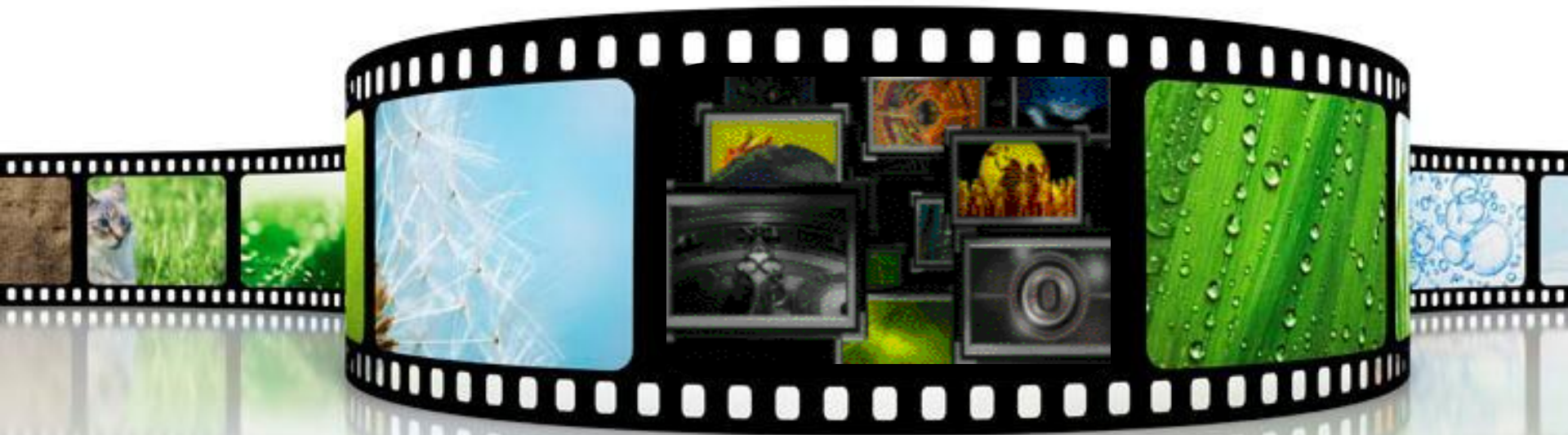


Moving Our Media Industry Forward: Sharpening Strategies, Improving Funding Schemes

28 September 2011



Agenda

1. **Taking stock: The journey so far**
2. **Key challenges and opportunities: What industry has been telling us, and how we see the issues**
3. **Assessing our industry development efforts thus far**
4. **What we will focus on, moving forward**
5. **New Grant Schemes: Simpler, More Complete**



Taking stock: The journey so far



Now in 2nd of two 5-year plans; interim Value-Added & Employment targets met

- \$165 million to implement MEDIA 21 blueprint from 2004 – 2008
- Vision: Singapore, a Global Media City

- \$230 million to implement Singapore Media Fusion Plan from 2009 – 2013
- Vision: Singapore – a Trusted Global Capital for New Asia Media
- Achieved to date: \$23.9 billion Revenue; \$6.4 billion Value-Added; 66,000 Jobs (DOS, 2009)



Key challenges and opportunities: What industry has been telling us, and how we see the issues

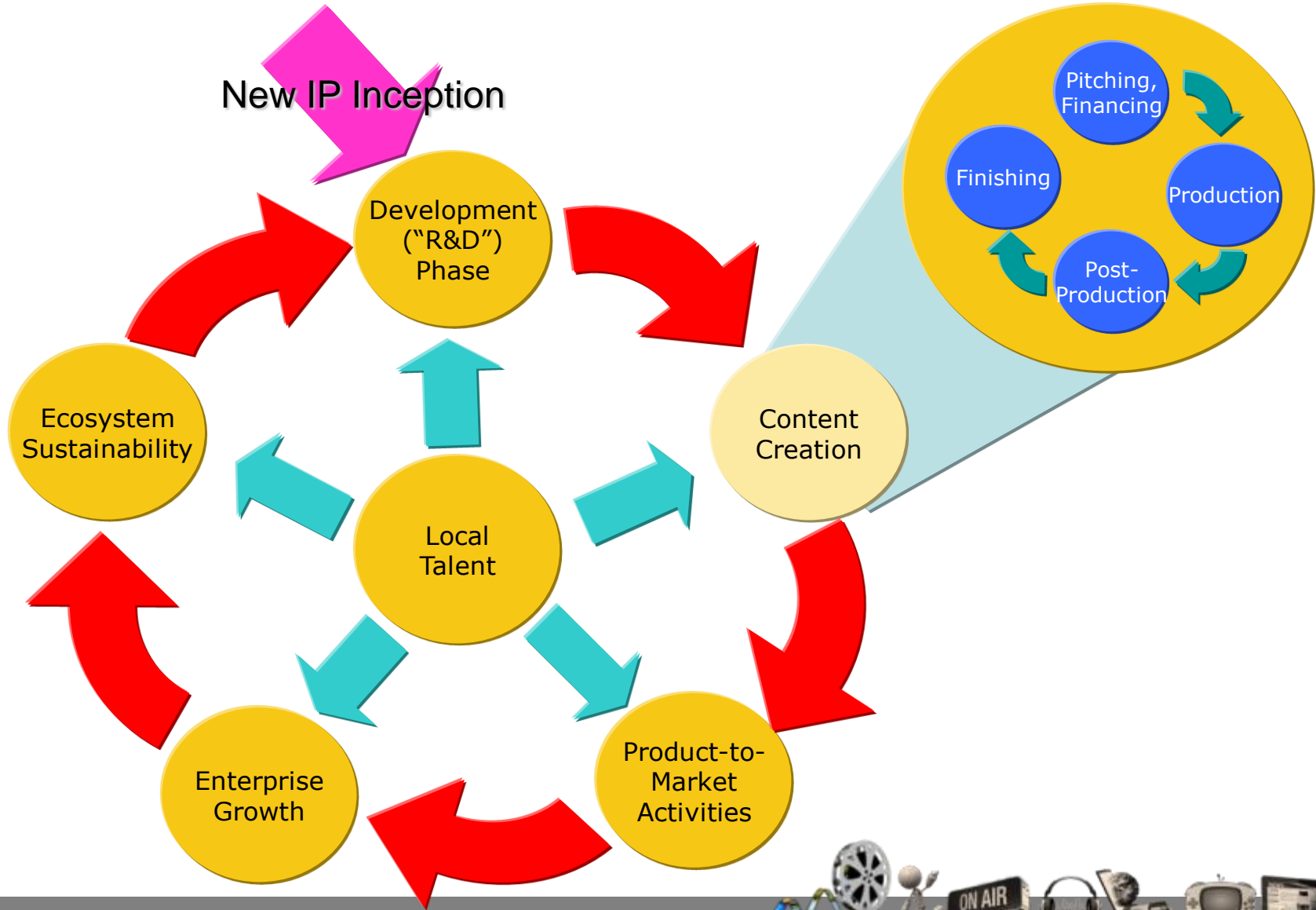


Re-balancing of resources needed, plus Up-skilling and more Product-to-Market help

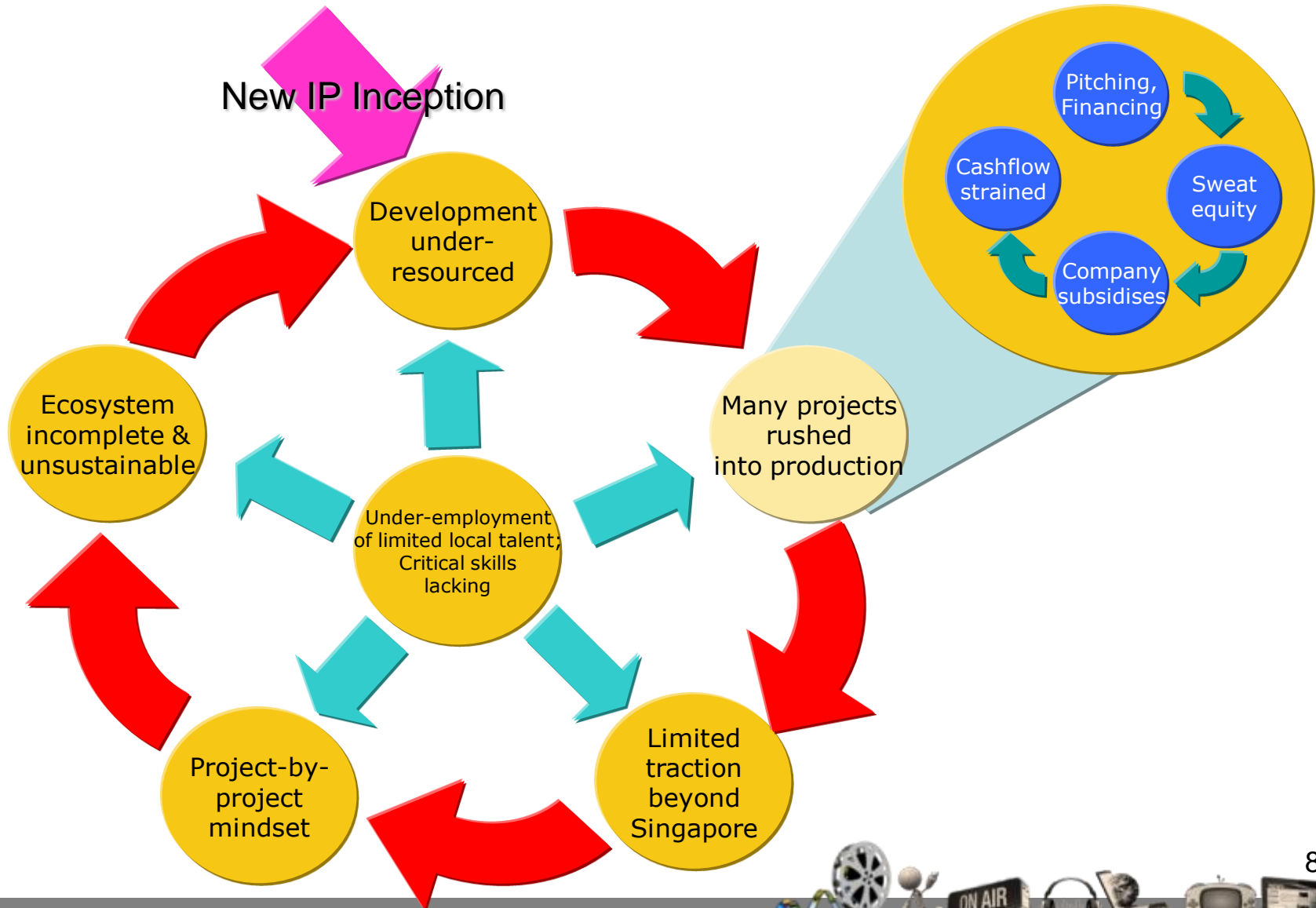
- Idea / Story Development crucial;
market failure most fundamental
- Single-project funding not building
enough sustainable enterprises
- Freelancers:
 - Skills-Rates imbalance
 - Challenges to match, track
- Marketing and market access difficult,
especially outside but sometimes also
within Singapore



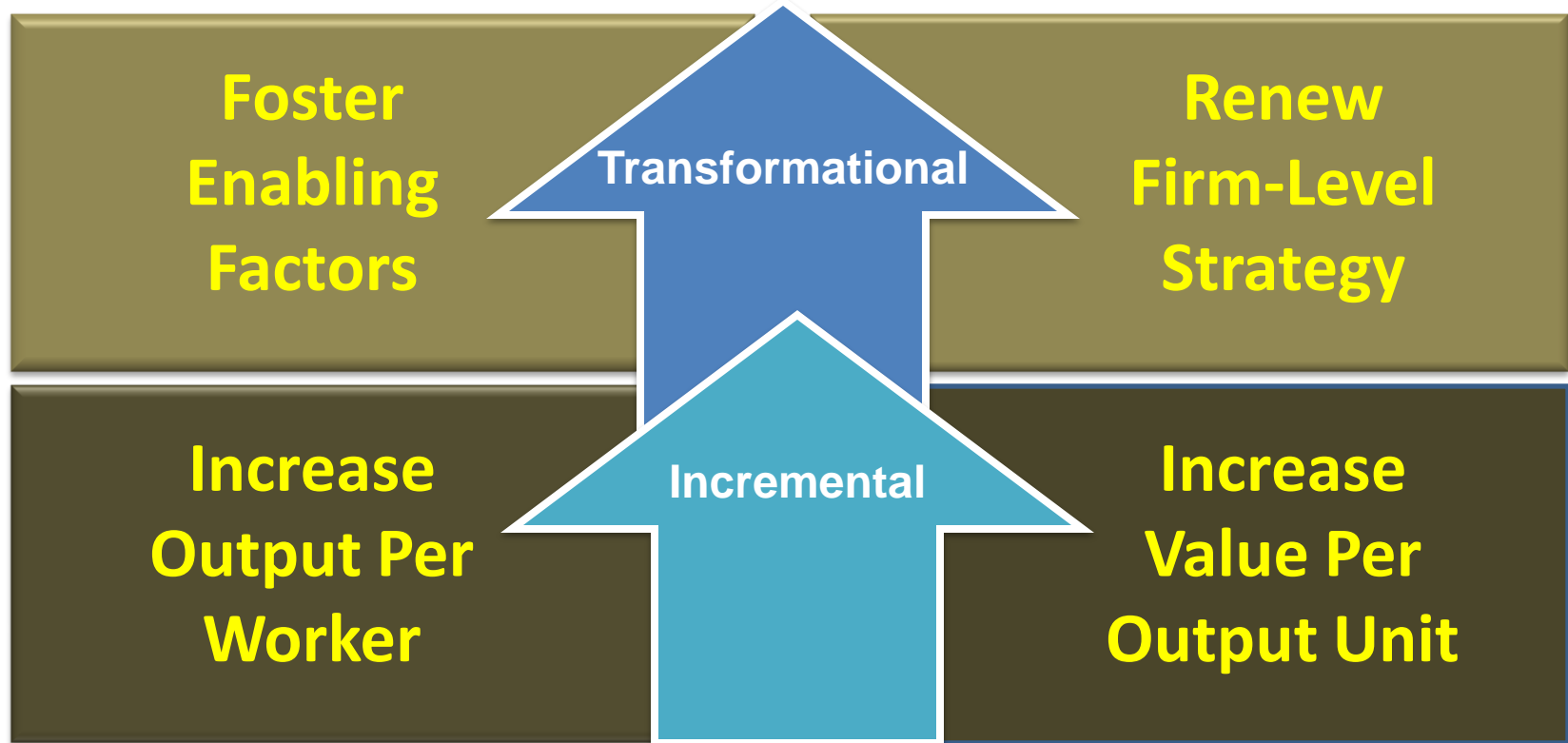
The ideal cycle ought to be....



....but current reality is otherwise

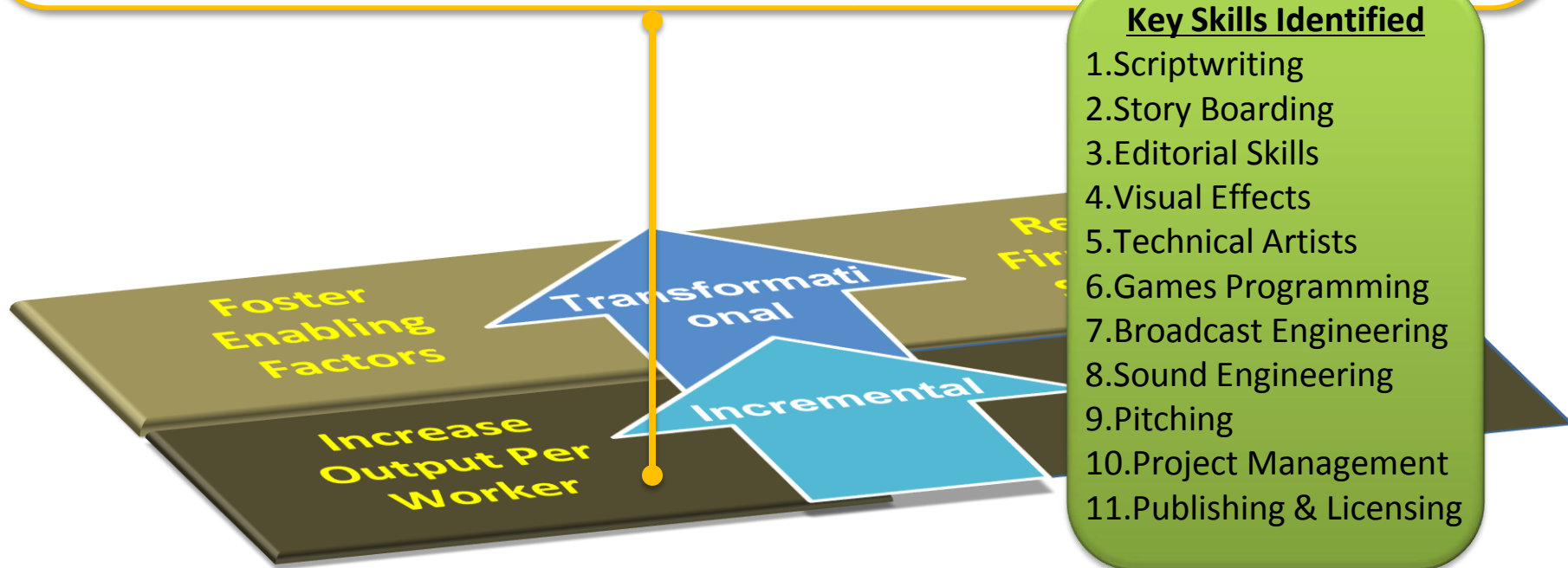


Productivity improvement needed at both individual-talent and industry levels



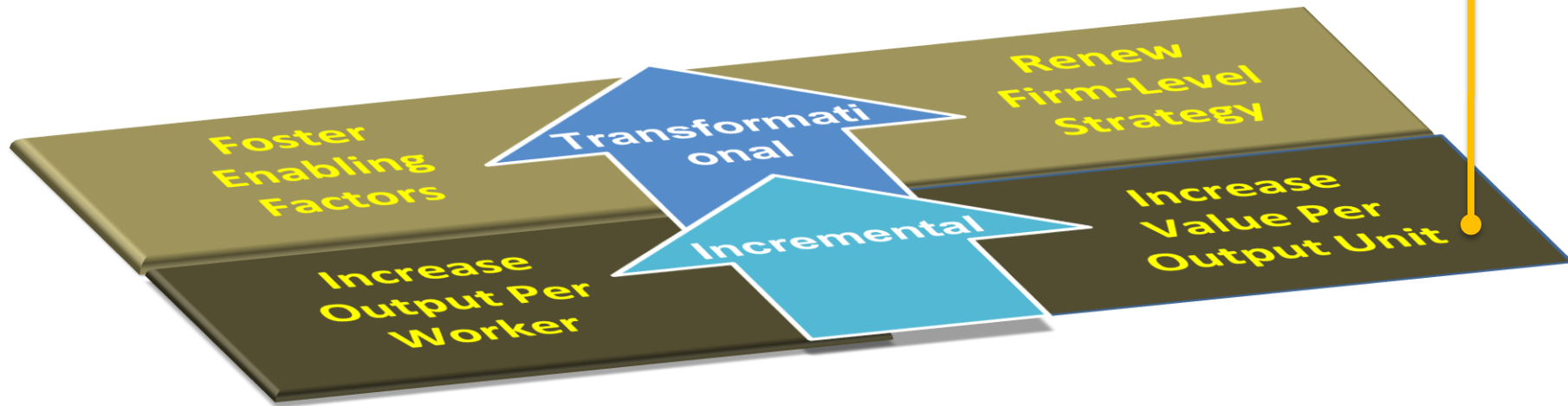
Key Challenges & Strategic Priorities

- **Skills training and upgrading** → Bridge critical skills gaps; facilitate self-employed to access WDA schemes; MDA co-funding of on-the-job training
- **Process improvements** → Industry-wide upgrading schemes, e.g. automation, digital asset management, workflow management



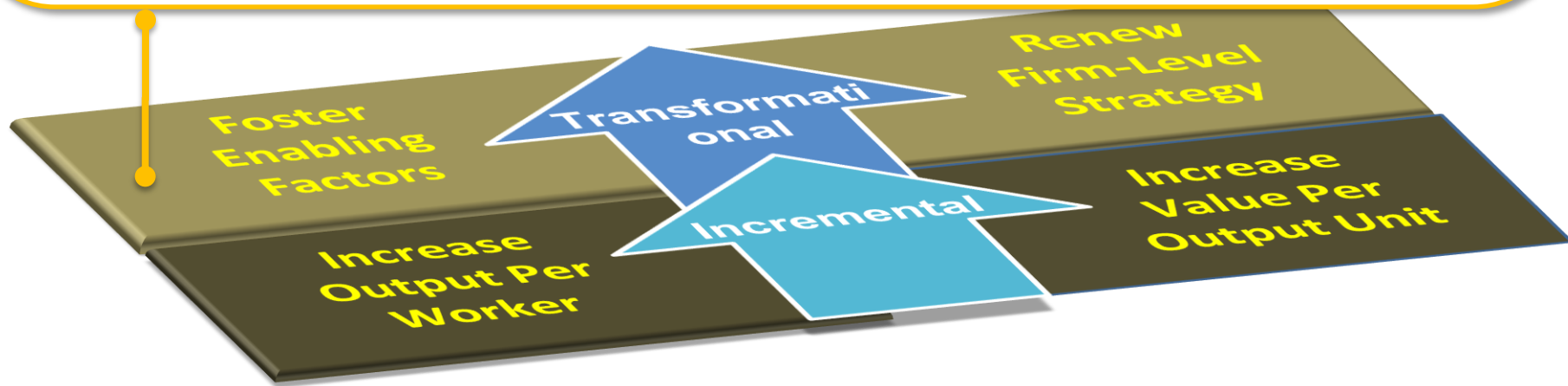
Key Challenges & Strategic Priorities

- **Quality control & improvement** → **Allocate resources for story / concept development, music, etc**
- **Design, packaging & branding**
- **Delivery & distribution** → **Facilitate licensing of established creative rights**
- **Promotion & advertising**
- **Customer service** → **Encourage better customer service through regulatory framework and incentives**



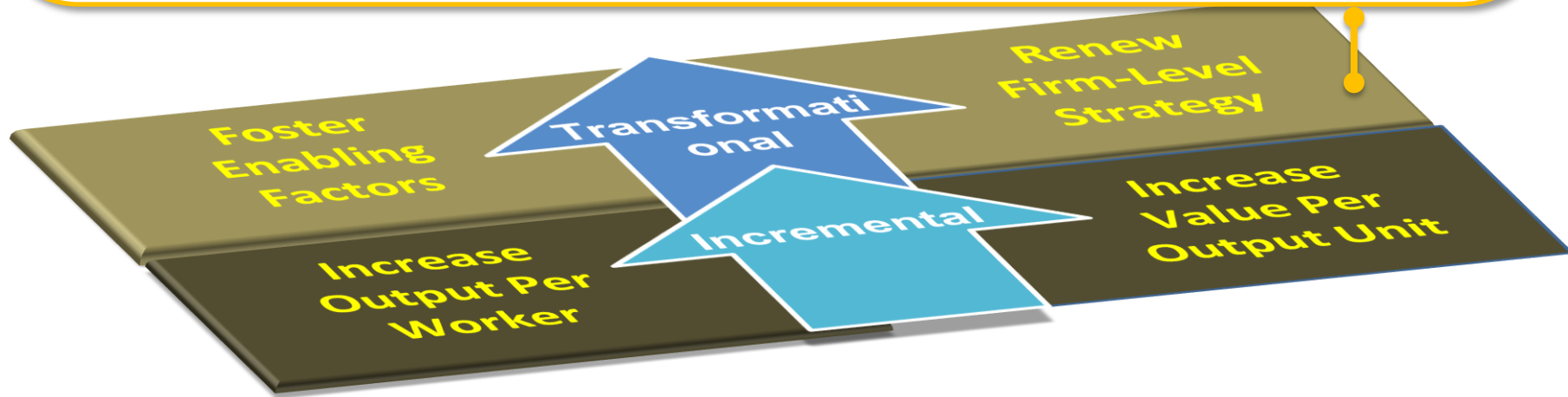
Key Challenges & Strategic Priorities

- **Human & financial capital to enter higher value-added services** → Singapore participation as criteria in international projects
- **Supporting industries & cluster formation** → Greater linkages with arts & cultural community; Stage/Book to Screen and Screen to Stage transitions
- **Up to date market information** → Establish market rates for talent
- **Regulation to Enable** → Review PSB framework to influence market development

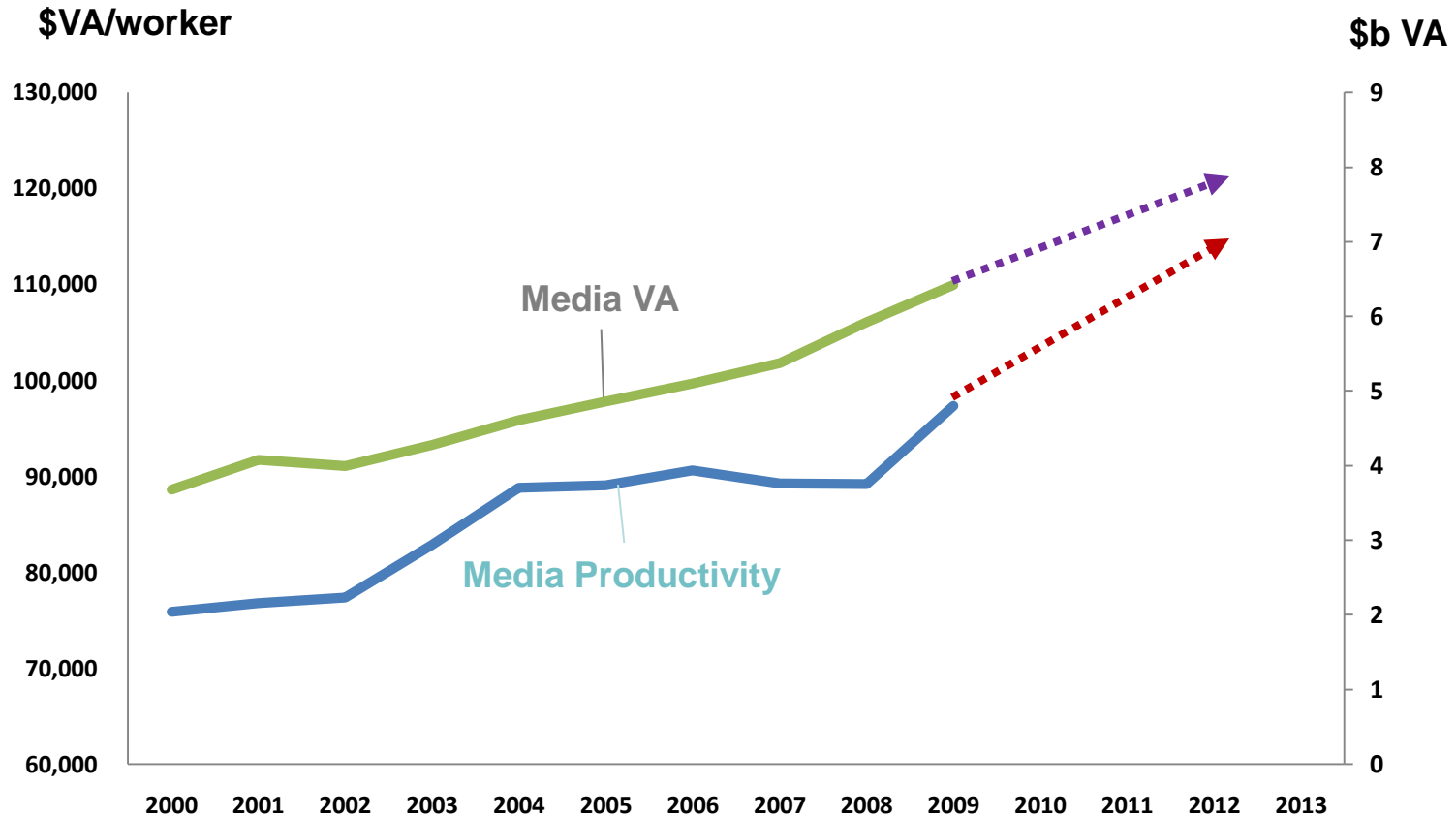


Key Challenges & Strategic Priorities

- **Move towards higher value-added products and activities** → Encourage more distribution / digital distribution activities
- **Penetrating more sophisticated markets and/or higher-end market segments** → Catalyse digital innovation through R&D
→ Support start-up formation
- **Fostering entrepreneurship and risk taking** → Match R&D / start-ups to demand drivers



Raising Economic Value-Added (VA) and Productivity (not just more jobs)



- **ESC Targets (2011 – 2020):**
 - Real GDP CAGR = 3-5%
 - Real Productivity CAGR = 2-3%



Assessing our industry development efforts thus far...



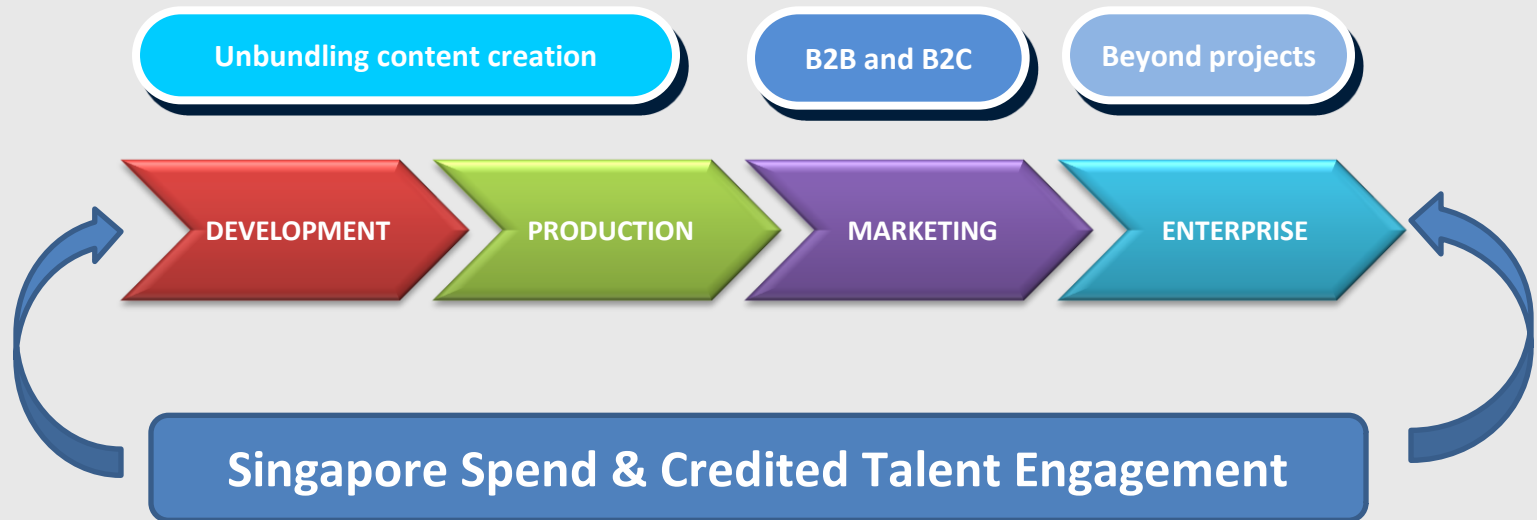
Re-assessment of both method and timing of funding intervention

- Co-investment → Project by project dependency → Higher risk, Lower sustainability
- Cost of production not dependent on quality of idea
- Marketing overseas: *“If MDA is not attending, the need is even greater”*
- How to ensure:
 - the most-needed skills are acquired
 - qualified talent deployed and paid consistently and well?



A more systematic approach to industry assistance needed

Grant schemes for each key phase, with increased emphasis on pre-production & product-to-market resourcing, and clearer focus on benefits for local companies and talent



What we will focus on, moving forward



Five new Grant Schemes, to replace the old 46

- **DEVELOPMENT ASSISTANCE**
 - To help individuals and companies create new IP, to a sufficiently developed stage so as to be 'pitchable' for production

- **PRODUCTION ASSISTANCE**
 - To catalyse engagement and upgrading of local industry talent in output of products that can be marketed both locally and internationally

- **MARKETING ASSISTANCE**
 - To help industry promote and monetise its capabilities, capacity and output

- **TALENT ASSISTANCE**
 - To enable structured as well as on-the-job upskilling for industry personnel

- **ENTERPRISE ASSISTANCE**
 - To groom high-potential local media enterprises to progress to specified higher tiers of revenue and profitability



The fundamentals – without the fuss

- All grants
- Focus on Singapore spend & Singaporean talent outcomes
- Grants for Development, Production, Marketing, Talent, Enterprise
- Clear, industry-relevant deliverables, rather than cumbersome paperwork
- Audits – paid for by MDA & done on sampling basis by MDA-appointed panel of approved auditors
- 8 weeks' processing time, maximum



New Grant Schemes: Simpler, More Complete



Broadcast

Film

Animation

Publishing

IM

Games

Music

DEVELOPMENT ASSISTANCE

Up to \$150k for content; Up to \$200k for applications

PRODUCTION ASSISTANCE

Up to 50% of Singapore Spend (40% for current project, 10% for next)

MARKETING ASSISTANCE

Up to \$5k for individuals; Up to \$25k for companies per application

TALENT ASSISTANCE

Up to \$15k, plus Full Scholarships, and facilitation into WDA-funded WSQ courses

ENTERPRISE ASSISTANCE

Up to \$1m per year for up to 5 years



New applications for funding will be assessed (and funded, if selected) under new schemes from 28 Sep 2011

Existing projects funded by old schemes to be serviced to completion using original agreements



THANK YOU

