlife category.



INTERACTIVE DIGITAL MEDIA

The Interactive Digital Media (IDM) Jumpstart and Mentor (i.JAM) Programme was implemented in 2007 to seed research and development in the IDM space. The programme seeks to support start-ups and individuals with breakthrough ideas that can be developed into innovative products and services.

To-date, a total of 321 projects has been approved for Tier-1 funding of up to S\$50,000 per project. In addition, 76 start-ups have also gone on to receive follow-on funding of at least S\$200,000 each from the private sector.

The willingness of incubators and professional investors to provide the matching S\$100,000 investment required for Tier-2 funding is a direct validation and affirmation the quality of the seed-stage deal flow channelled through i.JAM Reload.

A total of 397 start-ups along with 1,739 entrepreneurs and individuals have benefitted via a pool of 10 incubators from the public and private sector. A total follow-on funding of more than S\$103 million from the private sector had also been raised by the i.JAM start-up companies.

275 PROJECTS
APPROVED FOR
TIER-1 FUNDING

UP TO
S\$50,000
PER PROJECT

57 LOCAL START-UPS
TO RECEIVE
TIER-2 FUNDING

UP TO
S\$200,000
PER PROJECT

Appointed i.JAM Incubators

- Crystal Horse Investments
- Expara IDM Ventures
- Fatfish MediaLab
- NTUitive
- NUS Enterprise
- Ruvento Ventures
- Singapore Infocomm Technology Federation
- QuestAccelerator
- Angels Gate Advisory
- FocusTech Ventures



PRO-ENTERPRISE MEASURES

Pro-Enterprise Measures for Film and Video Sectors

MDA's efforts to improve media industry conditions were recognised at the Pro-Enterprise Panel and Singapore Business Federation (PEP-SBF) Awards 2014. These awards acknowledged the efforts of government agencies in facilitating business operations.

MDA received the PEP Best Suggestion Award (Supporting Agency) for a suggestion from an industry member to remove security deposits from film licensees. Initially in place to deter film licensees (both Film Exhibition and Film Distribution Licensees) against potential wrongdoings, a compulsory security deposit also meant added business costs.

By May 2014, approximately S\$7 million were refunded to 288 qualifying licensees or 98% of Film Distribution and Exhibition Licensees.



Assistant Chief Executive (Industry) of MDA, Angeline Poh (left), receiving the PEP Best Suggestion (Supporting Agency) Award.

CHAPTER 1.2

SHINING ON THE WORLD'S STAGE

TOUCHING
LIVES



2014 was a great year for Singapore media professionals, as they picked up awards for their works worldwide.

Local audiences also had the opportunity to enjoy more Singapore-made films. The 10 commercial local films released last year had a total box office takings amounting to almost S\$5 million.



FILM

10 commercial local films were released in the year in review, with a slew of other made-in-Singapore films released in the festival circuit.

Behind such entertaining films are local media talents such as M. Raihan Halim, Boris Boo and Meng Ong. Raihan's film *Banting* is also the first made-in-Singapore Malay feature-length film since the 1990s.

“There were no precedents before us We discovered that Malay audiences wanted to watch something that is commercially viable. This (*Banting*) is just the beginning, and we're just getting started!”

M. Raihan Halim

Director of *Banting*

The 10 commercial local films released last year had a total box office takings amounting to almost S\$5 million.



The Lion Men



re:solve



The Second Coming



Filial Party



The Lion Men: Ultimate Showdown



Meeting the Giant



Afterimages



Banting



Wayang Boy



A Fantastic Ghost Wedding



GAMES



Local gaming companies are making a name for themselves at home too – clinching awards and prizes by reputable magazines. Tan Wai Chong, CEO of Mosscube, shared his insights into the rise of Singaporean gaming companies.

“I think we are very successful in Singapore because we have the support of MDA and the Games Solution Centre. They gave us an environment that allows us to network with the industry, be able to know what is going on in the industry, and to be competitive with the others.”

Tan Wai Chong

CEO
Mosscube

Mosscube's top app *Mighty Monsters: Rise of the Minions*, a strategy game featuring cute minions, was among The Straits Times Digital Life's Best Made-In-Singapore Game nominees – an app made possible with the support of MDA. The app is currently being redeveloped to enhance the gaming experience of users and will be relaunched in app stores towards the end of 2015.



BROADCAST MEDIA



The Food Detectives series, created and produced by independent production outfit ActiveTV Asia, is one of the success stories of the MDA's PSB initiative. Broadcast on MediaCorp Channel 5, the series takes an entertaining look at the food we eat, where it comes from and how good it is for us. It won the Apollo Award for Editing Excellence and Nikki "Highly Commended" at the recent Asian TV Awards.

"14 episodes were produced with the support of the MDA's PSB Contestable Funds Scheme, without which this successful Singaporean original production would not have seen the light of day and certainly not gone on to be commissioned for a 13-part second series."

Michael McKay
President
ActiveTV Asia



INTERACTIVE DIGITAL MEDIA

With the support of Lunch Actually and FatFish Medialab as well as MDA's funding, *LOLA*'s users grew to over 15,000 across Singapore, Malaysia, Indonesia, and the Philippines without any marketing spend. *LOLA*, an acronym for Love Out Loud Asia, has even gone on to release another exciting app *LunchClick*, gaining more than 10,000 users within its first month.



LOLA co-founders from left to right: Chua Chun Kiat, Wong Say Jon, Kenneth Lim.

“If it were not for the i.JAM funding we received from MDA, we would not have been able to dedicate time and effort to build *LOLA* to a meaningful scale and effectiveness that eventually resulted in an acquisition (in October 2014) by the Lunch Actually Group, the biggest dating agency in Southeast Asia.”

Kenneth Lim

Co-founder
LOLA (Love Out Loud Asia)



PRO-ENTERPRISE MEASURES

JTC LaunchPad @ one-north was thought up by MDA to provide budding digital and media entrepreneurs a start-up space that enabled co-working, collaboration and incubation.

One such entrepreneur, Woo Sze Ming of Gamurai Pte Ltd, shared how he benefitted from the convenience of the location – a nod to MDA's pro-enterprise stance.



Woo Sze Ming (left) now operates Gamurai Pte Ltd from Block 71 of the JTC LaunchPad.

“Gamurai, being a young Singaporean startup, is very honoured to plug ourselves into JTC LaunchPad @ Blk 71. We can pop over to Fusionopolis to learn from the researchers in A*STAR, jump over to INSEAD to seek advice from our mentor, attend workshops in NUS@Plugin and exchange and refine our ideas with our friends around us.”

Woo Sze Ming

Co-founder
Gamurai Pte Ltd