

STRENGTHENING SINGAPORE STORIES

Media convergence is changing the way content is being delivered and consumed. In this interactive showcase, MDA together with our industry partners and community share the opportunities and challenges this trend presents, and how we are telling Singapore's stories on both traditional and new media platforms.

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VIDEO 1:
Opportunities and challenges
with media convergence

<http://www.mda.gov.sg/AboutUs/annualreport2013>

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VIDEO 2:
Telling stories in
more ways than one

<http://www.mda.gov.sg/AboutUs/annualreport2013>



Mr. Koh Boon Hwee
Chairman
Media Convergence Review (MCR) Panel

“ One of our recommendations is to make more consistent the content and licensing framework across all platforms, including emerging ones. ”



Mrs. Carmee Lim
Vice-Chairperson
Media Literacy Council

“ We work closely with the various community groups and schools on a series of initiatives to promote responsible digital citizenship. ”



Mr. Chris Tan
Assistant Director (Industry Operations)
Media Development Authority
Singapore

“ MDA is exploring how best to implement the recommendations proposed by the MCR Panel such as providing incentives to encourage more local content development. ”



Ms. Adeline Foo
Author
The Diary of Amos Lee

“ Media convergence has brought opportunities for writers like me. When I write a story I actually think of the platforms that children will be interested in... ”



Ms. Jocelyn Little
Managing Director
Beach House Pictures

“ The key challenge posed by Media Convergence is that we can no longer rely on traditional broadcast platforms as a single funding source. We must be creative in the way we source for our budget and deliver the content. ”



Ms. Suzie Wang
Vice President
Non-Linear Production
MediaCorp TV Singapore Pte. Ltd.

“ In MediaCorp, the fundamentals to telling a good story have not changed but with the rise of Media Convergence, media consumption is becoming increasingly non-linear in nature. ”