

CHAIRMAN'S MESSAGE



Mr. Niam Chiang Meng
Chairman

Media Development
Authority of Singapore

2014 was a busy but fulfilling year for MDA. We prepared for the next phase of media development, grew the media industry, and featured more Singaporean content around the world. We nurtured our media talent to help them achieve their potential. We continued to uphold community values in an increasingly diverse media landscape. Above all, we continued to ensure that Singapore-made content touched the lives of Singaporeans, and fostered a closer sense of identity.

STRENGTHENING THE SECTOR

The past year saw MDA play an important role in growing the sector and strengthening Singapore's media branding internationally. The inaugural Singapore Media Festival (SMF) brought together the Singapore International Film Festival (SGIFF), Asia TV Forum & Market (ATF), ScreenSingapore (SS), and Asian Television Awards (ATA).

Held from 4 to 14 December 2014, the Festival bore testament to Asia's growing importance in the global entertainment landscape. We saw a record number of 4,836 attendees and exhibitors at ATF and SS. The value of deals closed at the Festival saw an increase of some 16% from the previous year to approximately S\$355 million. The 25th SGIFF, another key component of the SMF, also performed impressively by reaching out to over 13,000 local and foreign viewers.

“The Singapore Media Festival brings together leaders of creativity, content and commerce in the Asian Film and TV industry. It provides a platform for inspiration, exchange of ideas and industry investment in the talent that drives great storytelling.”

Robert Gilby

Chairman of the Singapore Media Festival Advisory Board and
Managing Director of The Walt Disney Company (SEA)



SINGAPORE
MEDIA
FESTIVAL



50 million
HOUSEHOLDS
ACROSS ASIA



13,000
LOCAL &
OVERSEAS
AUDIENCES



S\$355 million
SALES DEALS
REGISTERED

As with past years, we continued to see closer collaborations between our local companies and established international players. Following the success of *Serangoon Road*, jointly produced by HBO Asia and Infinite Studios, HBO Asia partnered InFocus Asia to co-produce a new TV series, *Grace*. Hollywood came knocking as well. Blockbusters *Hitman: Agent 47* and *Equals* – set to premiere in 2015 and 2016 respectively – were partly shot and produced in Singapore. This adds to our media landscape in Singapore, which already includes international visual effects studios such as Double Negative Visual Effects and Lucasfilm. These are encouraging signs that MDA's efforts to position Singapore as an international media hub are paying off.



“It was my first Hollywood film, so there were many new things to learn. The exposure that this kind of film brings to our local crew is invaluable, as they get to train with highly experienced crew, increasing our strength.”

Fran Borgia

Singapore Line Producer for *Hitman: Agent 47*

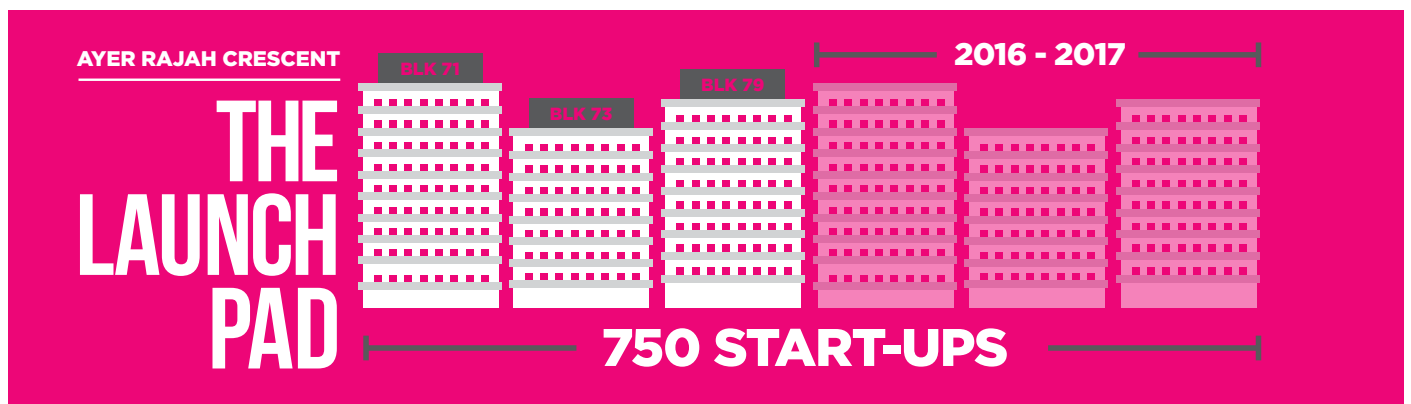


PM Lee officially launched JTC LaunchPad @ one-north.

We also made progress in building future capabilities. A significant milestone was the official launch of JTC LaunchPad @ one-north on 23 January 2015. JTC LaunchPad @ one-north is an initiative supported by MDA, Infocomm Development Authority of Singapore (IDA), National Research Foundation (NRF), SPRING and A*STAR which aims to grow infocomm and media start-ups by supporting the various stages of entrepreneurship from idea generation to start-up.

Prime Minister Lee Hsien Loong shares his thoughts at the Opening of the JTC LaunchPad @ one-north:

“The original plan was to demolish Block 71, after the tenants of Ayer Rajah Industrial Estate moved out. But the MDA thought there was an opportunity to grow interactive and digital media companies here, so MDA persuaded JTC to keep the building. Not just to keep the building but to let them use the building.”





Awards event for Media Education Scholars 2014.

Regardless of the distinct domains and initiatives spearheaded by the various divisions in MDA, Singaporeans remained at the heart of all that we do. We continued to nurture and support young talent with several programmes like our Media Education Scholarship (MES). I am proud to say that our MES scholars have gone on to receive recognition locally and internationally. For instance, Kirsten Tan (MES 2004) and Tan Shijie (MES 2008) received the Best Southeast Asian Short Film and Best Singapore Short Film awards at the Silver Screen Awards in 2014 respectively.



“MDA has supported me financially right from the start. I’m appreciative of the fact that MDA has also helped to fund almost all my short films. Now with my first feature film, I am also grateful to have received the New Talent Feature Grant. This decade-long support has been crucial to my growth as a filmmaker.”

Kirsten Tan
Media Education Scholar

SUPPORT FOR LOCAL CONTENT CREATORS

In the year under review, MDA supported a total of 1,304 projects across the media sub-sectors, and committed S\$21.38 million in grants and scholarships to support our talent and companies. Our Public Service Broadcast (PSB) funding backed a total of 4,744 hours of content on MediaCorp's free-to-air (FTA) channels, attracting some 4.5 million viewers. Supported projects include *Wild City*, a two-part documentary on Singapore wildlife produced by Beach House Pictures for Channel NewsAsia. We also enhanced our PSB funding framework to further improve the quality of public service programmes for Singapore viewers.

For the first time, we welcomed pay-TV operator StarHub as a partner under the PSB Contestable Funds Scheme. StarHub produced nine new PSB programmes, two of which were broadcast in February 2015.

We also moved closer to developing our very own TV Audience Measurement system, or SG-TAM. SG-TAM will be ready by 2016, and will help the media industry keep pace with evolving media consumption habits by providing a common measurement of media consumption across multiple platforms, including television, online and mobile.

Since December 2013, we have been preparing for the nationwide switchover from analogue TV broadcasting to digital broadcasting. To ensure that no Singaporean household is left behind, we launched a Digital TV Assistance Scheme in September 2014 to help low-income Singaporean households switch to Digital TV so that they can continue to enjoy their favourite programmes on FTA TV channels.

1,304
PROJECTS
SUPPORTED
BY MDA

S\$21.38
MILLION
COMMITTED
IN GRANTS

4,744
HOURS OF CONTENT
SUPPORTED
BY PSB FUNDING

4.5
MILLION
VIEWERS



SAFEGUARDING PUBLIC INTERESTS

On the regulatory front, our media policies continued to evolve to better serve the industry and public. Consultation remained the cornerstone of our approach to media regulation, as MDA sought feedback from stakeholders for proposed enhancements to media policies. For example, we consulted the public on proposals to strengthen consumer protection in the pay-TV sector. We refined the Public Entertainments and Meetings Act after extensive engagement with the community. We also gathered feedback on the introduction of parental controls, so that parents could better guide the web-surfing habits of their children.

We supported the Media Literacy Council in their Safer Internet Day 2015 campaign to encourage netizens to make our online environment better for all, and partnered the Ministry of Education to reach out to students, teachers and parents through the Cyber Wellness Student Ambassador Programme..

At the same time, we continued to reach out to 260 members of the public in our various advisory committees to provide feedback and advice on content standards in the various media forms. 2014 also saw the renewal of the Arts Consultative Panel, and the Malay and Chinese Programme Advisory Committees for Broadcast.

GETTING FEEDBACK FROM THE PEOPLE

MDA consulted the public extensively on several areas this past financial year.

Public consultation on regulatory options to facilitate the adoption of Internet parental controls

Consultation with arts representatives on the review of the Classification Framework for Art Performances

Public consultation on proposed amendments to the Public Entertainments and Meetings Act

Public Consultation on the Consumer Protection Provisions in the Media Market Conduct Code



APPRECIATION AND ACKNOWLEDGEMENT OF CONTRIBUTIONS

We have also put in place more initiatives to acknowledge the contributions of our staff. We recently introduced a 5-year Long Service Award and a new Special Appreciation Award for re-employed officers, in line with our commitment to re-employ officers up to age 67.

As in the past, we also set aside time to give back to the community. Our staff volunteer group, Care Connexion, adopted Lions Befrienders, a voluntary welfare organisation for seniors, as our beneficiary in 2014. Many MDA officers have since participated in ration distribution visits to the seniors at Telok Blangah Housing Estate, as well as an outing with these elders to the S.E.A. Aquarium at Resorts World Sentosa. I am heartened by our officers' support for these meaningful activities.



MDA staff did their bit to give back this past year as part of Care Connexion.



*Thank You
All*

2014 was not without its challenges, but it was all in all a meaningful year for MDA. A big thank you to our Board Members, our various advisory panels and the Media Literacy Council, as well as our staff for their dedication and contribution. Guided by Infocomm Media 2025, we will continue to work closely together with the industry and all Singaporeans to build a brighter future for the media industry and for Singapore.

Mr. Niam Chiang Meng

Chairman
Media Development Authority of Singapore



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