

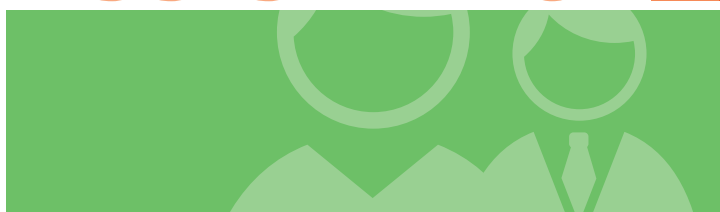
MDA Grant Schemes

**DEVELOPMENT
ASSISTANCE**



**PRODUCTION
ASSISTANCE**

**MARKETING
ASSISTANCE**



**TALENT
ASSISTANCE**

Introduction

MDA's grant schemes are tailored with the needs of the media industry in mind. For each stage of your project, from idea development to content production, to gaining access to international markets and talent development, there is a scheme that will help you achieve your objectives.

These grant schemes support projects, individuals and companies from all media sectors, namely **Animation, Broadcast, Film, Games, Interactive Media, Music** and **Publishing**.

The grant schemes are as follows:

Development Assistance

- > We help you develop good ideas into a script, game design, manuscript or storyboard.

Production Assistance

- > We help you turn your media prototype, storyboard or script into production reality.
- > We help media productions that contribute to the media sector through hiring Singapore talent in credited roles and generating Singapore Spend.

Marketing Assistance

- > We help you promote your projects to your target markets.
- > We also help defray your cost of travel, marketing and promotion.

Talent Assistance

- > We support your training needs and work attachments.
- > We offer scholarships for undergraduate and post-graduate media-related studies.

Please email us at MDA_Schemes@mda.gov.sg for further enquiries or log on to www.mda.gov.sg/schemes for details.

Grant schemes supporting Research and Development in the Interactive Digital Media sector are also available. Find out more at <http://www.idm.sg/support>.

DEVELOPMENT ASSISTANCE



Good ideas and stories are important as a first step to any strong media product or offering. As a priority, we want to help you in your ideation process, so you can come up with compelling stories and ideas that resonate with your audience. If you have a good idea, Development Assistance provides grants to help you develop it into a script, game design, manuscript or storyboard.








You can also acquire IP rights to an existing work, for purpose of adaptation. This will qualify for Productivity & Innovation Credit (PIC), which is administered by the Inland Revenue Authority of Singapore (IRAS). For more information on PIC, log on to www.mda.gov.sg/schemes and click on the Development Assistance section. Our industry officers can also help you to seek clarification from IRAS.

Development Assistance is open to:

- > Singaporeans and Permanent Residents
- > Singapore-registered companies [listed in the Media Singapore Standard Industrial Classification (SSIC) Code]

What we will support

Development Assistance supports all media sectors and provides grants to help you develop your ideas into media content. Development activities supported include but are not limited to the following deliverables:

Sector	Development Activities Supported	Quantum
Animation 	<ul style="list-style-type: none">> Research and concept development> Presentation bible/style guide> Trailer> Pilot> Teaser	> Up to \$150,000
Broadcast 	<ul style="list-style-type: none">> Concept/sizzle reel> Prototype with demo video (Content 360TV)> Pilot episode (International TV)	> Up to \$70,000
Film 	<ul style="list-style-type: none">> Research and concept development> Feature script> Completed short film> Pitch package	> Up to \$40,000
Games 	<ul style="list-style-type: none">> Game design document/script/storyboarding/ concept art> Playable prototype	> Up to \$150,000
Interactive Media 	<ul style="list-style-type: none">> Research and concept development> Prototype content (e.g. storyboard)	> Up to \$150,000
Music 	<ul style="list-style-type: none">> Electronic Press Kit (EPK)	> Up to \$5,000
Publishing 	<ul style="list-style-type: none">> Research and concept development> Manuscript (for books) + eBooks> Mock-up (for magazines) + eMagazines> Prototype content (for e/digital)	> Up to \$200,000

Contact us

Share your ideas with us at MDA_Schemes@mda.gov.sg and we will arrange for an industry officer to speak to you.

PRODUCTION ASSISTANCE










Production Assistance encourages productions that highlight Singapore talents in credited roles and spur Singapore Spend[#].

MDA will support up to 40% of your project's total Singapore Spend. To encourage a sustained pipeline of projects, a further grant of up to 10% of the Singapore Spend of your current project can be used for your next project.

Production Assistance is open to Singapore-registered companies [listed in the Media Singapore Standard Industrial Classification (SSIC) Code].

What we will support

Grants go towards supporting a range of production activities including but not limited to the following:

Sector	Production Activities Supported
Animation 	<ul style="list-style-type: none"> > Animated TV series or animated feature
Broadcast 	<ul style="list-style-type: none"> > Master tapes of programme and trailer, including final shooting scripts and music cue sheets > Fully functional website (if applicable)
Film 	<ul style="list-style-type: none"> > Completed film in final delivery/screening format
Games 	<ul style="list-style-type: none"> > Fully playable game
Interactive Media 	<ul style="list-style-type: none"> > Applications (e.g. online applications/portal/platform, mobile applications) > Finished products (e.g. handheld portable devices, interactive signage board) > Content (e.g. full storyboard of all topics for a module, actual digital content for a module)
Music 	<ul style="list-style-type: none"> > Platforms for music talent discovery > Music composing, scoring and recording for animation, broadcast, film, games, interactive media and publishing
Publishing 	<ul style="list-style-type: none"> > Printed content with agreed initial circulation numbers > Digital applications and/or content published on agreed platform > Service or distribution platforms

Our schemes are Content360 ready. We encourage projects that cover more than one of the above sectors. These can be submitted and evaluated as one project.

How we will support

MDA will support up to 40% of your project's total Singapore Spend. A further grant of up to 10% of the Singapore Spend of your current project can be used for your next project.

The **qualifying cost items** captured under Singapore Spend include:

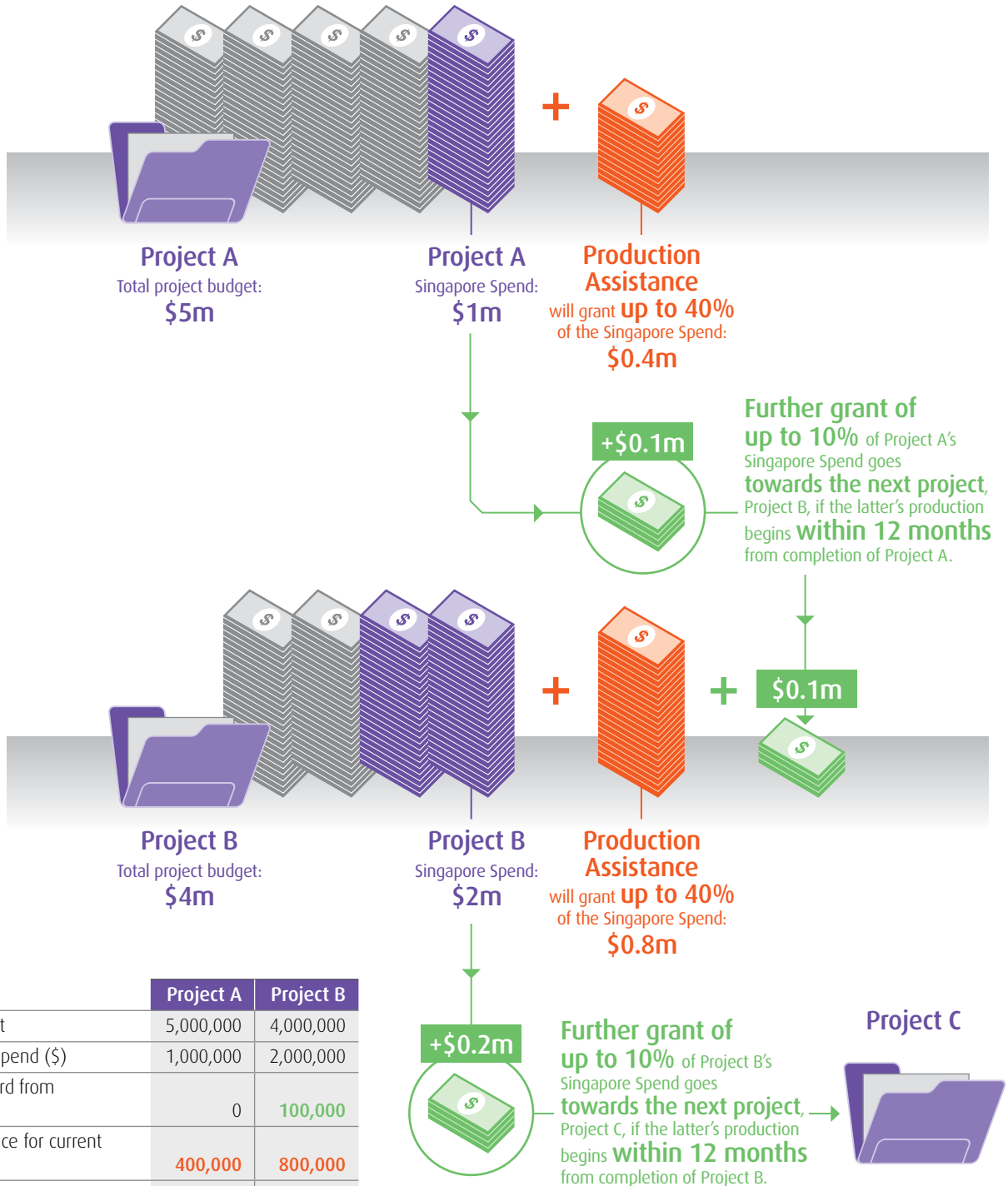
> Manpower/talents	> Location rental	> Travel and accommodation costs
> Professional fees/services	> Master print/tapes	> Ground transport
> Hardware/software	> Legal fees	> Distribution, marketing and promotion
> Intellectual property licensing	> Art/set department	> Project financing fees
> Equipment rental		(e.g. insurance, completion bond)

[#] Singapore Spend refers to a project's expenditure on the cost items incurred in Singapore or on Singaporeans (regardless of residence/location) or Permanent Residents (based in Singapore). This includes third-party costs incurred and paid directly to a Singapore business entity or Singaporeans overseas. Any goods and/or services supplied by a Singapore business entity must be substantially supplied, performed or value-added in Singapore.

How Production Assistance works

Example

Project A has a budget of \$5 million, of which \$1 million is spent in Singapore. The applicant can get a Production Assistance grant of up to \$400,000 for Project A and a further grant of up to \$100,000 for his next Project, Project B, if the latter's production commences within 12 months from the completion of Project A. If Project B has a budget of \$4 million with a Singapore Spend of \$2 million, the applicant can be funded up to \$900,000 and a further grant of up to \$200,000 will go towards his next project.



	Project A	Project B
Total project budget	5,000,000	4,000,000
Project Singapore Spend (\$)	1,000,000	2,000,000
10% brought forward from previous project	0	100,000
Production Assistance for current project (40%)	400,000	800,000
Production Assistance (10% 'earned' for next project)	100,000	200,000
Total MDA grants for project period	400,000	900,000

Contact us

Tell us your plan at MDA_Schemes@mda.gov.sg and we will arrange for an industry officer to speak to you.

MARKETING ASSISTANCE



Your production is now ready for your audience. Marketing Assistance will help you market it to your target audience. Marketing Assistance will also help grow overseas demand for Singapore-produced content.

Marketing Assistance is open to:

- > Singaporeans and Permanent Residents
- > Singapore-registered companies
[listed in the Media Singapore Standard Industrial Classification (SSIC) Code]

What we will support

Travel	> Expenses related to attendance at international markets and events, such as airfare, registration/accreditation and accommodation
Marketing	> Expenses related to marketing content internationally > Expenses related to converting materials to required formats and specifications (e.g. conversion to 35mm for international film festivals)
Promotion	> Expenses related to sustained cultivation of consumer demand for Singapore media products in targeted markets

Quantum

Marketing Assistance provides companies with up to \$25,000 per application and individuals can expect to receive up to \$5,000 per application. It will also promote Singapore content from a range of related Singapore media companies in targeted markets.

How you can apply

You can download the application form from www.mda.gov.sg/schemes and email the completed form with the supporting material listed to MDA_Schemes@mda.gov.sg.

TALENT ASSISTANCE



Talent Assistance helps media professionals, whether employees or freelancers, to upgrade, upskill and secure work attachment opportunities.

Talent Assistance is open to Singaporeans and Permanent Residents.

Training Programmes	Quantum
WSQ Training Programmes The Creative Industries Workforce Skill Qualifications (CI WSQ) framework trains, develops, assesses and recognises adult workers for competencies relevant to the media sector. The Singapore Workforce Development Agency (WDA) has appointed Continuing Education and Training (CET) partners to offer media-related courses. To access the full listing of available courses, log on to www.mda.gov.sg/schemes and click on the Talent Assistance section.	WDA will support up to 70% of the course fees for WSQ programmes through your training providers. For employees: Your employer is also eligible to apply for the Absentee Payroll for staff sent for training. This supports up to 80% of your hourly salary, capped at \$4.50 an hour.
Non-WSQ Training Programmes For specialised media training in creative, technical and entrepreneurial programmes (e.g. e-publishing, stereoscopic 3D, business pitching and media project management skills) that are not available under the CI WSQ, you can apply to MDA for support.	Up to 70% of the course fees, capped at \$15,000 annually, will be reimbursed to you.

MDA welcomes companies that are interested in organising training programmes not supported by WSQ to talk to us.

Work Attachments	Quantum
If you are interested in a work attachment programme with a local or overseas media company to gain hands-on training on projects for a period of 3 to 12 months, you can apply to MDA for support. Work attachments apply to fresh graduates from media-related studies, existing media professionals and professionals seeking a career switch to media.	Local attachments for employees: MDA will support up to 70% of your monthly salary capped at \$1,400 (excluding CPF contribution) during the attachment period. Local attachments for freelancers: The company that you are attached to should hire you as an employee and MDA will support up to 70% of your monthly salary capped at \$1,400 (excluding CPF contribution) during the attachment period. Overseas attachments for employees: You will be supported with up to \$2,000 per month and up to \$3,000 for return economy airfare, accommodation and insurance. You will need to make your application through your employer. Overseas attachments for freelancers: You will be supported with up to \$2,000 per month and up to \$3,000 for return economy airfare, accommodation and insurance.

MDA welcomes companies that are interested in hosting work attachments to talk to us.

Scholarships	Quantum
Creative Industries Scholarships for undergraduate or post-graduate studies are available. Applications are open from January to March annually. Find out more at http://app.cischolarship.sg .	Updated details will be provided by Jan 2012.

How you can apply

- > You can apply for Talent Assistance all year round. Scholarship application is open from January to March annually.
- > You can download the application form from www.mda.gov.sg/schemes and email the completed form with the supporting material listed to MDA_Schemes@mda.gov.sg.

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