

## THE MEDIA PICTURE TO-DATE

Singapore's media scene is fast evolving on the international stage.

## ANIMATION, FILM & TELEVISION

Singapore has seen 180 co-productions involving more than 15 countries including the United States, the United Kingdom, Australia, China, Japan and Korea. Notable amongst these are:

- BAIT, a 3D thriller co-produced by Singapore's Blackmagic Design and Australia's ArcLight Films, which has secured international pre-sales to 24 countries
- Rob the Robot, an animated TV series co-produced by Singapore's One Animation and Canada's Amberwood Entertainment

In terms of global reach, Singapore-made TV content has entertained audiences in over 70 countries.

## INTERACTIVE DIGITAL MEDIA (IDM)

The IDM Programme Office, a multi-government agency initiative including MDA, was set up in 2006 in recognition of the immense growth potential in the IDM sector.

- To date, the IDM sector has seen the emergence of world-class companies and successes in the commercialisation of R&D
- IDM revenues have also reached \$1.5 billion in 2009 (CAGR of 15%) while employment in this sector increased by 15% to 8,117



**HERE ARE TWO GLOBAL MEDIA PLAYERS WHO ENJOY THE SINGAPORE ADVANTAGE.**



**Lisa Henson,**  
CEO of The Jim Henson Company

"Singapore is an educated investor who understands the business of media production. From their skills, to their dedication and positive attitude, they [have] truly impressed us. The quality we get here exceeds that of other established countries."

**David Ellender,**  
Global CEO of FremantleMedia Enterprises

"Many of the big-time regional broadcasters in Asia, are headquartered in Singapore which makes it an attractive hub for media companies. Talents here have a high skill set, particularly in post-production and technical areas. Singapore respects and is very supportive of protecting intellectual rights."



**Mediapolis is now your best reason to come onboard.**

## GAMES

Singapore companies are making their mark in the international arena, winning prestigious awards at events such as the Independent Games Festival in Shanghai in 2009 and 2010. These include:

- Protégé Studio's Xbox Live game, Armor Valley, which won an award for Excellence in Audio
- Nekomura Games, which won the Excellence in Visual Arts Award for its ButaVX: Justice Fighter

## PUBLISHING

International and homegrown companies in Singapore have established footprints across various categories, such as scholarly, professional, educational, popular magazines and trade.

- International publishers include Wiley-Blackwell, Cengage Learning Asia, Cambridge University Press and Shanda Literature
- Homegrown publishers include Marshall Cavendish, Popular Holdings, Singapore Press Holdings and World Scientific Publishing

These and many others testify to Singapore's growing international track record and the prospects for even more growth.

# SINGAPORE IS COMMITTED TO MAKING IT HAPPEN

## Media companies and talents can look forward to incentives including:

- Development Assistance
- Production Assistance
- Marketing Assistance
- Talent Assistance
- Tax Rebates

## Please visit the following websites for more information:

Economic Development Board  
[www.edb.gov.sg](http://www.edb.gov.sg)

Infocomm Development Authority of Singapore  
[www.ida.gov.sg](http://www.ida.gov.sg)

JTC Corporation  
[www.jtc.gov.sg](http://www.jtc.gov.sg) or [www.one-north.sg](http://www.one-north.sg)

Media Development Authority of Singapore  
[www.mda.gov.sg](http://www.mda.gov.sg)



## BCA GREEN MARK

Mediapolis is proud to be one of the first districts in Singapore to be recognised by the BCA Green Mark for District Award with Gold<sup>plus</sup> certification.

The BCA Green Mark for District Award takes into account energy and water efficiency, indoor environment quality, innovation and building management. It serves as a benchmark for organisations to incorporate internationally-recognised best practices in environmental design and performance.

## COME HOME TO THE FUTURE OF MEDIA.

Visit our website at [www.discovermediapolis.sg](http://www.discovermediapolis.sg)



## About Media Development Authority (MDA)

The Media Development Authority of Singapore promotes the growth of globally competitive film, television, radio, publishing, music, games, animation and interactive digital media industries. It also regulates the media sector to safeguard the interests of consumers, and promotes a connected society.

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#16-22 Symbiosis  
Singapore 138633  
Tel: 6377 3800  
Fax: 6577 3888

[www.mda.gov.sg](http://www.mda.gov.sg)

## Disclaimer:

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Artist Impressions courtesy of JTC Corporation



**Mediapolis**  
@one-north

**Home to the Future of Media**

[www.discovermediapolis.sg](http://www.discovermediapolis.sg)



## THE POTENTIAL OF MEDIA GROWTH IN ASIA PACIFIC IS PROMISING

“The Asia Pacific entertainment and media market may grow at an annual rate of 6.4 per cent by 2014 to about US\$475 billion.”

- PricewaterhouseCoopers (PwC), 16 June 2010

## THERE IS NO BETTER PLACE TO BE THAN IN SINGAPORE

“In the next 3 years, Singapore’s media sector revenues are expected to grow at a CAGR of more than 16%.”

- Vikas Sharma, business research and consulting firm Frost and Sullivan, 2010



## SINGAPORE, THE THROBBING MEDIA HUB IN ASIA

Singapore is a city of contrasts, a nation of ideas and innovation, and Asia’s most exciting media city.

Here are some key facts:

- Strategically located in Asia and well connected with other key Asia Pacific cities
- Populated by a cosmopolitan society of 5.08 million with 95.9% literacy
- Ranked 11th amongst 111 countries in terms of standard of living
- Enjoyed investments of S\$420 million in info-communications and media development in 2010

## SINGAPORE HAS ALL THE BUSINESS ADVANTAGES

- Free Trade Economy
- World’s Easiest Place to do Business (Doing Business 2009 Report)
- Best Protection in Intellectual Property (The Global Competitiveness Report 2010 - 2011)
- World’s second and Asia’s first in the Networked Readiness Index (2010 / 2011)

## MEDIAPOLIS WILL BE A CITY WITHIN THE VIBRANT CREATIVE PRECINCT OF ONE-NORTH

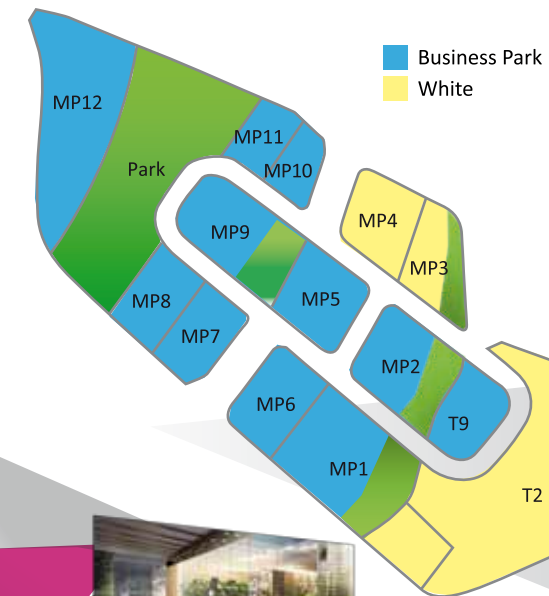
One-north is designed such that homes, offices, parks, playgrounds and commerce are mixed into a vibrant melting pot. Cafes, shops and amenities are located within the complex to create a ‘live, work, learn and play’ environment to help stimulate the exchange of ideas.

Leading tertiary institutions and international schools are located within close proximity of one-north, including INSEAD, National University of Singapore, Singapore Polytechnic, Tanglin Trust School and United World College.

Mediapolis Land Parcels					
Land Use	Site	Land Area (sqm)	Indicative Land Use	PR	GFA (sqm)
Business Park (include R&D, work and business space)	MP 1	12,000	BP	2.00	24,000
	MP 2	8,115	BP	2.00	16,230
	MP 5	6,120	BP	4.80	29,376
	MP 6	5,035	BP	6.00	30,210
	MP 7	4,945	BP	6.60	32,637
	MP 8	5,210	BP	6.60	34,386
	MP 9	5,154	BP	7.80	40,201
	MP 10	2,941	BP/White	4.80	14,117
	MP 11	3,494	BP/White	4.80	16,771
	MP 12	15,061	BP	5.30	79,823
	T9	4,853	BP	2.00	9,706
	T2				
White (include hotel, service apartments, schools, F&B, retail, entertainment and event spaces)	MP 3	7,159	School	2.00	14,318
	MP 4	4,122	School	3.60	14,839
	T2	31,111	Commercial	1.50	46,667

Everything media centric - from film, animation, broadcast and music, to publishing, interactive digital media and games - is supported by the following features:

- A state-of-the-art soundstage complex with green screen capabilities
- Digital production and post-production facilities
- Broadcasting and distribution facilities
- Interactive digital media labs and R&D activities
- Media schools and research institutes
- Recording studios and audio suites
- Work lofts and incubators



## MEDIAPOLIS@ONE-NORTH IS WHERE THE MEDIA WORLD WILL CONVERGE IN SINGAPORE

Mediapolis is a 19-hectare state-of-the-art media hub, where leaders of the media world will converge to testbed cutting-edge media concepts and prototypes for the future. It is where content, services and applications will be developed, produced, financed and distributed to an international audience.

## MEDIAPOLIS OFFERS FOUR KEY VALUE PROPOSITIONS

### CLUSTERING

A mediascape that is ripe for content development, media financing, distribution and trading. You will be in close proximity to other global media players too. This allows greater engagement and mutual co-operation for both small and medium sized enterprises as well as multi-national companies.

### CAPABILITY

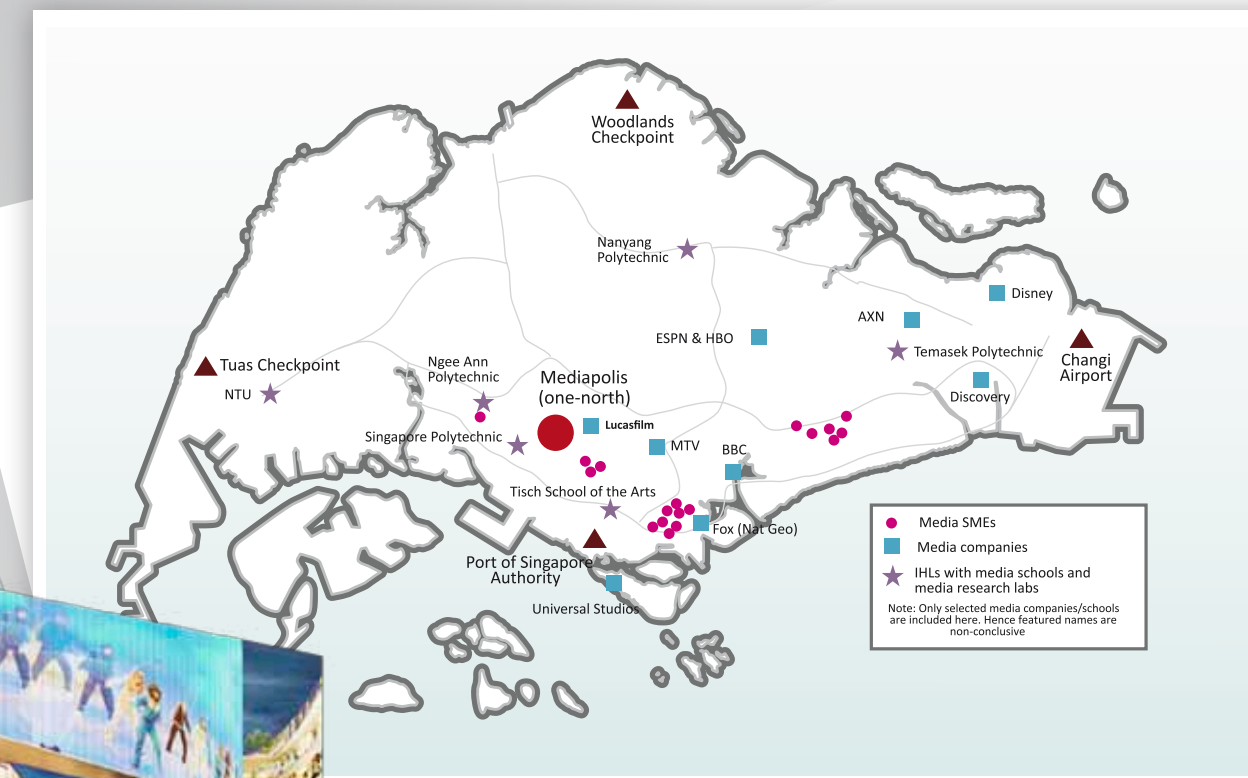
Maintain your competitive edge and stay at the forefront of your industry at Mediapolis. Combining accessible state-of-the-art integrated Research and Development (R&D) services with an abundance of locally-developed talent, Mediapolis houses all the resources you need to stay ahead of the game conveniently and efficiently. You can access tomorrow’s media technologies today!

### CONNECTIVITY

Get connected with the most advanced ICT infrastructure in Asia. Made possible by Singapore’s Next Gen broadband service, you will achieve rapid files transfers, seamless online multi-tasking and dedicated connectivity to cloud services and data centres. Speed will play a major role in increasing your productivity and efficiency.

### CREATIVITY

Mediapolis is ideally located at the epicentre of a creative hub, where ideas synergise and people connect in fun and tangible ways, stimulating new creative endeavours and ideas in all who work, live and play there.



## MEDIAPOLIS IS SET WITHIN A BIGGER MEDIA PICTURE IN SINGAPORE

International media companies, media schools and research labs are all mere minutes away from Mediapolis.

## ACCESSING MEDIAPOLIS IS A BREEZE!

- 2 minutes to the expressway network - Ayer Rajah Expressway (AYE)
- 30 minutes from Singapore Changi Airport
- 23 minutes from Johor Bahru (Woodlands Checkpoint)
- 13 minutes from the famed Orchard Road shopping district
- 2 minutes from one-north Circle Line MRT station
- A daily shuttle bus service runs within the one-north precinct

