

# **MEDIA ENTERPRISE PROGRAMME (MEP) – DEVELOPMENT GRANT**

## **APPLICATION GUIDELINES**

The Infocomm Media Development Authority (IMDA) reserves the right to update the Guidelines from time to time.

# Application Guidelines for Media Enterprise Programme (Development)

## 1. General

- 1.1 The Media Enterprise Programme (Development) “MEP (DEVP)” aims to build media enterprises’ core competencies in the development of quality content for international audiences. It provides funding to support the structured development process of original premium scripted and unscripted film and series projects, with the objective to help develop commercially ready projects for greenlighting by international networks or digital platforms. Projects with potential may be considered for further production funding.
- 1.2 IMDA does not provide retrospective funding for costs already incurred.
- 1.3 IMDA’s decision for grant awards is final and no appeal will be entertained.

## 2. Eligibility Criteria

- 2.1 MEP (DEVP) is open to Singapore-registered Business Entities (the “Applicant”) that engage in info-communications and media, and related activities.
- 2.2 The Applicant should have a track record in showrunning projects and produced media content in the last three years that has been publicly screened<sup>1</sup>, including at least one long-form project. Companies / individual writers without the necessary track record may look for partner companies with proven track record to submit a proposal.
- 2.3 The Applicant should demonstrate ability to (i) co-finance the development process; and (ii) own IP.
- 2.4 The Applicant must have adopted the [Tripartite Standard on the Procurement of Services from Media Freelancers \(TS Media Freelancers\)](#).

## 3. Proposal Scope

- 3.1 IMDA is looking to support projects in early to mid-development stage. MEP (DEVP) will support the development of the following:

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<sup>1</sup> On platforms such as broadcast, film festivals, theatrical release, curated online platforms etc.

- **Episodic series:** at least 5 episodes, with each episode runtime of at least 30 minutes.
- **Feature film:** runtime of at least 70 minutes

Content may be scripted or unscripted. Short-form content will not be taken into consideration.

3.2 The Applicant may submit proposed project(s) for either or both of the above categories.

3.3 For each project proposal, the Applicant shall submit a proposal that should include details such as, but not limited to:

Process	Company Details	Project Information
<p><b>[Key focus]</b></p> <p>Elaboration on the development process and the implementation plan</p>	<ul style="list-style-type: none"> <li>• Applicant company’s vision</li> <li>• Applicant company’s track record</li> <li>• Project team’s track record (head writer, showrunner, writing team etc.)</li> <li>• Timeline for development of each IP</li> <li>• Topline budget (for the development process only)</li> </ul>	<ul style="list-style-type: none"> <li>• Logline and synopsis</li> <li>• Treatment</li> <li>• Storyboard (for animation projects)</li> <li>• Key Character bible</li> <li>• Episodic breakdown for Series</li> <li>• Draft script for Feature Film (if available)</li> </ul>

3.4 Proposals will be assessed on the following criteria, if applicable, including but not limited to:

- Track record and financial assessment of Applicant, partners (if applicable) and project team
- Strength, feasibility and commercial potential of project
- Comprehensiveness and suitability of the proposed development process, and how it can upskill writer’s and company’s capability in IP development
- Potential for commissioning including any preliminary interest from streamers and broadcasters, investors
- Potential to level up the company’s capabilities in creating a slate of premium content for international audiences

3.5 It is encouraged to have a head writer (can be the director-writer as well), producer and director attached to the project(s), with prior experience in writing/producing long-form content.

3.6 Only selected projects will be considered for funding.

## 4. Funding Quantum

4.1 IMDA will provide a grant of up to \$100,000 for the development phase for Episodic Series, and up to \$50,000 for Feature Films, and up to \$500,000 per Applicant. Eligible expenses include, but not limited to:

- Option fees for literary material
- Writer and producer fees
- Research expenses
- Script consulting and editing fees
- Pitching material (which may include trailer, mood board)

4.2 The grant does not support expenses such as content production, general overheads or subsistence, legal fees or costs of preparing agreements and costs incurred prior to grant approval.

4.3 The following funding support will apply:

Funding Quantum
Up to \$100,000 for Episodic Series, and up to \$50,000 for Feature Films

4.4 The grant can cover costs incurred in the following funding categories:

Funding Categories	Definition
Manpower	Full-time employees hired by Applicant
Professional Services	Professional services provided by third parties which directly contributes to the project
Intellectual Property	Cost of IP acquisition

## 5. Application Process

5.1 There are two stages to the application process: (i) proposal submission and (ii) individual project application (official application).

### Stage 1 – Proposal Submission

5.2 Proposal must be submitted via the FormSG link during the proposal submission window<sup>2</sup>.

5.3 Proposal shall be submitted in accordance to Para 3: Proposal Scope.

5.4 Should the proposal be accepted for funding consideration, IMDA will invite the Applicant via email to submit formal project application (refer to stage 2).

<sup>2</sup> Link and dates of the proposal submission window will be published on IMDA's website.

Stage 2 – Individual Project Application (Official Application)

- 5.5 Each individual project application must be submitted to [caro@imda.gov.sg](mailto:caro@imda.gov.sg), copying your Account Manager. Should the proposal comprise more than one project, each project must be applied separately.
- 5.6 Together with the submission of the Application Form, required supporting documents listed in the Application Form must also be submitted.
- 5.7 IMDA reserves the right to request for additional supporting documents to be submitted as part of the application, as deemed necessary for assessment of the project.
- 5.8 If a funding application is approved, a Letter of Offer will be issued. The Applicant will need to formally accept the Letter of Offer by signing and replying to [caro@imda.gov.sg](mailto:caro@imda.gov.sg), copying your Account Manager, before any milestone claim can be made.

## 6. Disbursement and Milestone Claims

- 6.1 The Applicant (Grant Recipient) will be required to prepare the following documents as part of the two disbursement milestones at the start and end of the project, which should be **completed by July 2024**:

S/N	Disbursement Milestones	Required Supporting Materials to be submitted	Disbursement Amount
1	Commencement of Project	Proof of commencement: <i>E.g: Implementation plan, or engagement of writing team</i>	50%
2	Upon completion and submission of final deliverables	<ul style="list-style-type: none"> <li>• Final script (Film) / Episodic treatment (Series) / Storyboard (Animation), and any other deliverables required</li> <li>• Final Pitch Package</li> <li>• Final Report which includes:               <ul style="list-style-type: none"> <li>i) Detailed write up of the script development process</li> <li>ii) Learning points</li> <li>iii) Action plan for the completed IP</li> </ul> </li> </ul>	50%

- 6.2 Grant Recipients are to submit the milestone claim and required deliverables in softcopy. Any hardcopy deliverables (e.g. reference/viewing copy of content) are to be physically delivered/mailed to IMDA's office.

- 6.3 Disbursement of grants will be made to the bank account stated in your Vendor@Gov<sup>3</sup> record via Electronic Fund Transfer. IMDA shall have no obligation to provide any funds should you not meet the KPIs, requirements and deadlines, and reserves the right to also clawback funds previously disbursed for the project.
- 6.4 The Grant Recipient shall keep and maintain complete and proper accounts of income and expenditure relating to the project in accordance with generally accepted accounting principles, and ensure that such accounts reflect a true and fair view of the financial position of the Grant Recipient and all transactions relating to the project. If requested, IMDA must be granted complete access to such records (including agreements with media talents engaged for the project), as well as the right to inspect all project work.

## **7. Site Visit / Spot Check**

- 7.1 IMDA reserves the right to conduct a site visit to observe the IP development process. Grant recipients must allow access of premises to IMDA for the purposes of the site visit.

## **8. Change Request**

- 8.1 If there are foreseeable changes to timelines and deliverables, please make a request to IMDA ahead of the deadlines by emailing the IMDA officer in charge of your project. Change requests should only be made under exceptional circumstances, and all requests are subject to IMDA's approval.

## **9. Others**

- 9.1 If you have any enquiries, please submit your enquiry via email to [SFC@imda.gov.sg](mailto:SFC@imda.gov.sg).

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<sup>3</sup> First time applicants are required to create a vendor record and update their bank details on Vendors@GOV, at the URL [here](#). Please note that individual accounts are distinct from company accounts.