

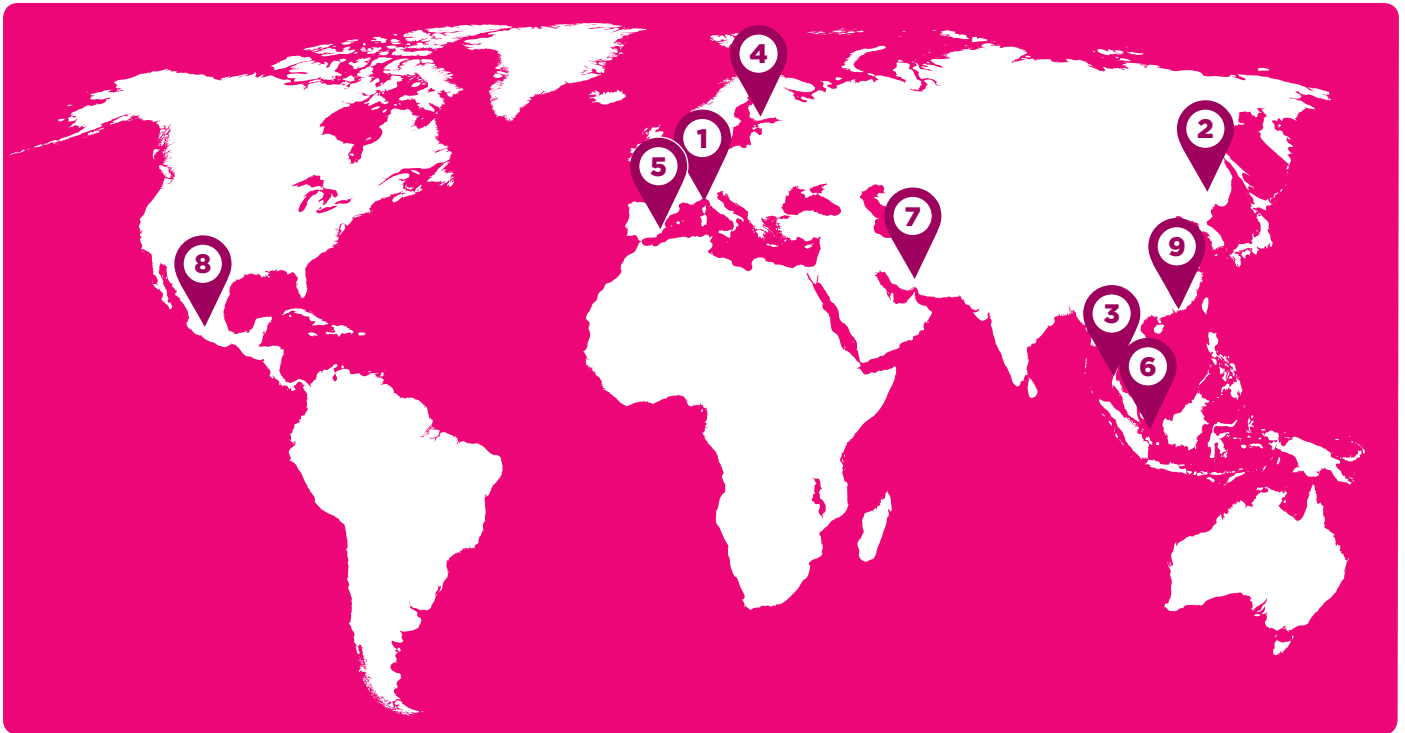
CHAPTER 1.3
**FROM LOCAL SHORES
TO THE WORLD STAGE**

**POWERING
PROGRESS**



To grow the demand for Singapore-made content beyond local shores, MDA led several Singapore delegations to key international trade markets worldwide. We were also pleased to host media professionals from around the world during the inaugural Singapore Media Festival.

Singapore's media talents had ample opportunities to shine on the world stage this past year. Besides the Cannes Film Festival, MDA also led delegations to the Hong Kong International Film & TV Market (FILMART), and China International Film & TV Programmes Exhibition (CIFTPE).



1 67th Cannes Film Festival

Cannes, France
14 - 25 May 2014

2 China International Film & TV Programmes Exhibition (CIFTPE) 2014

Beijing, China
21 - 23 August 2014

3 KL Converge! 2014

Kuala Lumpur, Malaysia
17 - 19 September 2014

4 Frankfurt Book Fair 2014

Frankfurt, Germany
8 - 12 October 2014

5 The Marché Internationale de Programmes Communications (MIPCOM) 2014

Cannes, France
13 - 16 October 2014

6 Singapore Media Festival (SMF)

Singapore
4 - 14 December 2014

7 New Delhi World Book Fair 2015

New Delhi, India
14 - 22 February 2015

8 Game Developers Conference (GDC) 2015

San Francisco, United States
2 - 6 March 2015

9 Hong Kong International Film & TV Market (FILMART) 2015

Hong Kong
23 - 26 March 2015

1 67th Cannes Film Festival

Cannes, France (14 – 25 May 2014)

- ▶ Two companies and four students in attendance
- ▶ Four Singapore-based films presented



A Yellow Bird

produced by Akanga Film Asia and directed by New Talent Feature Grant (NTFG) recipient, K. Rajagopal



Last Trip Home

by Han Fengyu from Ngee Ann Polytechnic



Oh Lucy!

by Atsuko Hirayanagi from Tisch School of the Arts Asia



On An Infinite Loop

directed by Alyssa Sing which was showcased at the Short Film Corner

2 China International Film & TV Programmes Exhibition (CIFTPE) 2014

Beijing, China (21 – 23 August 2014)

- ▶ Eight companies attended
- ▶ More than 200 hours of quality Singapore films and TV programmes showcased, with appearances by four MediaCorp artistes



Fronted by their artistes, MediaCorp once again had the opportunity to make inroads into the China market through CIFTPE 2014.

3 KL Converge! 2014

Kuala Lumpur, Malaysia (17 – 19 September 2014)

- ▶ Six local media companies attended
- ▶ More than 110 hours of locally-produced film and TV content showcased
- ▶ Key ICT and media initiatives highlighted by IDA and MDA in the Singapore Pavilion featuring Singapore as the “Smart Nation” and “A Creative Hub”



The MDA booth at the Singapore Pavilion showcased Singapore as a Creative Hub to participants.

4 Frankfurt Book Fair 2014

Frankfurt, Germany (8 - 12 October 2014)

- ▶ MDA supported a delegation of 11 publishers, led by the Singapore Book Publishers Association, to attend Frankfurt Book Fair 2014 under the Marketing Assistance Scheme. The most important event and book fair for the publishing industry, the Frankfurt Book Fair 2014 saw more than 270,000 visitors and 7,000 exhibitors from 100 countries



The Singapore pavilion at Frankfurt Book Fair 2014.

5 The Marché Internationale de Programmes Communications (MIPCOM) 2014

Cannes, France (13 - 16 October 2014)

- ▶ 23 Singapore companies attended
- ▶ Over 530 hours of Asian and original TV and animation content showcased
- ▶ Joint venture agreement made between The Moving Visuals International, SPARK and Astro Malaysia to set up SPARK Asia to offer Asian and global HD content



The MDA-led delegation in 2014 marked Singapore's 14th expedition to MIPCOM as one of the prominent Asian exhibitors.

6 Singapore Media Festival (SMF)

Singapore (4 – 14 December 2014)

- ▶ 73 local animation, film, media services and online platform companies participated
- ▶ 4,836 attendees and exhibitors
- ▶ Over S\$355 million in sales deals registered at Asia TV Forum & Market and ScreenSingapore
- ▶ Partnered Orchard Road Business Association for “Cinema on A Great Street” showcasing Royston Tan’s *D.I.Y.*, Wee Li Lin’s *All My Presents*, Sparky Animation’s *Dinosaur Train* and One Animation’s *Oddbods*



There were celebrity sightings aplenty at the Singapore Media Festival. Actress Juliette Binoche (right) and director John Woo (middle), accompanied by his wife, Annie Woo (left), were spotted walking the red carpet.

7 New Delhi World Book Fair 2015

New Delhi, India (14 – 22 February 2015)

- ▶ Six local publishers attended (supported by MDA's Marketing Assistance Scheme)
- ▶ Singapore delegation led by the National Book Development Council of Singapore
- ▶ Delegation included 50 authors, illustrators, poets, graphic novelists, publishers, librarians, booksellers and art administrators



Singapore Literature Prize 2014 winners Josephine Chia, Chow Teck Seng, and Yong Shu Hoong had the opportunity to speak about their works in a panel discussion as part of the World Book Fair. Dr Gwee Li Sui (extreme right) was the moderator.

8 Game Developers Conference (GDC) 2015

San Francisco, United States (2 – 6 March 2015)

- ▶ 21 local companies at Singapore Game Box booth (Largest Singapore GDC delegation to date)
- ▶ Local games company, Ixora Studios, signed a landmark publishing deal with Tahadi Games, a leading Middle-Eastern games publisher. The deal will bring their game, *Battle Spheres*, to the Middle-Eastern market, raising the profile of made-in-Singapore games
- ▶ Singapore's Touch Dimensions Interactive also received a publishing offer of US\$150,000 from ZPlay, a mobile phone game distributor from China that has released over 200 mobile phone games to over 50 million users



With over 24,000 attendees, the MDA-led delegation had ample opportunities to exchange ideas and pitch their work to industry players from all over the world.

9 Hong Kong International Film & TV Market (FILMART) 2015

Hong Kong (23 – 26 March 2015)

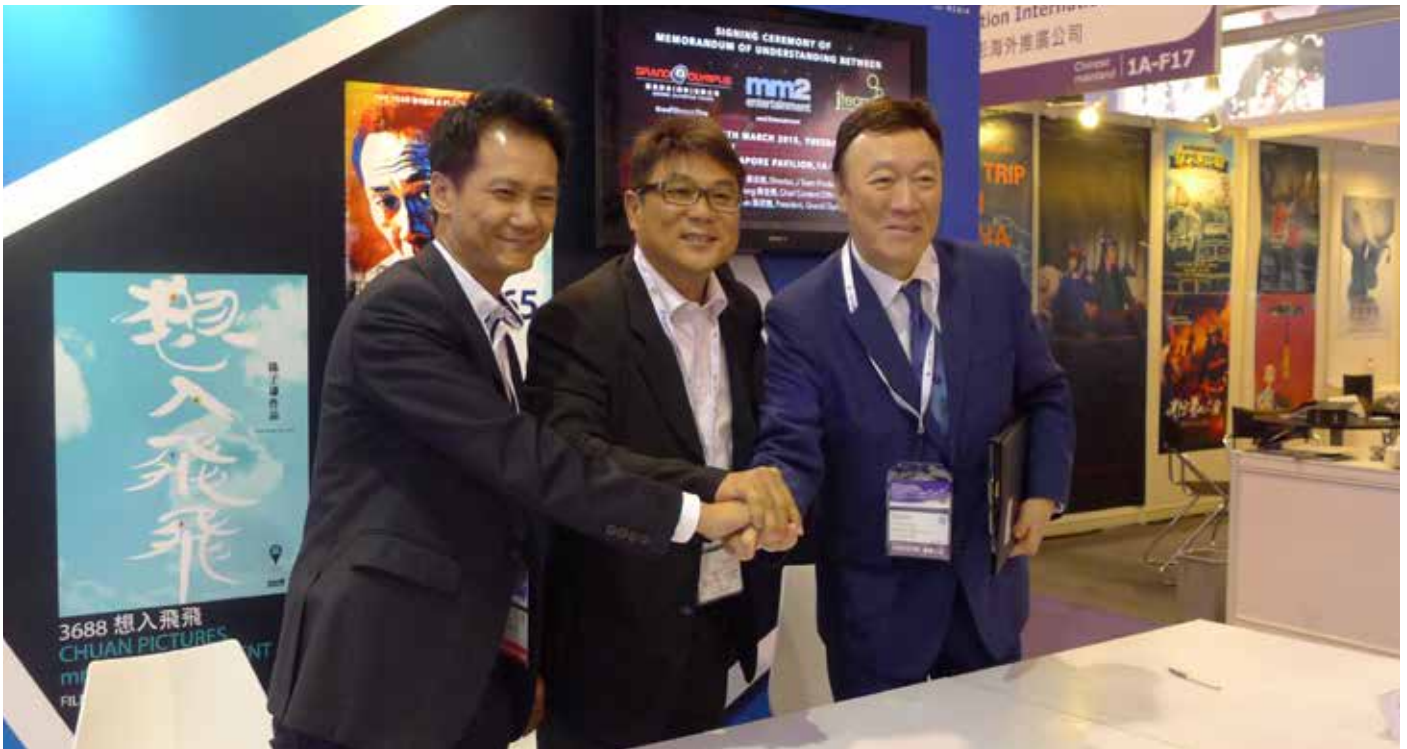
- ▶ 13 Little Pictures' *Pontianak*, directed by Glen Goei, won the MONEFF Award at the Hong Kong-Asia Film Financing Forum, part of the Hong Kong International Film Festival
- ▶ *Time Capsule*, directed and produced by Tan Pin Pin, won the G2D Post Production Awards, as a result receiving post-production services including laboratory services, digital imaging and sound services by G2D in Thailand



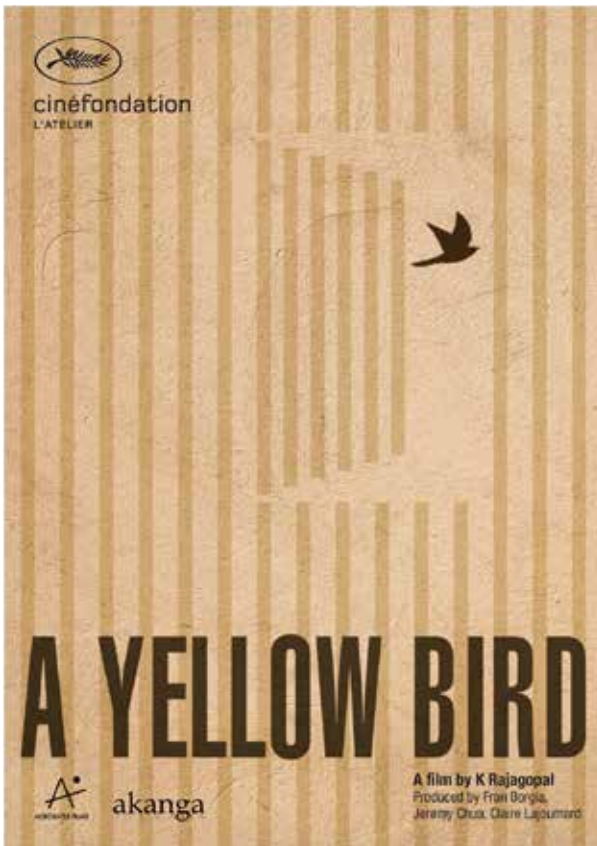
In the 19th edition of the Hong Kong International Film & TV Market (FILMART), MDA led 34 Singapore media companies, bringing over 180 hours of film and TV programmes.

CHAPTER 1.3 FROM LOCAL SHORES TO THE WORLD STAGE

TOUCHING
LIVES



Local media companies shone on the world stage this past year, as MDA seized every opportunity to showcase homegrown work, and expand the market potential of locally-produced content worldwide.



Among the media talents to make their presence felt in the international scene this past year was K Rajagopal. His film, *A Yellow Bird*, was the only Asian film to be selected for the 10th Cinéfondation's L'Atelier at the 67th Cannes Film Festival. Here, he shares some insights into his winning work.

“Creating this film motivates me to symbolically investigate issues such as freedom and marginalisation.”

K Rajagopal
Director of *A Yellow Bird*



Don Sim of Daylight Studios (left), which was part of the Singapore delegation to the Game Developers Conference (GDC) 2015.

MDA led a delegation of 21 companies to San Francisco for the GDC in March 2015. The trip gave these local enterprises invaluable exposure and networking opportunities.

“This is the first time we participated in GDC. We met with various press and media outlets, and even managed to speak to some of the world’s leading game publishers!”

Don Sim
Daylight Studios Pte Ltd