**PSM DIGITAL PARTNERSHIP FUND OFFICIAL APPLICATION FORM**

Important Notes:

* All application must be in English and accompanied with a fully completed **PSM Digital Partnership Fund Official Application Form**.
* In the event of multiple projects, one application form for each project should be completed.
* Please email the completed application form with the required supporting documents to [PSM\_Submissions@imda.gov.sg](mailto:PSM_Submissions@imda.gov.sg)
* All required information must be furnished on the application form (please do not edit/delete the fields in this form). Incomplete submissions will be disqualified.
* Deadline for application and email submission is **11:59pm** on **31 March 2019.**

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| **APPLICANT - SINGAPORE COMPANY INFORMATION** | | | | | | | |
| **Company Name** |  | | | | | | |
| **Address** |  | | | | | | |
| **Tel No.** |  | | | | | | |
| **Website** |  | | **Email** |  | | | |
| **Company Type** | e.g. Public Listed Company / Private Limited etc | | | | | | |
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| **KEY CONTACT PERSON(S)** | | | | | | | |
| **Name** |  | | | | | | |
| **Designation** |  | | | | | | |
| **Contact No.** |  | | | | | | |
| **Email** |  | | | | | | |

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| **REGIONAL/INTERNATIONAL PARTNER (I) INFOMATION** | |
| **Company Name** |  |
| **Address** |  |
| **Name and Designation of Key Contact Person** |  |
| **Email** |  |
| **Nature of Business** |  |
| **Name of Digital Platform(s) Owned** |  |
| **Contributions / Value Proposition offered by Partner towards Project** |  |

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| **REGIONAL/INTERNATIONAL PARTNER (II) INFORMATION (IF APPLICABLE)** | |
| **Company Name** |  |
| **Address** |  |
| **Name and Designation of Key Contact Person** |  |
| **Email** |  |
| **Nature of Business** |  |
| **Name of Digital Platform(s) Owned** |  |
| **Contribution / Value Proposition offered by Partner towards Project** |  |

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| **DIGITAL PLATFORM PARTNER (FOR SINGAPORE ACCESS) INFOMATION** | |
| **Company Name** |  |
| **Name of Digital Platform** |  |
| **Brief Description of Platform** |  |
| **URL** |  |
| **Name and Designation of Key Contact Person** |  |
| **Email** |  |
| **Singapore Audience Reach –Average Monthly Unique Video Viewers (UVV) in Singapore –** | (please cite data source and period) |
| **PARTNERSHIP AND DISTRIBUTION INFORMATION** | |
| **Total Production Budget/Investment for Project (S$):** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_   |  |  | | --- | --- | | **Investment by Applicant (Singapore Company)** | **Investment by Regional/International Partner (I)** | | **Investment Value (S$) :** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | **Investment Value (S$) :** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | | **Investment Share(%):** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | **Investment Share (%):** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | | **IP Ownership Share (%):** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | **IP Ownership Share (%):** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | |  | **Investment by Regional/International Partner (II)** | | **Investment Value (S$) :** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | | **Investment Share (%):** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | | **IP Ownership Share (%):** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |   **Will the funded content be distributed beyond Singapore? If yes, please provide more information:**   |  |  | | --- | --- | | **Name of Countries and platforms where the content will be distributed (pl list all planned distribution channels)** | **Minimum exclusive window period, if any (pl state how long)** | |  |  | |  |  | |  |  | |  |  | | |
| **Please highlight the Value Proposition for the Singapore media industry and talents as a result of this Partnership between the Applicant and the identified Regional/International Partner and/or the Digital Platform Partner:**  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | |

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| **OTHER APPLICANT INFORMATION** |
| Please check [X] if the answer is ‘YES”  Has the applicant adopted the Tripartite Standard (TS) on the Procurement of Services from Media Freelancers?  Has the applicant applied for other government funding for this project? If Yes, please, provide more information on the other funding application:  Name of funding scheme: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Name of Government Agency: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Application status: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Is the applicant free from financial embarrassment? |

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| **PROJECT OVERVIEW** |
| **Proposal Title:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  **Language:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  **Genre:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  **Target Audience:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  **Proposed release date of title (in Singapore and overseas):** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  **Public Service Content Value(s):**  Please state the **primary (required) and a secondary (optional) Public Service Content value** to be communicated through this concept:   |  |  | | --- | --- | | 1. Promote social values. These include promotion of family values, community bonding, social inclusiveness and cohesiveness, interests of youth and the elderly, sports, active aging, volunteerism; |  | | 1. Celebrate our culture and heritage, including the arts, design, cuisine etc; |  | | 1. Promote racial and religious harmony, including minority programming, tolerance to differences and mutual respect; |  | | 1. Promote the Singapore identity, a sense of belonging and pride as Singaporeans, and including Singaporean’s responsibilities as global citizens; |  | | 1. Foster an informed society, including news, information, analysis of current affairs that increase Singapore viewers’ understanding of Singapore and the world; and/or |  | | 1. Stimulate knowledge and learning, including factual and educational programming targeting children, youth and the general population. |  |     **Please explain how the selected Public Service Content values is/are applicable to this concept:**      **What are the innovative and/or interactive elements of the project (e.g. use of technology and new formats)**      **How does this project appeal to the target audience? (e.g. use of data analysis and audience insights)**     |  | | --- | | **Programme Format** | | **Number of Episodes :** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | | **Duration per episode :** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | | **Total Duration :** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |   **Total Production Budget: (S$)** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  **Cost per episode (S$)**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |

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| **DETAILED CONCEPT** |
| **Concept** [To include treatment, format and outline]: |
| **Series Synopsis:** (not more than 500 words) |
| **Episodic Synopsis:** (not more than 150 words per episode) |
| **Series Rundown and Sample Episode Treatment** (for 1 episode only): (not more than 500 words) |
| **Proposed Cast:** |

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| **MARKETING PLAN** |
| Please provide full details of marketing plan including all proposed marketing and promotional activities, platforms, and schedule, etc. |

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| **KEY CREDITED TALENT /** **PRODUCTION TEAM (BOTH INTERNATIONAL AND SINGAPORE / SINGAPORE PR)** |
| |  |  |  |  | | --- | --- | --- | --- | | **Key Roles** | **Name** | **Nationality** | **Remarks** | | **Executive Producer** |  |  |  | | **Producer(s) / Assistant Producer(s)** |  |  |  | | **Director(s)** |  |  |  | | **Assistant Director(s)** |  |  |  | | **Writer(s)** |  |  |  | | **Director of Photography** |  |  |  | | **Others:** |  |  |  | |  |  |  |  | | **Key Cast (Leads / Supporting Leads)** |  |  |  | | **Total no. of Key Credited Roles:** |  | | |   [Attach profile of past work and achievement(s) if available] |
| **Internship Opportunities (if Applicable)**   |  |  | | --- | --- | |  | **Description** | | **No. of Internship Roles Available** |  | | **Brief Description of Roles** |  | |
| **TRACK RECORD OF APPLICANT (SINGAPORE COMPANY)** |
| **Company Background:** |
| **Track Record** [To include past achievement(s) / Past Projects]: |

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| **TRACK RECORD OF REGIONAL / INTERNATIONAL COMPANY (I)** |
| **Company Background:** |
| **Track Record** [To include past achievement(s) / Past Projects]: |

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| **TRACK RECORD OF REGIONAL / INTERNATIONAL COMPANY (II) (IF APPLICABLE)** |
| **Company Background:** |
| **Track Record** [To include past achievement(s) / Past Projects]: |

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| **DETAILED PROJECT BUDGET BREAKDOWN  (Please provide itemized breakdown of each cost category)** |
| |  |  |  |  | | --- | --- | --- | --- | | **Description** | **Cost per episode (S$)** | **Total Cost for Series (S$)** | **Remarks** | | **Pre-Production** | | | | | **Scripting** | | | | | * **Head Writer** * **Researcher Writer** * **Story Planner (Long Form)** * **Dialogue editor (Long Form)** * **Researcher / Writer** * **Transcribing / Subtitling** |  |  |  | | **Miscellaneous** | | | | | * **Rental of Telephone Lines** * **MC/Wubby** * **Guest Relation Officers (GROs)** * **Contingencies** |  |  |  | | * **Others** |  |  |  | | **Production (Exclude Talents)** | | | | | **Production Staff**   * **Supervising & EP** * **Producers & Studio Director** * **Director** * **Associate Producers & Asst Studio Director** * **Production Coordinator** * **Floor Manager** * **Stage Hands** |  |  |  | | **Camera & Sound crew**   * **DOP** * **Camera Assistant** * **Sound Recordist** * **Lightingman** * **Grip - ENG Camera** * **Additional Location Crew** |  |  |  | | **Studio**   * **Studio Rental** * **Studio Manpower** * **Studio Additional Lights** * **Other equipment - Crane, Etc** |  |  |  | | **Imaging**   * **Wardrobe Mistress / Stylist** * **Makeup Artist** * **Wardrobe / Makeup Assistant (if any)** * **Wardrobe** * **Makeup / Hair** |  |  |  | | **Art Department**   * **Set Design / Storage** * **Set / Set Construction** * **Propsman / Props** * **Staging** * **Production Supplies - Rental of Computers** |  |  |  | | **Stunt Department (if any)**   * **Stunt Choreographer** * **Stuntmen** * **Safety Officer** * **Stunt Equipment** |  |  |  | | **Filmstock / Tapestock**   * **Filming stock (HD card)** * **Backup stock (if any)** * **Preview DVDs** * **Master copies** |  |  |  | | **Location expenses**   * **Transport & Claims** * **Meals** * **Rehearsal Venue Rental** * **Sets & Props** * **Generator / towing fees (if any)** |  |  |  | | **Others**   * **Air Fares** * **Accommodation** * **Subsistence Allowances** * **Contingency** * **Photographs/Slides** |  |  |  | | **Post Production** | | | | | **Video Post**   * **Post Supervisor / Line Producer** * **Non-linear Editor** * **Offline and Online non-linear suite** * **Opening Titles** * **Colour Correction (if any)** * **Special Effects (if any)** * **Graphics (if any)** |  |  |  | | **Audio Post**   * **Sound Suite** * **Studio - Music Editing** * **Library Music / Sound Effects** * **Licenced Music Rights (if any)** * **Music Composition / Sound Design (if any)** |  |  |  | | **Talent** | | | | | **Talent Fees**   * **Main cast - Presenters** * **Main cast - Guests** * **Main cast - Actors - Reenactments** * **Main supporting cast - Bit Players** * **Supporting cast** * **Extras** * **Choreographer** * **Vocal Coach** |  |  |  | | **Foreign Talent (if any)**   * **Airfare** * **Accommodation** * **Insurance / Taxes** * **Other Expenses** |  |  |  | | **Studio (If any)** | | | | | **Studio expenses (if any)**   * **Studio rental** * **Studio crew** * **Rental of System for PA Enhancement** * **Rental of Additional Audio Mixer** |  |  |  | | **Others**  **Please provide details** |  |  |  | | **TOTAL (S$)** |  |  |  | | **Cost per Episode (S$)** |  |  |  | |
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| **SUPPORTING DOCUMENTS CHECKLIST** | | | | |
| **No.** | **Supporting Document** | **Attached** (Please Cross) | | **Remarks** |
| **Yes** | **No** |
| 1 | Supporting document to show that the Applicant is an adopter of the Tripartite Standard (TS Media Freelancers) |  |  |  |
| 2 | Credit Assessment / Rating Report of the Applicant |  |  |  |
| 3 | ACRA Business Profile of the Applicant |  |  |  |
| 4 | Letter of Commitment from Digital Platform Partner to provide free local access of the proposed content in Singapore for at least six months on its identified platform(s) |  |  |  |
| 5 | Letter of Commitment from Regional/International Partner to collaborate/co-invest in the production of the proposed project. |  |  |  |