MEDIA | INDUSTRY DIGITAL PLAN

A Guide for Small and Medium Enterprises (SMEs) to Assess
Their Digital Readiness and Opportunities to Go Digital

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01
OUR MEDIA INDUSTRY

Singapore's Media industry is made up of diverse sub-sectors that contribute to the development of a vibrant media ecosystem.
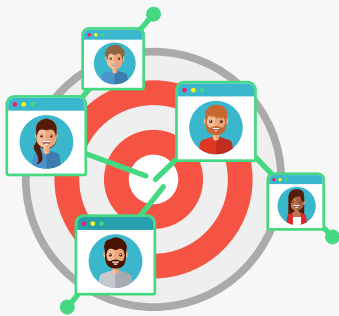
SINGAPORE MEDIA INDUSTRY

ANIMATION

BROADCAST & PRODUCTION

DIGITAL ADVERTISING

FILM

GAMES

INTERACTIVE DIGITAL MEDIA & ONLINE VIDEO

PUBLISHING

~2,200
establishments

$2.4B
Value Added

98%
of establishments with annual revenue <$10m

INDUSTRY TRENDS AND OPPORTUNITIES

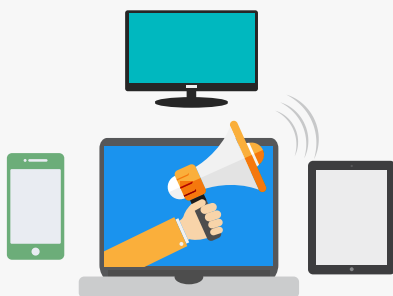Globally, Media industries are transforming.

Technology Disruption

As technology advances, data becomes critical for personalisation and hyper-targeting of audiences.

Audience Fragmentation

With more digital platforms and mobile devices entering the market, audiences have more choices.

Intensified Competition

Amid disruption of value chains for media, some businesses thrive, while others face tough challenges.

Source: Ovum Digital Economy 2025

INDUSTRY TRENDS AND OPPORTUNITIES

Amid the challenges, there are opportunities to create growth and access new markets.

SHRINKING MARGINS & REVENUE LEAKAGE	RISING COSTS & LOW BUSINESS COST-EFFICIENCY	NARROWING WINDOWS FOR DELIVERY ACROSS MULTIPLE PLATFORMS

ACTION PLAN

Address Productivity – Improving the Bottomline

Streamline Operations, Optimise Resources

Increase Discoverability of Content/Services

Integrate Platforms for Productivity

EXTRACTING VALUE FROM REPURPOSED CONTENT	SUSTAINING RETURN ON INVESTMENT OF CONTENT ACQUISITION/ PRODUCTION	DIVERSIFYING NEW REVENUE STREAMS

ACTION PLAN

Create New Value – Growing the Topline

Innovate New Ways to Monetise Intellectual Property (IP)

Leverage Tech for New Growth Areas

Access New Markets

Source: Ovum Digital Economy 2025

INDUSTRY TRANSFORMATION MAP

The Infocomm Media Industry Transformation Map (ICM ITM), launched in 2017, aims to build a strong ICM core with capabilities in frontier technologies, within our ecosystem. With increased usage and reliance on technology by the industry and businesses to drive growth, pervasive digitalisation and technological transformation will also serve as a growth multiplier for other industries in the economy.

Click here or scan this QR code for more details on the Infocomm Media ITM

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SMEs GO DIGITAL
Makes going digital simple for SMEs.

Aligned to the ITM, the Industry Digital Plan (IDP) is part of the SMEs Go Digital Programme that provides SMEs with step-by-step advice on the digital technologies to use at each stage of their growth.

SMEs Go Digital comprises the following:

CTO-as-a-Service
Assess your digital readiness, explore digital solutions and request for digital advisory and project management services.

INDUSTRY DIGITAL PLANS (IDP)
Step by step guide on digital solutions and training required at each stage of your business growth.

PRE-APPROVED SOLUTIONS
Proven off-the-shelf digital solutions pre-approved by IMDA to meet your business needs. Government grants, e.g. Productivity solutions Grant (PSG), are available for the adoption of these solutions.

START DIGITAL
Foundational digital solutions for new SMEs to get a head start in going digital.

GROW DIGITAL
Leverage Business-to-Business (B2B) and Business-to-Consumer (B2C) e-commerce platforms to go international, without a physical presence overseas.

ADVANCED DIGITAL SOLUTIONS
Advanced and integrated digital solutions to help you strengthen business continuity and build longer term resilience.
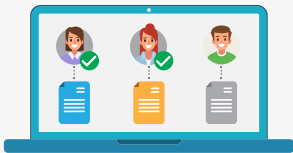
04
DIGITAL ROADMAP

This digital roadmap serves as a guide for SMEs to follow on your digital journey.
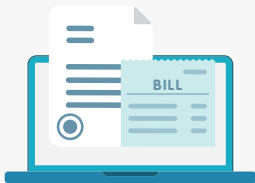
Getting Ready for the Digital Economy

Stage 1
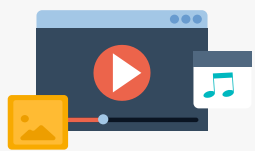Streamlined Operations, Optimised Resources

Resources

Real-time Production/ Project Management

Freelance Workforce & Vendor Contract/ Billing Management

Digital Media Assets Management & Optimisation

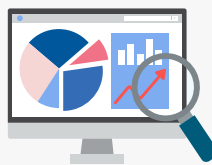## Growing in the Digital Economy

Stage 2
New Markets, Connected Ecosystem

Community Management & Business Lead Generation

Trusted Shared Creative Services

Predictive Analytics for Market Expansion & Content Localisation

Leaping Ahead

Stage 3
Trusted Content, Intelligent Business

Blockchain-enabled Digital Rights Management & Monetisation
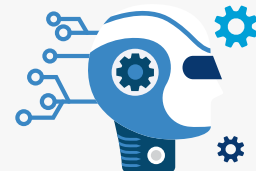
Artificial Intelligence-enabled Content Creation

Targeted, Personalised & Immersive Experiences

Business Capabilities

Customer Relationship Management, Enterprise Planning, Human Resources/Staff Appraisal, Payroll, Contract and Quotation, e-Invoice and Inventory Management

Note: This roadmap will be updated as digitalisation of the industry progresses and new technologies are introduced to the industry.

GETTING READY FOR THE DIGITAL ECONOMY

Stage 1

Streamlined Operations, Optimised Resources
Streamlined and integrated business processes to enhance productivity and efficiency.

Digital Solution	Solution Description	Benefits
Real-time Production/ Project Management	Track schedule, resources, budget, risk and communications across production/project lifecycle in real-time and on-the-go (mobile).	• Enhanced collaboration with stakeholders • Optimised resources, productivity and revenue • Improved risk management
Freelance Workforce & Vendor Contract/ Billing Management	Manage and streamline business contracts and billing management of production/ project workforce, vendors and freelancers.	• Optimised budget and cashflow management • Improved controls of vendor contract and billing operations • Increased satisfaction of workforce and freelancers
Digital Media Assets Management & Optimisation	Automate tagging and indexing of metadata for media IP and assets to enable faster search and retrieval of relevant content for reuse, repurposing and monetisation.	• Improved monetisation of current media assets • Optimised search and retrieval of relevant media content • Increased revenue opportunities

GROWING IN THE DIGITAL ECONOMY

Stage 2

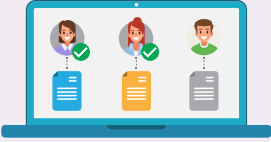**New Markets, Connected Ecosystem**
Connected media ecosystems for access to new markets that maximise business value.

Digital Solution	Solution Description	Benefits
Community Management & Business Lead Generation	Monitor 360-degree customer interactions to enhance insights, satisfaction, and personalise offers. Drive social media presence, deliver engaging content and build community influence and reach. Chatbots can be used for fielding customers' queries.	• Increased customer satisfaction and retention • Greater brand awareness and reach • Optimised revenue returns
Trusted Shared Creative Services	Provide on-demand access to trusted sources of shared creative services & talent.	• Improved efficiency of transaction interaction • Increased sales from new market opportunities • Enhanced overall user experience
Predictive Analytics for Market Expansion & Content Localisation	Leverage algorithms (including machine learning, etc.) to identify content trends and predict the likelihood of content success in new markets.	• Augmented insights on future trends • Reduced risks • Optimised investments in media content

LEAPING AHEAD

Stage 3

Trusted Content, Intelligent Business
Advanced technology to strengthen trust and deepen transaction intelligence.

Digital Solution	Solution Description	Benefits
Blockchain-enabled Digital Rights Management & Monetisation	Leverage blockchain technology to prevent unauthorised redistribution of digital media, and control the use and copying of content.	• Reduced revenue leakage • Strengthened protection and artistic control for copyright holders
Artificial Intelligence-enabled Content Creation	Deploy Artificial Intelligence (AI) to create and augment compelling media content.	• Enhanced media creation capabilities to augment media professionals • Increased new media opportunities and revenue streams • Reduced manual efforts to index and categorise media content
Targeted, Personalised, & Immersive Experiences	Leverage predictive analytics and immersive media to create targeted, personalised content and experiences.	• Enhanced revenue opportunities with personalised offers • Enriched customer experience • Increased customer engagement

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DIGITAL SKILLS NEEDED

Digital skills are required for all media job roles, to varying levels of proficiency. Job roles may require upskilling to support your digitalisation journey.

ALL USERS
Require broad based digital literacy and awareness

"Tech Basics" Courses

Broad-based innovation mindset and digital literacy/ awareness

SkillsFuture Singapore funded broad-based courses

Solution-specific user level digital skills

Vendor solution specific training

ADVANCED USERS
Require higher proficiency digital skills

"Tech Advanced" Courses

Higher proficiency level digital skills

Training mapped to the Skills Framework for Infocomm Communication Technology (ICT) or Media

TECH USERS
ICM Professionals in the Media industry

"Tech Specialist" Courses

Specialist skills in digital and tech

Training mapped to the Skills Framework for ICT or Media

Assistant Cameraman/ Clapper Loader

Marketing Director

Head - Technology and Operations

Sales Executive

Film/ Video/ Broadcast Director

Head - Analytics/ Customer Insights

Scriptwriter

Lead Animator

Game Technical Director

DIGITAL ROADMAP ON TRAINING

	Getting Ready for the Digital Economy Stage 1	Growing in the Digital Economy Stage 2	Leaping Ahead Stage 3
"Tech Basics" Courses Require broad based digital literacy and awareness	**Media Tech I:** • Skillsfuture for the Digital Workplace • Innovation Mindset (1, 2) • Intro to Project Management (1, 2) • Intro to Revenue Management ⬤ ⬤	**Media Tech II:** • Unleashing Innovation • Intro to Social Media Management (1, 2) • Intro to Data Analytics (1, 2) ⬤ ⬤	**Media Tech III:** • Intro to Blockchain (1, 2) • Intro to AI (1, 2) • Intro to Immersive Media (1, 2, 3) ⬤ ⬤
	Vendor solution specific training		
"Tech Advanced" Courses Require higher proficiency digital skills	• Certified Associate in Project Management • Hands-On Data Protection Officer Training Programme • Digital Sculpting for Artist • Squared Online Certificate in Digital Marketing ⬤ ⬤	• Professional Scrum Product Owner • Intermediate Visual Effects and Motion Graphics with After Effects ⬤	• Sound Editing Masterclass • Film Directing Masterclass • Practical Foundations in AI with Python • Certification in IT Project Management ⬤
"Tech Specialist" Courses Specialist skills in digital and tech	• Adobe Premiere Pro for Experienced Editors • CCC Big Data Foundation ⬤	• Final Cut Pro X: Professional Post Production • Introduction to Python Programming • Data Science I ⬤	• Professional Certificate in Interactive Environments – AR/ VR Approach • Blockchain Networks ⬤

Training programmes aligned to Skills Framework and emerging area under SkillsFuture Series and TechSkills Accelerator (TeSA)
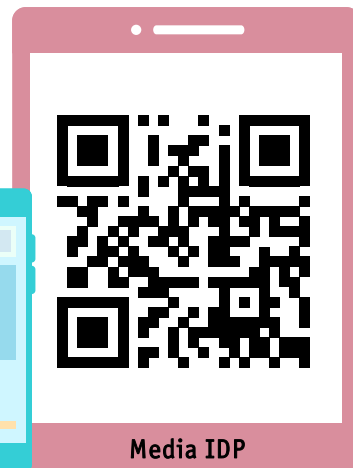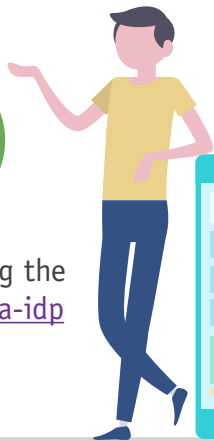
Training Delivery (Legend): ⬤ Classroom ⬤ Blended Learning ⬤ Micro-Learning

06
GET STARTED TODAY
You will be supported at every stage of your digital journey.

1 | Is your business digital-ready?

Find out if you are digital-ready by using the IDP resources at www.imda.gov.sg/media-idp or scan the QR code.

Media IDP

2 | How do you get started?

CTO-as-a-Service

- Tap on CTO-as-a-Service to complete your Digital Readiness Self-Check in the web app and select from the recommended digital solutions that best meet your business needs.

- Visit the GoBusiness Gov Assist website to contact solution providers to purchase and implement digital solutions. If funding support is required, apply for Productivity Solutions Grant (PSG).

3 | Where can you get help?

- Tap on CTO-as-a-Service for digital consultancy and project management services.

- Visit SME Centre if you require business advisory.

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ADDITIONAL INFORMATION

FOR SMEs

Digital Consultancy & Solutions

CTO-as-a-Service
go.gov.sg/CTOaaS

SMEs Go Digital
https://www.imda.gov.sg/SMEsGoDigital

GoBusiness Gov Assist
https://govassist.gobusiness.gov.sg/productivity - solutions-grant/

Be Safe Online Handbook
https://www.csa.gov.sg/~/media/csa/documents/ publications/be_safe_online/be_safe_online_ handbook.pdf

Business Advisory

SME Centres managed by Trade Associations

• Association of Small and Medium Enterprises (ASME)
• Singapore Chinese Chamber of Commerce & Industry (SCCCI)
• Singapore Indian Chamber of Commerce & Industry (SICCI)
• Singapore Malay Chamber of Commerce & Industry (SMCCI)
• Singapore Manufacturing Federation (SMF)

https://www.enterprisesg.gov.sg/smecentre

Enterprise Infoline: +65 6898 1800

FOR INDIVIDUALS

Capability Upgrading and Career Facilitation

Course Directory
https://www.myskillsfuture.gov.sg/content/portal/en/ training-exchange/course-landing.html

Skills Framework
https://www.skillsfuture.gov.sg/skills-framework

Foundational DigitalSkills for Future Economy
https://www.skillsfuture.gov.sg/digitalworkplace

TechSkills Accelerator (TeSA)
https://www.go.gov.sg/TeSA

WSG's Careers Connect
https://www.wsg.gov.sg/career-services.html

e2i Centres
https://e2i.com.sg/app

FOR ICM VENDORS

SMEs Go Digital
https://www.imda.gov.sg/icmvendors

This Digital Roadmap is part of the SMEs Go Digital programme
For programme information and feedback: https://imda.gov.sg/SMEsGoDigital

#SGDIGITAL

Singapore Digital (SG:D) is a nation-wide movement to unify Singapore's digitalisation efforts. Whether it is help for different industries to start their digitalisation journeys, or creating new ecosystems, opportunities and capabilities for the future, SG:D is set to take us ahead as a leading digital global node. The :D smiley face icon in the logo signifies the optimism of Singaporeans advancing together with digital innovation. As we progress into the digital economy, it is all about the people – the heart of all we do.

🌐 **imda.gov.sg/sgdigital**

🐦 **twitter.com/IMDAsg**

f **facebook.com/IMDAsg**

▶ **youtube.com/IMDAsg**

INFOCOMM MEDIA DEVELOPMENT AUTHORITY