

MDA Grant Schemes

**DEVELOPMENT
ASSISTANCE**



**PRODUCTION
ASSISTANCE**

**MARKETING
ASSISTANCE**



**TALENT
ASSISTANCE**

**ENTERPRISE
ASSISTANCE**



Introduction

MDA's grant schemes are tailored with the needs of the media industry in mind. For each stage of your project, from idea development, to content production, to gaining access to international markets and talent development as well as enhancing your in-house capabilities, there is a scheme that will help you achieve your objectives.

These grant schemes support projects, individuals and companies from all media sectors, namely **Animation, Broadcast, Film, Games, Interactive Media, Music** and **Publishing**.

The grant schemes are as follows:

Development Assistance

> We help you develop good ideas into a script, teaser, game design, manuscript or storyboard.

Production Assistance

> We help you turn your media prototype, storyboard or script into production reality.
> We help media productions that contribute to the media sector through hiring Singapore talent in credited roles and generating Singapore Spend.

Marketing Assistance

> We help you promote your projects to your target markets.
> We also help partially defray your cost of travel, marketing and promotion.

Talent Assistance

> We support your training needs and work attachments.
> We offer scholarships for undergraduate and post-graduate media-related studies.

Enterprise Assistance

> We help you build sustainable business growth through augmenting the level of in-house capability development, hiring of experts, technological capabilities and process enhancements.

Please email us at **MDA_Schemes@mda.gov.sg** for further enquiries or log on to **www.mda.gov.sg/Schemes** for details.

Others

> **New Talent Feature Grant**

Supports first and second-time feature film directors.

> **Film Mentorship Initiative**

Supports media professionals who have already gained admission into a renowned international film project lab.

Find out more at **www.mda.gov.sg/Schemes**.

> **Research & Development for Interactive Digital Media Sector**

www.idm.sg/support

Development Assistance



Good ideas and stories are important as a first step to any strong media product or offering. We want to help you, so you can come up with compelling stories and ideas that can be developed and subsequently, be made ready for production. If you have a good idea, Development Assistance provides grants to help you develop it into a script, game design, manuscript or storyboard.

You can also acquire IP rights to an existing work, for the purpose of adaptation. This may qualify for Productivity & Innovation Credit (PIC), which is administered by the Inland Revenue Authority of Singapore (IRAS). For more information on PIC, log on to www.iras.gov.sg/irashome/PICredit.aspx and click on the Development Assistance section. Our industry officers can also help you to seek clarification from IRAS.

Development Assistance is open to:

- > Singaporeans and Permanent Residents
- > Singapore-registered companies [listed in the Media Singapore Standard Industrial Classification (SSIC) Code]

You can check your SSIC Code at www.mda.gov.sg/Schemes/Pages/DevelopmentAssistance.aspx.

What we will support

Development Assistance supports all media sectors and provides grants to help you develop your ideas into media content. Development activities supported include but are not limited to the following deliverables:



Animation Up to \$150,000

Research and concept development for:

- > Presentation bible (Digital/Printed)
- > Storyboards
- > Style Guide (for L&M)
- > Script
- > Teaser/Trailer/Pilot



Broadcast Up to \$70,000

- > Proposal and execution plan
- > Concept/sizzle reel
- > Demo video (Content 360TV Online)
- > Pilot episode (International TV)



Film Up to \$40,000

- > Research and content development
- > Feature script development
- > Short film or teaser/trailer
- > Pitch packaging for feature film



Games Up to \$150,000

- > Game design document/script/storyboarding/concept art
- > Playable prototype



Interactive Media Up to \$150,000

- > Research and concept development
- > Playable prototype content (e.g. storyboard)



Music Up to \$8,000

- > Single and Press Kit



Publishing Up to \$200,000

- > Research and concept development
- > Manuscript (for books) + eBooks
- > Mock-up (for magazines) + eMagazines
- > Prototype content (for e/digital)

Application Guidelines

Application guidelines for each sector is available. Find out more at www.mda.gov.sg/Schemes.

Contact us

Email your plan to us at MDA_Schemes@mda.gov.sg.

Production Assistance



Production Assistance encourages productions that highlight Singapore talents in credited roles and spur Singapore Spend[#].

MDA will support up to 40% of your project's total Singapore Spend. To encourage a sustained pipeline of projects, a further grant of up to 10% of the Singapore Spend of your current project can be used for your next project.

Production Assistance is open to:

- > Singapore-registered companies (excluding sole proprietorships and partnerships) with three years of operations complete with audited financial statements and media as their primary SSIC Code. The MDA funding amount is capped at 20 times the company's paid-up capital.

You can check your SSIC Code at www.mda.gov.sg/Schemes/Pages/ProductionAssistance.aspx.

What we will support

Grants go towards supporting a range of production activities including but not limited to the following:



Animation

- > Animated TV series or animated feature



Broadcast

- > Master tapes of programme and trailer, including final shooting scripts and music cue sheets
- > Fully functional website (if applicable)



Film

- > Feature-length film in final delivery/screening format



Games

- > Fully playable game



Interactive Media

- > Finished playable product
- > Interactive content that utilises new media platforms (e.g. mobile, smart TV) for info/entertainment



Music

- > Production of new Extended Plays (EPs)/Albums
- > Music composing, scoring and recording for animation, broadcast, film, games, interactive media and publishing
- > Platforms for music talent discovery (i.e. through-train roadmap for talents identified, and tied to broadcast)



Publishing

- > Printed content with agreed initial circulation numbers
- > Digital applications and/or content published on agreed platform
- > Service or distribution platforms

Our schemes are Content360 ready. We encourage projects that cover more than one of the above sectors. These can be submitted and evaluated as one project.

How we will support

MDA will support up to 40% of your project's total Singapore Spend. We will also support you with a further grant of up to 10% of the Singapore Spend of your current project on your next project.

The **qualifying cost items** captured under Singapore Spend include:

- | | | |
|-----------------------------------|----------------------|---|
| ● Manpower/talents | ● Equipment rental | ● Art/Set department |
| ● Professional fees/services | ● Location rental | ● Travel and accommodation costs |
| ● Hardware/software | ● Master print/tapes | ● Ground transport |
| ● Intellectual property licensing | ● Legal fees | ● Project financing (e.g. insurance, completion bonds, bank charges etc.) |

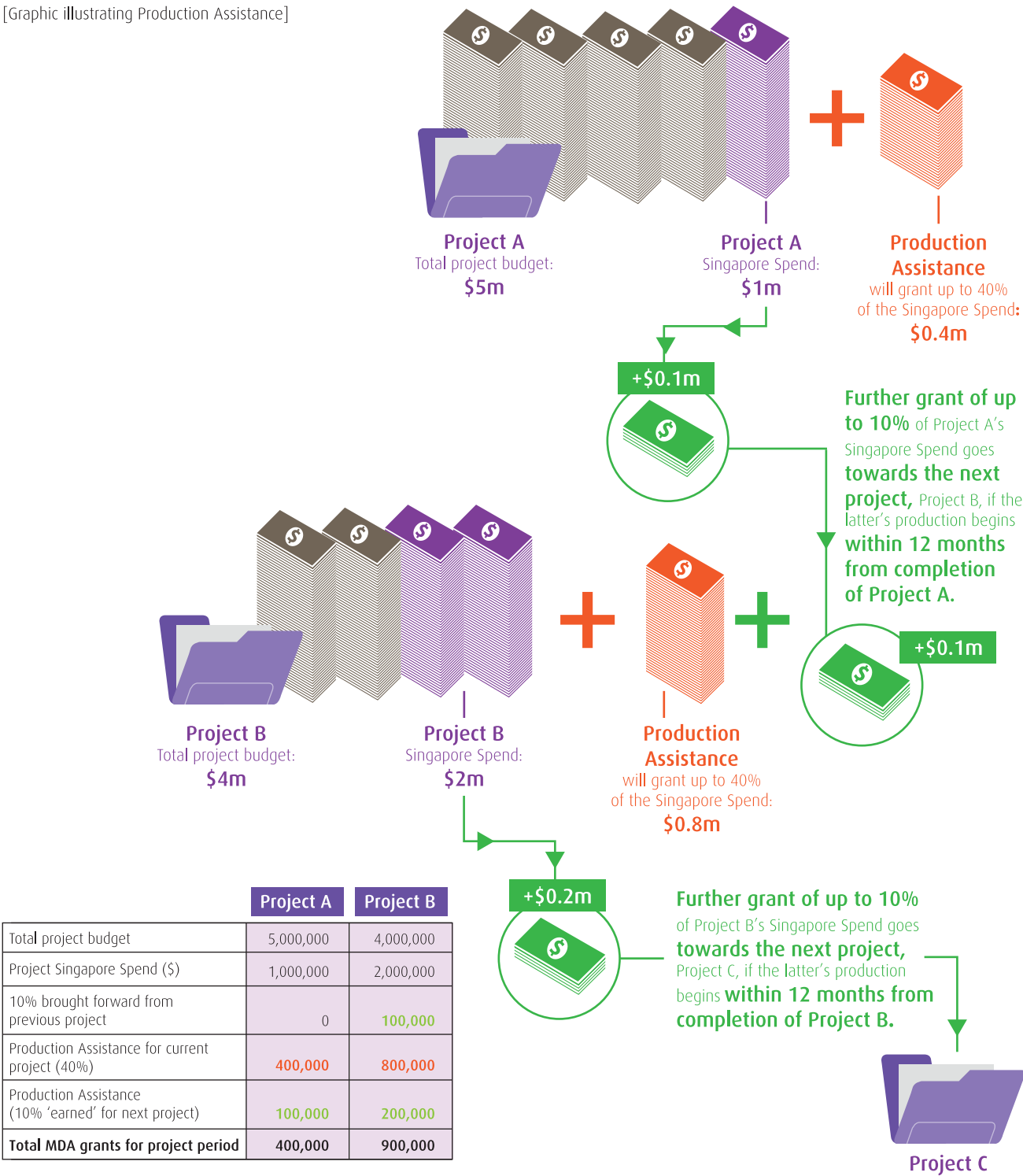
[#] Singapore Spend refers to a project's expenditure on qualifying cost items incurred in Singapore or on Singaporeans/PRs. This includes third-party costs incurred and paid directly to a Singapore business entity or directly to Singaporeans/PRs. Any goods and/or services supplied by a Singapore business entity must be substantially supplied, performed or value-added in Singapore.

How Production Assistance Works

Example :

Project A has a budget of \$5 million, of which \$1 million is spent in Singapore. The applicant can get a Production Assistance grant of up to \$400,000 for Project A and a further grant of up to \$100,000 for his next Project, Project B, if the latter’s production commences within 12 months from the completion of Project A. If Project B has a budget of \$4 million with a Singapore Spend of \$2 million, the applicant can be funded up to \$800,000 and a further grant of up to \$200,000 will go towards his next project.

[Graphic illustrating Production Assistance]



Application Guidelines

Application guidelines for each sector is available. Find out more at www.mda.gov.sg/Schemes.

Contact us

Email your plan to us at MDA_Schemes@mda.gov.sg.

Marketing Assistance



Your production is now ready for your audience. Marketing Assistance will help you market it to your target audience. Marketing Assistance will also help grow overseas demand for Singapore-produced content.

Marketing Assistance is open to:

- > Singaporeans and Permanent Residents
- > Singapore-registered companies [listed in the Media Singapore Standard Industrial Classification (SSIC) Code]

You can check your SSIC Code at www.mda.gov.sg/Schemes/Pages/MarketingAssistance.aspx.

What we will support

Travel

- > Expenses related to attendance at international markets and events, such as airfare, registration/accreditation and accommodation

Marketing

- > Expenses related to marketing content internationally
- > Expenses related to converting materials to required formats and specifications (e.g. conversion to 35mm for international film festivals)

Promotion

- > Expenses related to sustained cultivation of consumer demand for Singapore media products in targeted markets

Events

- > Please refer to www.mda.gov.sg/Schemes/Pages/MarketingAssistance.aspx for the list of eligible events that MDA will fund under the Marketing Assistance Scheme.

Quantum

Marketing Assistance provides companies and individuals with up to \$25,000 per calendar year. It will also promote Singapore content from a range of related Singapore media companies in targeted markets.

How you can apply

You can download the application form from www.mda.gov.sg/Schemes and email the completed form with the supporting documents listed at least four weeks prior to the event start date to MDA_Schemes@mda.gov.sg.

Talent Assistance



Talent Assistance helps media professionals, whether employees or freelancers, to upgrade, upskill and secure work attachment opportunities.

With effect from 1 July 2012, Talent Assistance has been enhanced with 'Training Allowance' for freelancers and 'Enhanced Apprenticeship' for experienced media practitioners.

These new measures are made possible with funding support from the National Productivity and Continuing Education Council (NPCEC) which is a tripartite council set up in April 2010 to galvanise the nation to achieve national productivity growth over the next 10 years. You can find out more about NPCEC at www.waytogo.sg.

These enhancements strengthen the existing Talent Assistance scheme which help upskill and upgrade media practitioners.

Talent Assistance is open to:

- > Singaporeans and Permanent Residents
- > Singapore-registered companies [listed in the Media Singapore Standard Industrial Classification (SSIC) Code]

You can check your SSIC Code at www.mda.gov.sg/Schemes/Pages/TalentAssistance.aspx.



What we will support:

Training Allowance (for media freelancers)

With effect from 1 July 2012, MDA will provide media freelancers with training allowances to encourage you to upgrade your skills, when you go for Workforce Skills Qualification (WSQ) or non-WSQ training.

Grant Quantum

You can claim up to \$1,800 per month for training allowance, at a rate of \$7.50 per hour, capped at a maximum of \$9,000 over five years.

Training Programmes

For specialised media training courses, workshops and master classes in creative, technical and entrepreneurial skills (e.g. e-publishing, stereoscopic 3D, business pitching and media project management skills) that are not available under the WSQ framework, you can apply to MDA for training course fee subsidies.

Grant Quantum

With effect from 1 July 2012, you will be supported with up to 90% of the course fees, capped at \$15,000 annually. For specialised media training available only overseas, MDA can also provide support to help defray airfare and living expenses.

Work Attachments

MDA supports your work attachment programme with a local or overseas media company to gain hands-on training on projects for a period of three to 12 months.

Fresh graduates from media-related studies, mid-career switchers, media freelancers and existing media employees who wish to acquire new media skills can apply for support under Work Attachment.

Grant Quantum

Local attachments

MDA will support up to 70% of your monthly salary capped at \$1,400 (excluding CPF contribution) during the local attachment period.

Overseas attachments

You will be supported with up to \$2,000 per month and up to \$3,000 for return economy airfare and insurance.

Enhanced Apprenticeship (For experienced practitioners and employees)

With effect from 1 July 2012, experienced media practitioners, who hold key creditable roles in their specialised field of work for at least two to three years, can apply for higher funding under the Enhanced Apprenticeships for work attachments for up to five months, over a period of five years. MDA welcomes companies which are interested in hosting work attachments to talk to us.

Grant Quantum

You will receive up to \$3,200 per month for local attachments. For overseas attachment, you will be supported with up to \$3,800 allowance per month and up to \$3,000 for return economy airfare and insurance.

Scholarships

Media practitioners and students who wish to pursue full-time media-related graduate or post-graduate programmes at reputable Singapore or international universities may apply for our scholarships. Application is open from January to March annually. Find out more at www.mda.gov.sg/Schemes.

How you can apply

You can apply for Talent Assistance all year round. Scholarship application is open from January to March annually.

For application of Training Allowance (for media freelancers only) or Specialised Media Training Grants (local or overseas), please apply online at Six Degrees' application portal. Applicants are required to create a free basic account at www.sixdegrees.asia. For queries, please email to grants@sixdegrees.asia or call **6338 3018**.

For application of Work Attachment or Enhanced Apprenticeship, please download the application form from www.mda.gov.sg/Schemes and email it to us at MDA_Schemes@mda.gov.sg with supporting documents.

Enterprise Assistance



Enterprise Assistance aims to build sustainable business growth for high-potential local media enterprises. It focuses on helping companies achieve long-term sustainable growth through productivity.

With effect from 1 July 2012, Enterprise Assistance has been enhanced with Enterprise Assistance (Productivity) to help media companies raise efficiency through process improvements and digital migration. These new measures are made possible with funding support from the National Productivity and Continuing Education Council (NPCEC) which is a tripartite council set up in April 2010 to galvanise the nation to achieve national productivity growth over the next 10 years. You can find out more about NPCEC at www.waytogo.sg.

Enterprise Assistance (Productivity), administered as part of the Enterprise Assistance Scheme, aims to stimulate process improvements in the media sector by catalysing the adoption of more up-to-date production technologies by the industry, especially in the critical workflow processes of content creation, content asset workflow management and automation.

Enterprise Assistance (Productivity) is open to:

- > Singapore-registered companies with three years of operations complete with audited financial statements [listed in the Media Singapore Standard Industrial Classification (SSIC) Code with at least a 30% local shareholding]

You can check your SSIC Code at www.mda.gov.sg/Schemes/Pages/EnterpriseAssistance.aspx.



What we will support

Expenses related to in-house capability development, hiring of experts, technological capability enhancements and process enhancements.

We also want to support companies with more ambitious plans for their next tier revenue growth. Please contact us.

Quantum

Enterprise Assistance (Productivity) is provided as a grant of up to \$150,000 for process improvements and up to \$300,000 for digital migration per company. Each grant is subject to a cap of 30% of the total qualifying cost for the project. Upon approval, the grant will be given over a few disbursements based on the completion of deliverables.

How you can apply

MDA will work with interested applicants to agree on the scope and quantum of grant, before they submit a proposal outlining the company's plans for productivity improvements using the MDA application form together with the company's audited financial statement (latest three years).

You can email to MDA_Schemes@mda.gov.sg for further enquiries.



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