



We are constantly looking for ways to boost productivity in the media sector. We do so by building capability and providing the necessary funding, while staying close to the ground.

A private sector-led committee formed in June 2013, with the support of MCI, MDA, IDA, EDB and NRF, has also been working on an integrated plan (Infocomm Media 2025) to guide the development of the infocomm media sector in the next decade. Infocomm Media 2025 aims to create a globally competitive infocomm media ecosystem that enables and complements Singapore's Smart Nation vision. This ecosystem supports our people and enterprises in tapping infocomm media to effect economic and social transformation, as well as creating enriching and compelling content to bind our communities and foster a common identity. Infocomm Media 2025 was launched on 11 August 2015. MCI, together with MDA and IDA, will study the recommendations and work closely with the industry, sector champions and stakeholders to refine and implement them at the appropriate juncture.

During the year in review, we focused our efforts on supporting homegrown talents and businesses through two main thrusts.



Developing a robust grant scheme and training evaluation framework for quality employment training



Readying the local talent landscape for current and future needs



READYING THE LOCAL TALENT LANDSCAPE FOR CURRENT AND FUTURE NEEDS

We commissioned a manpower study in November 2014 to gain a holistic understanding of the media manpower landscape, identify critical skills, and training needs for the evolving media sectors as well as project future manpower needs. The findings will help us develop a future-ready and productive media workforce. Our manpower development strategies will also align with SkillsFuture's objectives of preparing Singaporeans through the mastery of skills and maximising their potential to continue supporting economic growth.

DEVELOPING A ROBUST GRANT SCHEME AND TRAINING EVALUATION FRAMEWORK FOR QUALITY EMPLOYMENT TRAINING

NUMBER OF PROJECTS SUPPORTED UNDER EACH GRANT SCHEME



AMOUNT COMMITTED FOR EACH GRANT SCHEME

DEVELOPMENT ASSISTANCE

S\$ 1.56M

PRODUCTION ASSISTANCE & NEW TALENT FEATURE GRANT

S\$ 16.58M

MARKETING ASSISTANCE

S\$ 0.47M

TALENT ASSISTANCE & FILM MENTORSHIP INITIATIVE

S\$ 2.65M

ENTERPRISE ASSISTANCE

S\$ 0.12M

TOTAL: S\$21.38 MILLION

Ensuring a talent pool that meets the demands of the industry is of utmost importance to us. In FY2014, the Talent Assistance Scheme alone has supported four Media Education Scholarship recipients and more than 1,100 attachments, apprenticeships, mentorships, courses and training.

MEDIA EDUCATION SCHOLARSHIP (MES) 2014

Co-sponsored by MDA and established media companies, the MES helps outstanding local students and media practitioners pursue media-related programmes at reputable Singapore or international universities.

MEDIA EDUCATION SCHOLARS



RECIPIENTS AND THEIR CO-SPONSORS





Nurturing homegrown talent, giving a boost to skilled manpower, inspiring the development and distribution of local content as well as giving media professionals the confidence to pursue their passions – this is what we do at MDA to push homegrown work forward.

Since its inception in July 2012, MDA's Talent Assistance Scheme has helped media professionals upgrade their skills and secure work attachment opportunities. Lin Aifeng, from Sparky Animation, is among those who have benefitted – successfully transitioning to a role that lets her answer her true calling.



Aifeng enjoying a typical start to her day as an Assistant Production Manager – coordinating multiple projects.

“As an excellent project coordinator, Aifeng’s gaming industry experience may not be directly applicable in animation – a field she’s been looking to move into. We’re glad to retain the talented Aifeng while providing effective training to move her from a project coordinator to Assistant Production Manager, an unconventional promotion that helped realise her potential.”

Wong Kok Cheong
Founder and CEO
Sparky Animation

With our support right from the early stages, gumi Asia's Puzzle Trooper went on to become the highest-ranking puzzle game in the Apple App Store from April 2014 onward. Its 2014 blockbuster app Brave Frontier won #1 Digital Life's Best Made In Singapore Game - Reader's Choice Award. The app generates revenue in excess of US\$80,000 daily, with an active user base of over 300,000.

gumi Asia also released Wakfu Raiders, which is based on one of Ankama's strongest intellectual properties in the Eurozone. Building success based on valuable learning points from previous successful projects, Wakfu Raiders is poised to achieve similar or greater success as a mobile game app. Wakfu Raiders is also supported by MDA.



gumi Asia's former CEO, David Ng (centre), and his team.

“MDA’s Production Assistance Scheme has played a significant role in gumi Asia’s game-making progress. From *Puzzle Trooper* during our humble beginnings in 2012, to the more recent *Wakfu Raiders*, the funding has helped us recruit great local producers, designers, artists, programmers, and Quality Assurance talent.”

David Ng
Former CEO
gumi Asia



Insectibles, a production by One Animation, is also licensed with the support of MDA.

“One of the biggest challenges for smaller animation studios is balancing cash flow, particularly with the production budgets for computer graphics. The Production Assistance Scheme is key for studios like ours to see such projects to fruition.”

Sashim Parmanand
CEO
One Animation

Our Media Education Scholars are exposed to invaluable learning opportunities abroad.



Alvin Lee (second from left), who is enjoying his stint at the Beijing Film Academy, has been making contacts and soaking up the culture at Beijing Film Academy's Department of Directing.

“I’ve only been here for a few months, but I already find the experience enriching. It feels like I’m in Shaolin Temple except there’s no martial arts, but only films. I feel very fortunate to be able to meet many industry experts at the school.”

Alvin Lee
Media Education Scholar

Twins Henry and Harry Zhuang were both granted the MES. Their first independent short film *Contained* won “Best Animation” at the Singapore Short Film Awards.



Media Education Scholars Henry and Harry Zhuang are thankful for the opportunities enabled by the MDA scholarship.

“MES scholarship has benefitted both of us in many ways. We were able to pursue our aspiration and become animation filmmakers. Our financial burden was lessened and we were able to focus on our studies. More importantly, we had more spare time to create short films that have helped us gain recognition, and created new opportunities. Without MDA’s support, we might not have the opportunity to unleash our potential.”

Henry and Harry Zhuang
Media Education Scholars