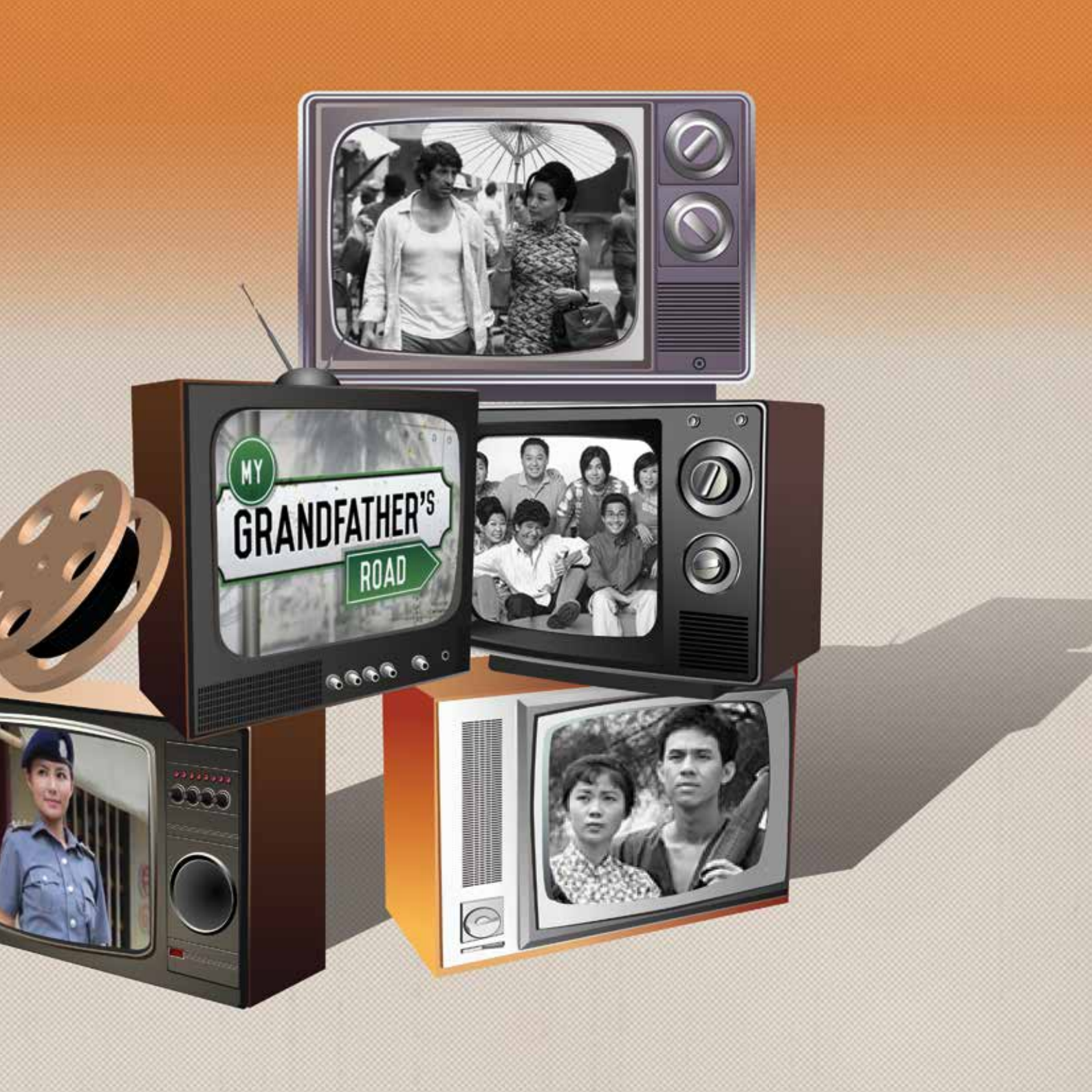


CHAPTER 2:

NATION BUILDING THROUGH STRONG LOCAL MEDIA

Singapore's media industry has grown over the years. Our homegrown talents are spreading their wings abroad and our stories are increasingly appreciated by audiences locally and overseas. MDA will continue to be committed to supporting the creation of content which connect Singaporeans through our Public Service Broadcast (PSB) funding.







CONNECTING SOCIETY WITH **SINGAPORE STORIES**



Scan this QR code
to view trailers in
this section.

Over the years, PSB content has informed, entertained and educated Singapore viewers while fostering a more cohesive and connected society. To this end, MDA has been supporting the development of compelling Singapore stories which celebrate our culture and heritage, and promote a shared identity and social values important to Singaporeans. In the year in review, MDA's PSB funding supported a total of 6,039.5 hours of content on MediaCorp's FTA channels, with 2,439.5 hours being locally-produced while the other 3,600 hours were acquired foreign productions.

Covering Singapore's four official languages and spanning a range of genres including news, drama, sports, children's and variety programmes, these programmes were telecasted across MediaCorp's seven FTA channels and attracted some 4.5 million viewers¹.

As television broadcasting celebrated its golden jubilee in Singapore in 2013, content supported under PSB funding this year continued to push the envelope in quality and creativity. Programmes that were set in Singapore's early days included Channel 8's *The Journey: A Voyage*, which explored stories of first generation Chinese immigrants who set foot on our island to seek their fortunes and future in the 1920s. Meanwhile, Channel 5's *Mata Mata* was an English drama series set in post-war Singapore inspired by the real life story of Mary Quintal nee Voon, Singapore's first female assistant superintendent.



Programmes set in
Singapore's early days
like *The Journey: A
Voyage*, *Mata-Mata*,
Days of Rage and *My
Grandfather's Road*
were supported
under PSB.

¹ Source: Kantar Media

The series revolved around the lives and loves of three fictional women police officers from the First Women Constabulary. Taking viewers on a journey through Singapore's turbulent history was Channel NewsAsia's documentary *Days of Rage*, which used dramatic reconstructions, eyewitness interviews, rare archival documents and computer graphics to depict major events such as the Maria Hertogh Riot (1950) and the terror attack in MacDonal House (1965). Okto's eight-episode info-ed programme, *My Grandfather's Road* provided viewers with interesting insights into Singapore's history by tracing and uncovering the origins of road names in Singapore, providing a connection between our past and present.



Other PSB programmes include *Idhayam Pesugirathu* and *#FORUM.sg* which were shown on Vasantham and Suria.

Other programmes took on more contemporary issues. Vasantham's *Veethi Varai*, for example, was a social drama chronicling the stories of the lives of ordinary Singaporeans in a typical neighbourhood setting. Then there was Suria's *#FORUMsg*, which discussed national issues from the perspective of the Malay community. To deepen engagement with viewers, the programme incorporated interactive elements via social media, email and phone calls.

On Channel U, several topics close to the hearts and minds of Singaporeans were discussed. For example, the subject of marriage and singlehood was explored through a modern drama, *Marry Me*, (我要嫁出去) which presented the stories of three single women who chose to marry late or stay single using a light-hearted and humorous approach. In *Youth Diaries* (青春有悔), the info-ed provided realistic depictions of problems faced by troubled youths while sharing educational messages on the critical roles played by parents in addressing such problems.

During the year, MDA also collaborated with Singapore Post to launch a special commemorative stamp issue to celebrate 50 years of television. The colourfully-illustrated set of five stamps showcased and chronicled the key milestones of Singapore's TV broadcasting landscape in the last 50 years.



The colourfully-illustrated set of five stamps showcased and chronicled the key milestones of Singapore's TV broadcasting landscape in the last 50 years. (Images courtesy of Singapore Post)



EXTENDING THE REACH OF PUBLIC SERVICE BROADCAST (PSB) PROGRAMMES BEYOND FREE-TO-AIR TV

To extend the reach of PSB programmes to multiple platforms beyond free-to-air TV, pay-TV operator StarHub was appointed as the second commissioning platform for local PSB programmes under MDA's PSB Contestable Funds Scheme (PCFS) in November 2013.

StarHub was invited to come onboard the PCFS as it has demonstrated a strong commitment to developing fresh, innovative local content. With the additional platform for PSB programmes provided by StarHub on pay-TV, Singapore viewers will have even more options to enjoy PSB programmes from 2014.

The PCFS-funded programmes will be telecast on StarHub's cable channel E-City, and the free-to-access channel SuperSports Arena. They range from infotainment and variety to children's programmes. After six months, the content will be made available for free on StarHub's multi-screen offering, "TV Anywhere", thus extending their reach to more Singaporeans. Singaporeans will be able to enjoy these programmes by logging on to any Internet enabled device such as a smartphone, tablet or desktop computer.

StarHub's entry into local television production will introduce a new level of competition within the broadcast sector. The PCFS provides greater opportunities for local independent producers to work with different platform owners to produce high-quality commissioned work, and allows the industry to broaden its commissioning and production capabilities. MDA will continue to work with more media platform providers to come onboard the PCFS to create more innovative content that will connect and engage Singaporeans.

