INFOCOMM MEDIA INDUSTRY TRANSFORMATION MAP (ITM)
Empowering the digital edge for our nation

ICM SECTOR AS A GROWTH MULTIPLIER FOR OUR NATION

2015–2020 TARGETS:

- 6% nominal value-added growth (Compound Annual Growth Rate)
- To create more than 13,000 new PMET jobs
- More than 210,000 ICM sector workers

The Infocomm Media Sector is enabling Singapore’s digital transformation, harnessing the benefits that come with this digital economy:

- Good jobs
- Stronger businesses
- Better quality of life

OVERVIEW

3 KEY DRIVERS FOR DIGITAL TRANSFORMATION

1. GUIDING COMPANIES ACROSS SECTORS TO ADOPT TECH
   - Industry Digital Plans for SMEs
     Step-by-step guidance for SME to adopt digital tech solutions:
     - Industry Digital Guides
     - Sector-specific pre-approved digital solutions
     - Skills Frameworks
     - Spurring growth through sector-wide projects
   - SMEs Go Digital Programme
     Helping SMEs digitalise at each stage of growth with pre-approved solutions, support from SME Digital Tech Hub and partnerships
   - Cross-Sector Innovative Initiatives
     Bringing sectors together with solutions that boost productivity and catalyse digitalisation

2. EXPLORING NEW GROWTH AREAS BY LEVERAGING FRONTIER TECH
   - Propelling growth through frontier technologies such as:
     - Cybersecurity
     - Immersive Media
     - Internet of Things
     - Artificial Intelligence & Data Analytics
   - A holistic approach to building a vibrant Artificial Intelligence (AI) ecosystem and a leading AI hub
     - Nurture talent
     - Promote adoption by businesses and transform industries
     - Grow tech capabilities
     - Pro-innovation regulations

3. STRENGTHENING A VIBRANT CORE OF ICM PROFESSIONALS & COMPANIES
   - Growing Local Digital Champions
     - Preparing our people for the digital economy
     - Depth and breadth of support including training and professional development to equip our people with ICM skills
   - Enabling companies to grow with enhanced global recognition through Accreditation@SGD
   - Tapping in to new market opportunities with strategic business partnerships

GET STARTED ON YOUR JOURNEY OF DIGITAL TRANSFORMATION TODAY. FIND OUT MORE AT WWW.IMDA.GOV.SG/SGDIGITAL