

PUBLIC SERVICE MEDIA (PSM) DIGITAL PARTNERSHIP FUND

SUBMISSION GUIDELINES

1. INTRODUCTION

IMDA is calling for the submission of Proposals for the Public Service Media (PSM) Digital Partnership Fund aimed at supporting collaborations or partnerships between Singapore media companies and regional/international partners to produce compelling and innovative public service content for Singaporeans and audiences beyond.

2. WHO CAN APPLY

Applicant

The PSM Digital Partnership Fund is open to applications from Singapore-registered media companies (e.g. digital platform owners, production/media companies and broadcasters) that meet the following requirements:

- i) Singapore registered company that engages in info-communications, media production and related activities; and
- ii) Company is an adopter of the Tripartite Standard on the Procurement of Services from Media Freelancers (TS Media Freelancers)

Digital Platform Partners

At the point of application, the applicant must have secured a Letter of Commitment from a Digital Platform Partner to provide free local access of the proposed content in Singapore. The Digital Platform Partner must fulfil the following requirements:

- a. Provide free local access of the proposed content in Singapore for at least six months (from the release date of the last episode) on its identified digital platform(s);
- b. Ability to reach at least 500,000 unique local viewers (average monthly unique viewers in Singapore) on its identified digital platform(s); and
- c. Demonstrate the ability to undertake strong marketing and publicity efforts to drive viewership. Details of the proposed marketing and promotion plans must be furnished in the application form.

Regional / International Partners

At the point of application, the applicant must have secured a Letter of Commitment from a regional/international partner to collaborate or co-invest in the project. Details of the partner's investment and contributions towards the project must be furnished in the application form. Regional/International partners who own or have access to digital platforms to offer the content to overseas viewers is preferred but not mandatory.

3. FUNDING SUPPORT

IMDA will support 50% of the total project qualifying cost for successful applications.

The following project cost items can be considered as qualifying cost:

- i) Manpower
- ii) Professional services
- iii) Hardware/Software
- iv) Intellectual Property
- v) Other costs directly related to production of the project

Marketing and distribution costs will not be considered as qualifying cost.

IMDA will not provide retrospective funding. Proposed projects must not have started production (i.e. principal filming has not begun) at the time of application and award.

4. PROJECT REQUIREMENT

Proposals submitted to IMDA must meet the following requirements:

- a. The proposed content must be original and in any of the four official languages of Singapore;
- b. The proposed content must meet and deliver at least one of the Public Service Content Values. Scripted genres such as Drama and Info-ed are preferred to nurture story-telling capabilities.
- c. The proposed content can be a video series or a slate of video series; telemovie or feature film will not be supported.
- d. The proposed content must be delivered with first or concurrent release on a digital platform that is free to access in Singapore for a minimum period of six months.
- e. The project must demonstrate creative merits, including the use of data (e.g. leverage on audience insights) and/or digital technologies (e.g. AR/VR, interactive components) to engage audiences.
- f. The proposed content must meet IMDA's Content Code for Over-the-Top, Video-on-demand and Niche Services. Content rated beyond PG13 will be evaluated on a case by case basis.
- g. The project must provide opportunities for Singaporeans/Singapore Permanent Residents to undertake key credited roles, and internships for local media students are highly encouraged.

5. EVALUATION CRITERIA

Proposals will be evaluated based on the following criteria:

- i) Innovativeness and Creative Merits of Concept (30%)
 - a. Creative, fresh and exciting concept/format/subject matter
 - b. Innovative use of technology in production and/or delivery
 - c. Use of data to shape the proposal/concepts/format/genre
- ii) Appeal to Target Audience (20%)
 - a. Potential to engage and appeal to intended target audience based on data and analysis of audience preferences and consumption trends

- b. Relevance of content to local audience
 - c. Potential to engage and appeal to regional/international audiences
- iii) Value Proposition of Partnership and the Benefits it Brings to Singapore (20%)
 - a. Contributions/value proposition offered by all Partners collaborating in this project
 - b. Opportunity for talent and capability development for Singapore media talents/industry
- iv) Track Record (20%)
 - a. Credential and past achievements of Applicant and production team, and track record in delivering projects of similar scale and quality
 - b. Credential and past achievements of Regional/International partner
 - c. Credential of Digital Platform Partner and ability to undertake strong marketing and publicity efforts to drive viewership on identified platforms
- v) Reasonableness of Budget (10%)
 - a. Clear budget breakdown for pre-production, production, post-production, talents, etc.
 - b. Reasonableness of project budget
- vi) Public Service Content Value (Present/Absent)

Proposed content should meet and deliver at least one of the following Public Service Content value(s):

 - a. 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;
 - b. Celebrate our culture and heritage, including the arts, design, cuisine etc;
 - c. Promote racial and religious harmony, including minority programming, tolerance to differences and mutual respect;
 - d. Promote the Singapore identity, a sense of belonging and pride as Singaporeans, and including Singaporean's responsibilities as global citizens;
 - e. Foster an informed society, including news, information, analysis of current affairs that increase Singapore viewers' understanding of Singapore and the world; and/or
 - f. Stimulate knowledge and learning, including factual and educational programming targeting children, youth and the general population.

6. Audit

- (I) Successful Applicants are required to submit to IMDA an audited report on the qualifying expenditures and number of key credited roles after completion of the project.

7. SUBMISSION DETAILS

Applicants may submit more than one application. Completed application forms should include the following information:

i) PSM Digital Partnership Fund Official Application Form

INFORMATION OF APPLICANT, DIGITAL PLATFORM PARTNER AND REGIONAL/INTERNATIONAL PARTNER(S): To include company and required information of the Applicant and all partners involved in the proposed project

PARTNERSHIP AND DISTRIBUTION INFORMATION: To include information on the contributions/co-investment from partners and intended distribution plan; as well as value proposition of the partnership

PROJECT OVERVIEW: To include information on proposed format and duration, language, genre, target audience, planned release date, total production budget, public service content values communicated and innovativeness of the project

DETAILED CONCEPT: To elaborate on the story concept including episodic synopsis, series rundown, sample episodic treatment, proposed cast/talent list

MARKETING PLAN: To include information on the proposed marketing and promotional activities, platforms, schedules, etc.

KEY CREDITED TALENT: To include the information on proposed creative and production team and roles (especially for Singaporeans/Singapore Permanent Residents to undertake key credited roles and internships for local media students)

TRACK RECORD: To include information on past achievements and projects undertaken by the Applicant and Regional/International Partners

DETAILED BUDGET BREAKDOWN: To provide detailed budget breakdown according to the template provided

ii) Required Supporting documents

- a. Supporting document to show that the Applicant is an adopter of the Tripartite Standard (TS Media Freelancers)
- b. Credit Assessment / Rating Report of the Applicant – To be procured from independent credit risk assessment agency and the report must be current and prepared within one year from the submission of this application and must indicate that the Applicant has at least sufficient sound financials to meet its normal obligations.
- c. 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)
- d. Letter of Commitment from Regional/International Partner to collaborate/co-invest in the production of the proposed project.

8. SUBMISSION DEADLINE

- (I) The call for proposal would be open from 5 December 2018, 6.00pm to 31 March 2019.
- (II) The deadline for all applications and email submission to reach IMDA is at **11:59pm on 31 March 2019**. Submissions received after the submission deadline will not be considered.

9. SUBMISSION PROCEDURE

- (I) Submissions must be made using the **PSM Digital Partnership Fund Official Application Form**. In the event of multiple project proposals, one application form for each project should be completed and submitted.
- (II) Completed applications forms must be submitted together with all supporting documents via email to PSM_Submissions@imda.gov.sg with the following information in the email subject:

Email Subject: PSM Digital Partnership Fund Application by *[Name of Company]*
- (III) All required supporting documents and materials must be submitted in PDF format only.
- (IV) Total file size of each email submission is to be kept within maximum size of 2MB (including all supporting documents and materials)
- (V) Incomplete application forms and submissions will be disqualified.

10. NOTIFICATION OF AWARD

- (I) Results will be published on the IMDA website by 30 June 2019. Only Applicants who have been successful in their applications will be notified via email.

11. OTHERS

- (I) All information submitted to IMDA as part of the application for the PSM Digital Partnership Fund will be used only for the purposes of this call for proposal.
- (II) All materials submitted will not be returned to the Applicant, whether or not the Applicant is awarded the project. IMDA will not reimburse any expenses incurred by the Applicant during the selection process.
- (III) All Applicants' submission(s) must be original and must not infringe the rights of, or defame or embarrass any person, firm or company. Applicant shall indemnify IMDA from and against all claims arising from a breach of this term. Applicant shall indemnify and keep IMDA, its officers, agents and employees fully indemnified against any and all loss, damage, claims and costs (including costs on a full indemnity basis) suffered and/or incurred as a result of claims and costs (including cost on a full indemnity basis) suffered and/ or incurred as a result of the Applicant's breach of any of these terms and conditions; or arising out of any information or entries submitted.

- (IV) IMDA reserves the right, at its sole discretion, to restructure, amend the conditions, cancel or suspend the call for proposal, without incurring any liability to the Applicants and without having to provide any reasons.
- (V) All decisions by IMDA are final and absolute and not subject to inquiry or appeals, verbal or written.
- (VI) By submitting a proposal for the PSM Digital Partnership Fund, Applicants agree to the above conditions.

12. CONTACT / ENQUIRY

- i) Please submit any enquiry via email to PSM_Submissions@imda.gov.sg
- ii) For more information, please visit <https://tinyurl.com/pdpf2018>