

MISSION

The Media Development Authority of Singapore (MDA), a statutory board under the Ministry of Communications and Information (MCI), promotes and regulates the media sector so as to contribute towards economic growth and help foster a cohesive and inclusive society.

To ensure a globally competitive Singapore media sector, MDA invests in:

- Enhancing the innovative capacity of the media sector;
- Developing competitive media infrastructure;
- Nurturing quality manpower;
- Supporting sustainable enterprise development; and
- Enabling Singapore media to go global.

At the same time, MDA formulates clear and consistent regulatory policies, based on these guiding principles:

- To foster a pro-business environment for industry players;
- To ensure fair market conduct and effective competition;
- To safeguard consumers' interests;
- To increase media choices for consumers;
- To uphold social values in tandem with societal expectations; and
- To foster a cohesive and inclusive society through quality content with wide reach and impact while promoting nation-building.

VISION

In developing the media sector, MDA is guided by our vision "Compelling Content, Connected Society, Caring Organisation" where the power of stories, well told, will move our spirit to connect with one another to create an industry that is able to hold its own against the world's best.

CORE VALUES

These core values shape MDA's culture and guide us in our work:

- **Integrity**
- **Care & Respect**
- **Professionalism**
- **Innovativeness**