

Profiles and quotes from partners:

**1. Adobe Systems Incorporated**

Adobe is changing the world through digital experiences. For more information, visit [www.adobe.com/sea](http://www.adobe.com/sea).

Quote from Adobe:

*"Adobe is both excited and honoured to be part of the Creator's Space initiative, supporting the vision of Singapore's Media Development Authority to become a regional media center of excellence. It's a great concept which allows us to support the development of Singaporean content creators, not only in terms of their creative skills but also from a business acumen perspective. We look forward to empowering each creator in their career journey." ---Stephen Hamill, managing director for Southeast Asia at Adobe.*

**2. Autodesk**

Autodesk is a leader in 3D design, engineering and entertainment software.

Quote from Autodesk:

*"Equipping creators with the 3D design software tools to bring their ideas to life is right at the heart of what we do at Autodesk. Our partnership with the MDA on the Creator's Space is an extension of our commitment to helping groom next generation talent in Singapore and broadening access to our professional visual effects software. Today, students, teachers and schools in Singapore already benefit from free access to Autodesk software for use in and outside of the classroom. It's also worth highlighting that many of our media & entertainment software innovations used by customers worldwide are driven out of our Autodesk Singapore Research & Development Centre which is just a stone's throw away from Creator Space in One-North."--- Kazuo Nishimatsu, Head of Media & Entertainment Sales, Autodesk Asia Pacific*

**3. Brand New Media:**

Brand New Media (BNM) is a global content company with offices and dedicated studios operating across Australia, South East Asia, the US and Europe. BNM is an established international player with a 15-year pedigree in content development, creation, distribution and marketing.

Quote from Brand New Media:

*"Global investment in branded content exceeded US\$145bn in 2014 and will exceed US\$300bn by 2019. This is clearly a commercial area that shows opportunity for both domestic growth and the positioning of Singapore as a regional hub. Establishing an ecosystem of creative, commercially capable young entrepreneurs in this area is a cornerstone to success. Dedicated, inspirational marketing content that focuses on consumer needs discounts the need for interruptive advertising and allows brands to own the customer*

*relationship, own the data, and provide opportunities for commercial interactions. We see the Creators' Space as an ideal first step to equip a new generation with the skills to succeed in a rapidly changing media industry. Brand New Media's contribution through a multimedia training platform accompanied by live workshops with the support of a regional association of expert practitioners will lay robust foundations." ---Damien Bray, Global Development Director.*

#### **4. Cloudstringers**

Cloudstringers, a wholly-owned subsidiary of SGX-Mainboard listed Trek 2000 International Ltd (SGX:5AB), is an award-winning cloud solution that caters to a spectrum of professional, public and enterprise users. The evolutionary platform comprises an ecosystem which facilitates cloud storage and digital marketplace. This allows users to store, view, share, buy and sell digital contents such as pictures and videos.

##### Quote from Cloudstringers:

*"Creativity knows no boundaries and as the saying goes, two is better than one. We have strong conviction in Creators' Space to be the online hub in Singapore that unifies content creators and encourages the development of professional online video content. With Cloudstringers available as an app on most smartphones, it also aims to address a media consumption trend that favours digital content on the go. We believe in rewarding original digital content creators for their hard work and this is made possible on our proprietary marketplace. Going forth, I am confident that the media scene in Singapore will be increasingly vibrant." --- Mr. Wayne Tan, Executive Director of Cloud Stringers (S) Pte. Ltd.*

#### **5. Dailymotion:**

Dailymotion is the video platform with the best player to upload, watch and share on any topics: sports competitions, music festivals, comedy skits, political debates, fashion shows, gaming live-streams. Each month, with around 3 billion videos, Dailymotion attracts 300 million users (Sitecatalyst, Jan 2015), connecting a passionate audience, anywhere, anytime.

##### Quote from Dailymotion:

*"Dailymotion welcomes MDA's Creators' Space initiative as a ground-breaking, exciting opportunity for this generation of digital creators and cannot wait to see their ideas come to life. Recognising the dynamism of the online creation environment in Singapore, Dailymotion is committed to helping local creators to scale-up their content distribution and promotion strategy. Dailymotion will share its video streaming expertise by hosting specific workshops, and aim to make a positive impact on the growing online video creator's scene." --- Antoine Nazaret, Head of Content for Asia-Pacific*

## 6. Maker Studios

Maker Studios is the global leader in short-form online video and the largest content network on YouTube. The Maker Studios network consists of 60k independent creators from more than 100 countries, and attracts more than 12 billion views per month with over 800 million subscribers; the company's growing scale is driven by its growing creator network, technology capabilities, and data and analytics insight. In May 2014, The Walt Disney Company acquired Maker Studios, and since then the companies have been working closely together to develop new and unique programs such as the recently executed Star Wars Force Friday global unboxing initiative and Disney XD by Maker, among many others.

### Quote from Maker Studios:

*"Maker continues to expand its network and commercial operations across all of Southeast Asia and we couldn't be more excited to kick off our collaboration with MDA in such a unique way. We see great potential in Singapore's digital talent and capabilities, and look forward to what lies ahead." --- Mr Rene Rechtman, Head of International, Maker Studios.*

## 7. Victorious

Founded in late 2013, Victorious is a mobile platform that powers superfans communities for the world's biggest creators. For the first time, creators, ranging from individuals to media companies, can house all of their multimedia content in their own apps, interact more deeply and directly with their fan communities and unlock new revenue streams. Fuelled by a world class team of engineers, designers, product and creative leaders, Victorious is based in Santa Monica, California and has offices in Singapore and London. Victorious is supported by world-leading investors such as Kleiner Perkins, Redpoint Ventures, Marker LLC, Canaan Partners, Bertelsmann Digital Media Investments, Lowercase Capital, Advancit Capital, A-Grade, Interwest Partners, Karlin Ventures, Mucker Capital, Launchpad.LA, Singapore Press Holdings Media Fund, UTA and WME.

### Quote from Victorious:

*"We are excited to be partnering with the MDA to anchor the creators' space in Singapore and provide an extraordinary opportunity for our creators and partners to produce high quality content for a mobile first consumption." --- Tony Zameczkowski, VP & Managing Director, International, Victorious Inc.*