

SHOWTIME

ANNUAL REPORT 2005/06. MEDIA DEVELOPMENT AUTHORITY

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MISSION

TO DEVELOP SINGAPORE INTO
A VIBRANT GLOBAL MEDIA CITY SO
AS TO FOSTER A CREATIVE ECONOMY
AND CONNECTED SOCIETY



FROM THE EDITOR

CHAIRMAN'S MESSAGE. 2005 HAS BEEN A VERY FRUITFUL AND PRODUCTIVE YEAR FOR THE ENTIRE TEAM AT THE MEDIA DEVELOPMENT AUTHORITY (MDA).

Three years after MDA was formed to deliver the objectives laid out in its Media 21 blueprint, the media industry's contribution to GDP in 2005 was projected at 1.54%, up from 2004's projection of 1.42%. In the same year, it was estimated that 1,000 new jobs were created, driving the total number of media employees to 38,156. Our media partners and the industry as a whole have worked together with MDA to create a safe, transparent and commercially encouraging environment that nurtures talents and, above all, one that is forward-looking and opportunity-centric.

We pumped up our exportable Made-by-Singapore content both in the film and TV media. Our local auteurs continued to do us proud with absorbing films such as *The Maid*, *Be With Me* and *0430* garnering both commercial and critical acclaim at home and abroad.

Indeed, the world is starting to sit up and pay attention to our little island and its creative output that is disproportionate to our size. At overseas trade shows from the Cannes Film Market to MIPTV and Shanghai TV Festival, Singapore film makers, game designers and TV producers have stitched up important MOUs and multi-million dollar deals.

MDA continued to invest in, and support, our budding talent through extensive media education programmes to boost media literacy for teachers and students and promote awareness of media career opportunities. In the past year, we organised around fifty master-classes, seminars and workshops which featured, among others, Victor Navone from world-renowned Pixar Animation Studio and Markus Burki from Dreamworks.

Recognising that it's important to have an environment where ideas can flourish, we promoted digital media exchange through events such as our partnership with Economic Development Board, Singapore Tourism Board and Infocomm Development Authority to host the Grand Finals of the World Cyber Games 2005. Funding support was provided by way of the Digital Content Development Scheme, games development initiatives and the Digital Technology Development Scheme.

On the supply side, MDA is committed to fostering a pro-business environment. During the year, we showcased this commitment by awarding Rediffusion a digital audio broadcasting (DAB) multiplex licence. In turn, Rediffusion plans to expand its pay radio service with new channels and new DAB receivers using technology developed entirely in Singapore.

We also tapped into the growing importance of high-definition television (HDTV) with plans to become the first Southeast Asian nation to launch HDTV trials. This initiative sends a clear signal about our commitment to bring the best media experiences to all Singaporeans.

On the home front, our guidelines for publicity materials were further revised to give film and video distributors greater flexibility to promote films rated NC16 and M18. We continue to bolster our outreach programmes to the young through the Cyber Wellness and Media Toolbox initiatives, which help parents and their children to navigate the shifting Internet landscape safely and responsibly.

We also worked closely with the Programme Advisory Committees for English, Chinese, Malay and Indian TV and Radio Programmes to provide suggestions for broadcasters to improve the quality and range of their programmes. We funded more high-quality Public Service Broadcast programmes ranging from current affairs to minority language shows. In addition, we granted licence exemptions to a wider range of arts entertainment categories.

We had also been reviewing our licensing schemes for broadcast, film, print and the arts to streamline and improve regulatory efficiencies to take account of rapid technological changes and increasing convergence. The aim is to cut down licensing costs and processes wherever feasible and to facilitate a pro-enterprise regulatory environment for businesses to innovate and grow. As part of the review process, we will be seeking feedback and work in partnership with industry players to develop the media industry.

The media industry in Singapore is a uniquely multi-cultural, multi-ethnic and cosmopolitan one. The creative flair that results from our multi-faceted society is what underpins the "Singapore Media Fusion" brand. This unique fusion infuses our media practitioners with the ability to tell Asian stories that strike a chord with the international audience. As we go global, we will continue to promote Singapore as an excellent co-production partner for foreign producers, many of whom praise the ease and security of doing business in Singapore, efficient infrastructure as well as our proficiency in the English language as advantages of partnering with us.

I am so pleased to present – in this annual report – the events and highlights of the past year. It has been a very fulfilling twelve months and I want to pay tribute to everyone here at MDA for their commitment and hard work and, in particular, to our media partners here and abroad. Their unstinting efforts and dedication have meant that Media 21 is no longer just a dream. It's fast becoming a reality and I look forward immensely to an equally astonishing year ahead.

Happy reading!



DR TAN CHIN NAM

CHAIRMAN, MEDIA DEVELOPMENT AUTHORITY

UNDER ONE ROOF

SENIOR MANAGEMENT (FROM LEFT TO RIGHT):

FIRST ROW – PAM HU Director, Community & International Relations.

DR CHRISTOPHER CHIA Chief Executive Officer. **VALERIE CHENG** Director, Strategic Planning.

SECOND ROW – LING PEK LING Director, Media Policy. **THAM WAI KIN** Director, Customer & Licensing Services. **AMY CHUA** Director, Media Content. **LIM CHIN SIANG** Director, IT & Technology.

THIRD ROW – TOW JOON LAI Director, Corporate Services. **CASSANDRA TAY** Director, Communications.

YEO CHUN CHENG Chief Information Officer. **MAN SHU SUM** Director, Broadcast & Film Development.

SETO LOK YIN Director, Industry Development.



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CHEERS

MEET OUR FAMOUS AND VERY APPROACHABLE
BOARD OF DIRECTORS.

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Executive Director
Institute of Infocomm Research



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Permanent Secretary
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(Department of Cardiology)
National University Hospital

PETER DAVISON
Director (Asia)
Cambridge University Press,
Singapore Branch

CHAN YENG KIT
Chief Executive Officer
Infocomm Development
Authority of Singapore



DR FINIAN TAN
Chairman
Vickers Financial Group



VISWA SADASIVAN
Chairman
The Right Angle Group



HIT PARADE

2005 WAS, WITHOUT QUESTION, ONE OF MDA'S BUSIEST AND MOST FRUITFUL YEARS. THE NUTS AND BOLTS OF THE MEDIA 21 BLUEPRINT WERE CONTINUOUSLY FINESSED AS THE YEAR PROGRESSED AND THE ITEMS ON OUR TO-DO LIST WERE STEADILY TICKED OFF, ONE BY ONE. WE COURTED OVERSEAS PARTNERS AND COLLABORATORS, SET OFF TOWARDS A DIGITAL FUTURE AND STILL FOUND TIME TO SCOUT FOR, AND NURTURE, GREAT LOCAL TALENT. IT'S HARD WORK, WE KNOW, BUT WE THINK THE RESULTS SPEAK FOR THEMSELVES. ANNOUNCING OUR TOP 21 NEWSWORTHY HIT PARADE FOR 2005, THE WINNERS ARE...

1 **LIVING THE HIGH LIFE**

Advanced production, post-production and broadcasting capabilities create great media forms. To lure local and overseas businesses to Singapore, MDA supported five companies in high-definition audio and video post-production, and encoding equipment.

2 **WINNING THE RACE**

Singapore company Cubix International struck gold at the Cannes Film Market when its 3-D animated film *Zodiac-The Race Begins* was sold to over 20 countries including Russia, Thailand and China.

3 **G-WHIZZ**

3G mobile drama *P.S...I Luv U*, produced by MediaCorp Studios, did us proud when it was nominated for Best Made For Mobile Content/Format at the MIPCOM 2005 Mobile TV Awards.

4 **OVER THE RAINBOW**

Mega Media partnered with US company, Rainbow HD Holdings, to co-produce over a hundred hours of high-definition programming with the first US broadcast on Rainbow's Voom channels.

5 **CONQUERING THE WORLD**

Over the next five to seven years, Cubix International will co-produce five feature films worth S\$30m with a host of global partners. The first film *Legend of the Sea* is currently in pre-production. Stay tuned.

6 **THE NEW FACE OF ASIA**

Discovery Channel and Right Angle collaborated to launch Gateway Asia, an initiative to adapt ten Asian-made documentaries for international sale and first Asia-Pacific broadcast on Discovery.

7 **NEIGHBOURLY PURSUITS**

MDA threw its support behind I-Media Entertainment and Upside Down Concepts to co-produce a slate of telemovies that will premiere on Lativi, one of Indonesia's terrestrial TV stations.

8 **HIGHER LEARNING**

MDA's Media Education Scheme put more than 20 brilliant students through tertiary education in film, TV, games, animation and publishing at leading local and overseas colleges and universities. Make us proud!

9 **NURTURING TALENT**

Thanks to MDA's Capability Development Scheme, 100 industry professionals attended local and overseas advanced courses or attachment programmes to gain specialist skills and international experience.

10 **DREAM WORKS**

MDA organised 50 master-classes, seminars and workshops to help 5,000 industry professionals upgrade skills and gain exposure. Guests included Dov Simens, Victor Navone (Pixar) and Markus Burki (Dreamworks).

11 **LEARNING THE ROPES**

To give budding local talents a boost, MDA supported a suite of brand new media-related courses at various institutes of higher learning and commercial media schools.



ZODIAC CREATED POSITIVE BUZZ
AT THE CANNES FILM MARKET.

12 ANIMATED SHOWCASE
Animation enthusiasts were thrilled with the tech displays at the AnimaXtion '05@SITEK pavilion. Through September to December, AnimaXtion partnered with the National Library Board to showcase workshops and screenings.

13 ENHANCING MEDIA SKILLS
One of MDA's priorities was to equip teachers with top-notch media literacy skills that they could, in turn, pass to their students. Initiatives included *News for Kids*, a newspaper targeting upper primary school students.

14 PARTNERSHIP SYNERGIES
Singapore hosted the inaugural *Muzika Ekstravaganza* which resulted in strong partnerships and co-production efforts. Its success led to the second leg of the programme being held in Penang in November 2005.

15 REVISED GUIDELINES
Film distributors were given more flexibility in promoting films rated NC16 and M18 on television and radio. What's more, from 1 July 2005, trailers for NC16 film and PG-rated television shows can be screened at any time of the day, except during children's programmes or programmes targeted at the young.

16 SOCIALLY RESPONSIBLE
MDA pumped up efforts to foster a culture of shared responsibility with the industry by introducing self-regulation for print publicity materials for films and videos. Content guidelines were issued to the industry for their reference.

17 LICENCE EXEMPTIONS
From 27 May 2005, MDA granted licence exemptions for more innocuous arts entertainment such as children's performances and events; music, traditional and folk vocal, drama and dance performances; and exhibitions of paintings, art objects and ethnic arts and crafts.

18 HOME-GROWN TECHNOLOGY
MDA awarded Rediffusion a digital audio broadcasting multiplex licence which will enable it to expand its pay radio service with new receivers developed using home-grown technology. What a star!

19 VIDEO ON DEMAND
To bolster Singapore's status as a premier media city, two new video-on-demand services now allow subscribers to access a wide variety of rich multi-media content any time on a broadband connection.

20 PERFORMANCE STANDARDS
MDA put into place the Standards of Performance (Termination of Contracts) scheme. This is a dispute resolution mechanism for consumers who may, through no fault of theirs, be left without a media service.

21 PRODUCTION BOOST
Singapore's production industry received a boost when an outsourced production quota was introduced for funded Public Service Broadcast television programmes, which resulted in 528 hours of programmes being produced by local independent producers.

21 FEATURES

2005 WAS A THRILLING YEAR MARKED BY MANY TRIUMPHS AND HIGHS. OUT OF AN INCREDIBLY EXCITING TWELVE MONTHS EMERGED MANY TALES OF PERSEVERANCE, TRUE GRIT AND DETERMINATION TO PUT SINGAPORE ON THE GLOBAL MEDIA MAP. HERE ARE 21 OF THE BEST STORIES THAT CAUGHT THE IMAGINATION...



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TAKING BOLD STRIDES



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STAND
BY ME**
PROTECTING CHILDREN
FROM CYBERSMUT





REACHING FOR THE STARS

MEDIA 21 SETS OUT THE BLUEPRINT FOR TRANSFORMING SINGAPORE INTO A VIBRANT, GLOBAL MEDIA CITY. THE RESULTS TO DATE HAVE BEEN ENCOURAGING AND THE STAGE IS SET FOR THE NEXT STELLAR JUMP.

In July 2003, MDA launched Media 21. Its goal was to develop our tiny island into a global media city for both the industry and public through five core strategies: develop Singapore into a media business exchange, export made-by-Singapore content, develop digital media, internationalise local media companies and nurture local media talent. To back up these strategies, MDA established a S\$165m programme to develop creative content, new capabilities and the overseas market.

Says Dr Christopher Chia, Chief Executive Officer, MDA, "The goal of these strategies is to enable our multi-faceted media sectors, including TV production, broadcasting, film, games and animation, to develop vital skills, talents and capabilities, exportable content and services, and overseas markets. In this way, we hope to grow Singapore's media industry into a key engine for economic growth."

There were many highlights during the year in review, chief among them the Asia Media Festival 2005, the grand finals of the World Cyber Games and the launch of the Licensing and Merchandising Programme. The common denominator for all these events is the clear commitment of all parties involved to facilitate the growth of the local media industry through collaborative partnerships.

The next task is to gather more support from both private and public sectors to sustain the momentum, and MDA has every confidence that the stars will continue to shine brightly on our journey.

As Dr Lee Boon Yang, Minister for Information, Communications and the Arts noted at the launch of the Media 21 blueprint in 2003, "MDA will be committing significant resources to grow the industry, but as Jack Neo is well-known for [pointing out], money alone is not enough. Other countries are also gearing up fast to boost their media industries. To meet the competition, we must work together to grow the industry, create jobs and sell our media products."

ROCKETING SINGAPORE'S MEDIA INDUSTRY INTO THE FUTURE.



PEDDLERS OF ASIA

IN 2005, SINGAPORE HOSTED THE ASIA MEDIA FESTIVAL, A FESTIVE EVENT THAT GENERATED AN IMPRESSIVE US\$32.7M WORTH OF DEALS AND CONSOLIDATED OUR POSITION AS A KEY VENUE FOR INTERNATIONAL MEDIA BUSINESS.

What a party the Asia Media Festival (AMF) was! For two weeks from 14 November to 2 December, 690,000 of the region's media elite and aficionados converged on Singapore to talk shop, network and sneak a peek at the future.

In all, there were 27 events – 13 catering to the public and 14 dedicated to the trade and professional sectors. The public events, in particular, supported the entire media value chain from scriptwriting, financing and pitching to production and exhibitions across all media platforms. The latter included the World Cyber Games, Asian Festival of 1st Films and Animation Nation.

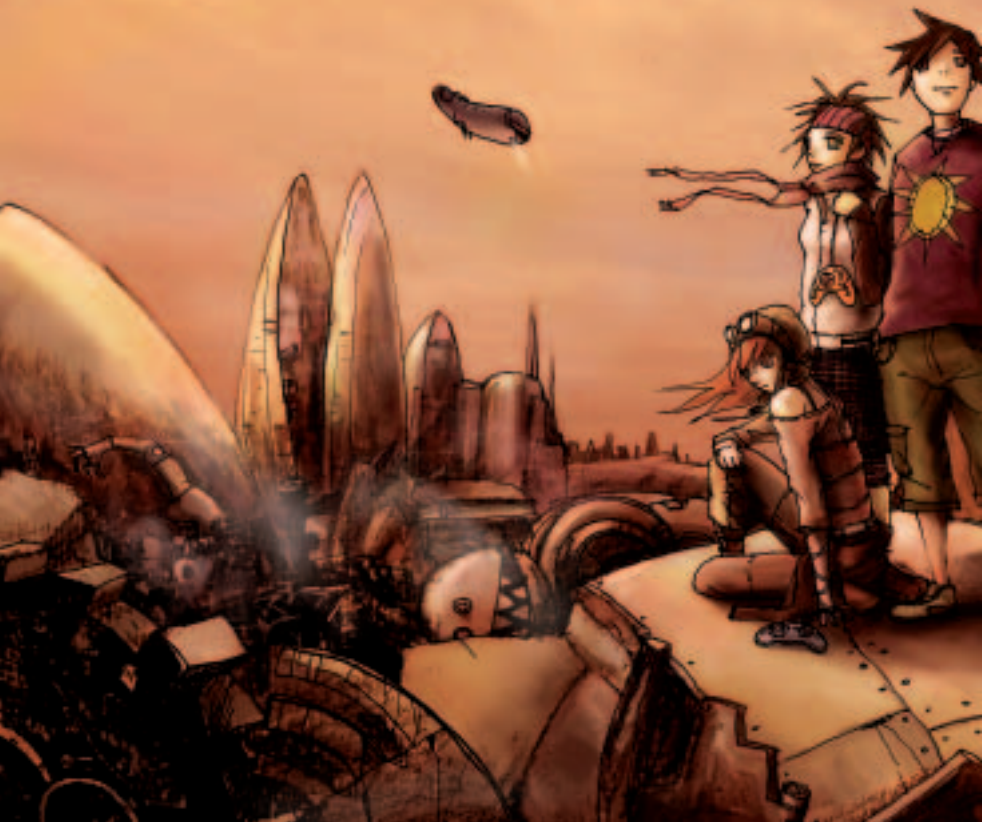
The AMF extravaganza, which positions Singapore as a key venue for international media business, was anchored by a stellar line-up of events that included the Asia Television Forum, Asia Film Market & Conference, Asia Animation Conference, Promax & BDA Asia Conference and Awards, and the prestigious Asian Television Awards.

The number of attendees for the trade events leapfrogged 30% over last year's figures with 200 international seller companies from 29 countries, and 450 buyer companies from 28 countries generating US\$32.7m worth of regional and international deals. The preceeding year's figure was US\$21m, so bouquets all round. We can't wait for the following year's event!

AMF: A COLOURFUL LINE-UP OF EVENTS.

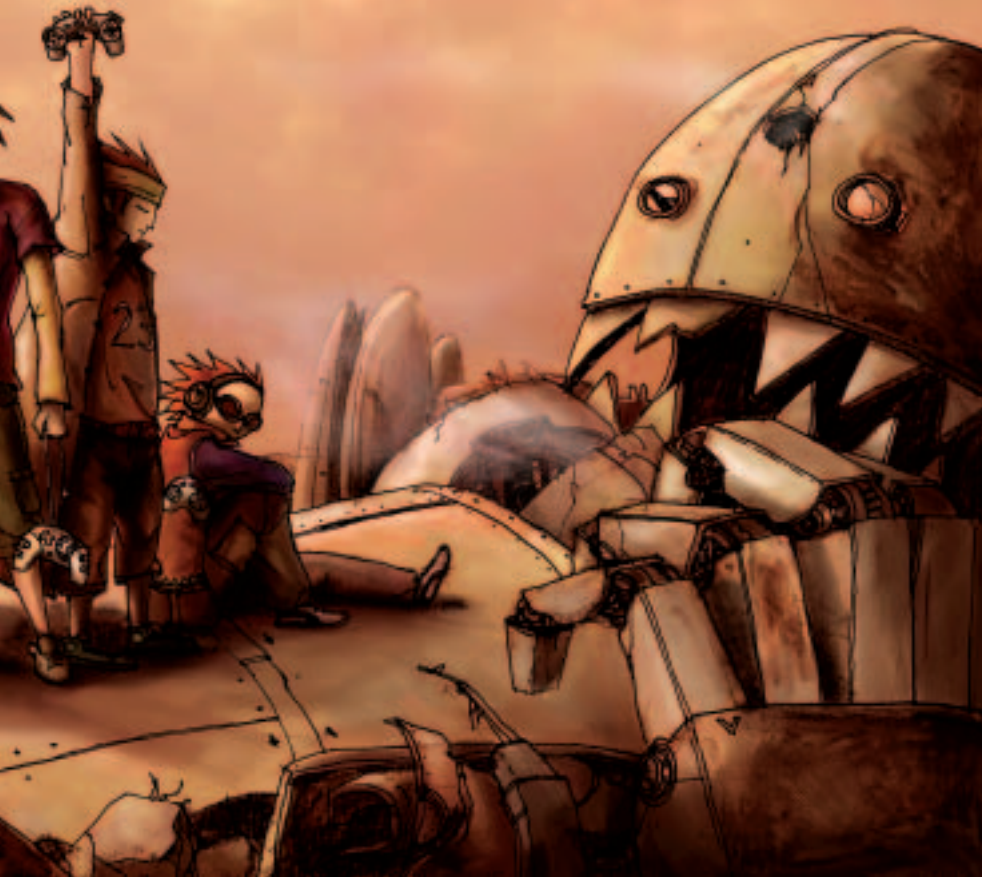


27 EVENTS:
13 CATERING TO
THE PUBLIC AND
14 DEDICATED TO
THE TRADE AND
PROFESSIONAL
SECTORS.



WAR GAMES

IN THE BATTLE FOR MEDIA SUPREMACY, MDA VENTURES FEARLESSLY INTO THE WORLD, EVER ALERT FOR OPPORTUNITIES TO FURTHER DEVELOP SINGAPORE INTO AN ASIAN DIGITAL MEDIA MARKETPLACE.



Singapore already has a reputation as a premier Asian media marketplace, especially when it comes to digital media. But we're careful not to rest on our laurels. Much more work in this area can, and needs to, be done. For that reason, MDA is continuously on the lookout for opportunities to create a dynamic environment for local and overseas digital content.

To that end, we partnered with various agencies including the Economic Development Board, Singapore Tourism Board and

Infocomm Development Authority of Singapore to successfully secure Singapore's bid to host the grand finals of the World Cyber Games during 16 to 20 November 2005. The bid could only consolidate our growing reputation in the games industry.

And what a great time was had by all as over 700 super cyber-gamers from 67 countries arrived in Singapore for the world's largest e-sports event.

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FEARLESSLY MAKING INROADS INTO DIGITAL MEDIA.



MONEY TALK

THE BIG NEWS FOR 2005 WAS RGM'S ANNOUNCEMENT THAT IT WAS SETTING UP A US\$100M MEDIA FINANCING FACILITY TO BE MANAGED OUT OF SINGAPORE.

In July 2005 came the news that RGM Holdings, one of the largest talent management companies outside America, would be setting up a US\$100m media financing facility. The facility is a key component of the strategic thrust to establish Singapore as a hotbed for the global media exchange of media products and services. The facility will be managed by RGM, which has also set up its headquarters here in Singapore.

Mr Devesh Chetty, Co-Executive Chairman of RGM said, "The Asian regions are amongst the fastest growing territories in the world. Singapore is a natural choice for our expansion into Asia given the copyright protection and accessible infrastructure in place. Through the media financing facility, we hope to attract world-class projects to Singapore and the region."

For its part, MDA welcomes RGM as an important partner. The launch of the financing facility is a significant development for the Singapore media industry as it will generate new creative and business opportunities, and heighten Singapore's profile in the global media arena.

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ATTRACTED TO SINGAPORE: MR DEVESH CHETTY (LEFT) AND MS ROBYN GARDINER,
CO-EXECUTIVE CHAIRMAN OF RGM.



CHEMISTRY

AS IN NATURE, BUILDING A SUCCESSFUL ECO-SYSTEM REQUIRES SYNERGIES TO BE GENERATED AND EXPLOITED, SO THAT THE STRENGTHS OF INDIVIDUAL UNITS CAN BE HARNESSSED TO COMPLEMENT EACH OTHER. IN THE MEDIA INDUSTRY, ONE SUCH SYNERGY DURING THE YEAR WAS THE LAUNCH OF THE LICENSING AND MERCHANDISING PROGRAMME.

In launching the Licensing and Merchandising Programme in partnership with international brand management and licensing agency, Global Brands Group, MDA's objective was elegantly simple: to encourage the media industry to exploit and maximise returns from its media assets.

Global Brands is the exclusive licensing agent for FIFA worldwide and Warner Bros' consumer products in South-East Asia. Its experience in this area is therefore formidable.

Under the new programme, Global Brands will work with seven Singapore media companies to create strategies that leverage on licensing, merchandising, retailing and brand extension opportunities.

Says Mr Seto Lok Yin, Director of Industry Development, MDA, "Besides offering many networking opportunities and exposure to key licensees and retailers in Singapore and the region, the programme involves the transfer of appropriate skills and knowledge to local companies in such areas as brand development, marketing, licensee identification, acquisition and management."

SCRAWL STUDIOS, ONE OF THE SEVEN SINGAPORE MEDIA COMPANIES WORKING WITH GLOBAL BRANDS.



HIGH LIFE

TO KEEP UP WITH RAPID TECHNOLOGY CHANGES IN ADVANCED PRODUCTION, POST-PRODUCTION AND BROADCASTING CAPABILITIES, MDA WORKED WITH SEVERAL COMPANIES WITH CAPABILITIES IN, AMONG OTHERS, HIGH-DEFINITION AUDIO AND VIDEO CAPABILITIES.



As part of its commitment to be a first-mover in digital broadcasting and position Singapore at the centre of the regional media hub, MDA supported five companies in their investments into high-definition audio and video post-production, and encoding equipment.

In particular, the investment feeds off the growing popularity of high-definition television (HDTV). Until recently, HDTV was a niche market service. Today, the technology is an emerging mass-market product. Countries such as America, Australia, Korea and Japan have already launched HDTV services.

In fact, MDA is working with broadcasters and industry players so that Singapore will be the first country in South-East Asia to launch HDTV trials.

Adds Mr Yeo Chun Cheng, Chief Information Officer, MDA, "These trials, which are expected to begin in mid-2006, are the frontline of MDA's campaign towards enhancing the TV viewing experience for Singaporeans. They mark an important step in bringing in a superior media experience to Singapore, whilst allowing service providers to explore viable business opportunities as they harness HD technology to provide consumers with wider choices and better quality services. HDTV technology also presents us with tremendous potential to position Singapore at the forefront of the media sector, both in the region and globally."

Log on to www.hdtv-trial.sg to learn more about HDTV developments in Singapore.

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HDTV SPARKLES WITH VIVID DETAILS.



THE CONTENDER

IT USED TO BE THAT SINGAPORE'S MEDIA INDUSTRY LOOKED TO THE WEST FOR INSPIRATION AND VALIDATION. THESE DAYS, HOME-GROWN TALENTS ARE MAKING US PROUD AS THEY PROVE TO ONE AND ALL THAT SINGAPORE IS A SERIOUS CONTENDER IN THE MEDIA GAME.

Made-by-Singapore content is improving by leaps and bounds, and overseas markets are starting to sit up and pay serious attention. From the Cannes Film Market to American Film Market, from Shanghai TV Festival to MIPCOM, Singapore films, television programmes, and animation have attracted significant interest at international markets.

A highlight was local auteur Eric Khoo's film *Be With Me* which won standing ovations at Cannes.

But Khoo's film is by no means a flash in the pan. Other made-by-Singapore content including *Zodiac – The Race Begins*, *The Maid*, *Nanoboy* and *House of Harmony* have all received positive nods from international markets. Several have won prestigious awards (*Billy the Kid* won the Animax/MDA competition for instance), while others have been acquired by leading distributors.

Among the latter: Cubix International's first 3-D animated full-length feature project *Zodiac – The Race Begins* was sold to more than 20 countries including Taiwan and Eastern Europe; and *0430* was picked up for international representation and distribution by French company, Celluloid Dreams.

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SOME HOME-GROWN CHALLENGERS IN THE MEDIA ARENA.



RANGER STATIONS

MULTI-PLAYER GAMES ARE THE NEXT BIG THING, AND YOU HEARD IT HERE FIRST. HEADLINING THE WAVE OF A NEW GENERATION OF INTERACTIVE GAME SOFTWARE ARE LOCAL HEROES AND GAME DEVELOPERS. LET THE GAMES BEGIN!

There's just no stopping Mikoishi. 2005 was a particularly busy year for the local game developer as it zipped around the world wrapping up deals for its exciting multi-player mobile games.

At the international game event, Electronic Entertainment Expo in Los Angeles, Mikoishi became the first Singapore game developer to showcase its games as all eyes were on *Metal Unit*, *Mag Racer* and *Dead Lead*.

What's more, the company signed a publishing agreement with US-based THQ Wireless Inc. Of the five titles to be released in America, four – *Metal Unit*, *Bang Bang*, *Steg* and *Mag Racer* – were developed with the support of MDA under the Digital Content Development Scheme.

MDA wishes Mikoishi many more hours of happy gaming!

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MIKOISHI: SINGAPORE'S FIRST GAME DEVELOPER TO PARTICIPATE IN THE ELECTRONIC ENTERTAINMENT EXPO IN LA.

MASTERS OF THE SEA

JUST AS NO MAN IS AN ISLAND UNTO HIMSELF, MDA RECOGNISES THAT IT'S IMPORTANT TO LOOK BEYOND OUR SHORES FOR STRATEGIC ALLIANCES THAT WILL HELP AUGMENT OUR MEDIA CAPABILITIES. TO THAT END, 2005 SAW A GROWTH IN THE NUMBER OF OVERSEAS PARTNERSHIPS.

The international buzz about Singapore's media scene continued to grow as MDA spearheaded a number of strong partnerships with overseas media organisations and governments. Business missions were led to the United Kingdom, China and Canada to establish networks and co-production partnerships.

Besides these alliances, Singapore continued to participate in international trade shows, thus raising the profile of our local media companies. MDA initiated and led a number of industry delegations to international media trade shows such as MIPTV, MIPCOM and the Frankfurt Book Fair. These initiatives resulted in the inking of MOUs with strategic partners at a country level and with prominent global industry enterprises – among them, the Korean Film Council and global real-world content provider, Discovery Networks Asia. A highlight was the US\$20m MOU between Rainbow HD Holdings and Singapore's Mega Media to co-produce, over three years, at least a hundred hours of high-definition programming for international distribution.

On the high-definition front, Bang Singapore teamed up with major global terrestrial and cable broadcasters to co-produce over 50 hours of high-end factual programming in high-definition, based on compelling Asian stories.

Also making the headlines was the agreement, worth US\$50m, between Singapore Technologies Training & Simulation, and Canadian animation studio and distributor, Nelvana, to co-produce 13 animated projects (TV series and DVDs) over five years.

These are exciting times to be sure, with more to come. Watch this space.

////////////////////
BANG ON COLLABORATION: MS KEIKO BANG, PRESIDENT OF BANG SINGAPORE.





HOMERUN

ON THE HOME FRONT, IT'S ALL SMILES AS FAR AS ANIMATION GOES. FOR MDA, 2005 WAS AN OPPORTUNITY TO PARTNER WITH INVESTORS, BROADCASTERS AND DISTRIBUTORS IN A VERY COLOURFUL GENRE.



In 2005, MDA facilitated not three, not six, but ten animation and games projects. Under the auspices of the Digital Content Development Scheme, MDA supported five local animation studios as they developed animation pilots and trailers for presentation to key investors, broadcasters and distributors. Headlining these pilots was Intense Animation Studio's *Eleven*, a 3-D animated TV series on soccer. Also under the umbrella of the Scheme, MDA threw its weight behind the development of five playable games demos. Of particular note was *Elven Legends*, a fantasy based multiplayer online role-playing game by local game development studio, Nexgen Studio.

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ALL SMILES FROM NEXGEN STUDIO.



PAY IT FORWARD

UNDER THE DIGITAL TECHNOLOGY DEVELOPMENT SCHEME, MDA SUPPORTED SIX DIGITAL TV AND AUDIO BROADCAST APPLICATIONS, INCLUDING THE PAY-PER-VIEW MULTIMEDIA SERVICES PROJECT.

During the course of the year, digital technology received a boost on several fronts from MDA. Under the aegis of the Digital Technology Development Scheme, six digital TV and audio broadcast applications were given a leg up in pushing their projects forward. Of particular note was GoMobile's pay-per-view wireless Multimedia Services project which involved the development of a technology platform and software framework to securely deliver on-demand audio, video and data services to mobile and fixed-line end users over existing digital audio broadcasting (DAB) networks.

Subsequently, GoMobile was awarded a trial DAB multiplex broadcasting license in Singapore to showcase its technology solution with global partners. The trial network will be available to the global DAB community to test innovative applications and so build on Singapore's position as a regional trial hub.

As a result of the MDA-supported pilot project, GoMobile will, at the end of 2006, launch a commercial secure, financial information solution over DAB networks in Pakistan with financial institutions, and a mobile TV service with Telco's and cable operators. The company will also participate in a DAB trial with BCL in New Zealand where the locally developed solution will be trialed and, hopefully, commercially deployed.

MDA also partnered with StarHub in several joint Digital TV Applications Initiatives which support several TV projects. One such project is Kikker Interactive's Digital TV Ticketing Solution for Cinema. Kikker designed, developed and implemented a cinema ticketing system for digital TV. The innovative solution will be deployed on StarHub's digital platform. In the future, Kikker also plans to interface with the existing online cinema booking systems of Singapore's cinema operators. If successful, the additional architecture means the system can easily be deployed abroad in the near future.

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DIGITAL TICKETING SOLUTION: LET US SHOW YOU TO YOUR SEAT.



FRIENDS

IN A SERIES OF MOVES AIMED AT PUSHING LOCAL PRODUCTIONS INTO FOREIGN MARKETS WHILE MARKETING OUR CAPABILITIES ABROAD, MDA INKED A NUMBER OF AGREEMENTS WITH OVERSEAS PARTNERS INCLUDING THE KOREAN FILM COUNCIL.

During 2005, MDA stepped up its efforts to internationalise Singapore's media enterprises by launching a number of initiatives.

Headlining the year was the agreement with the Korean Film Council which MDA signed during the Asia Media Festival. The parties agreed to co-operate in the audio-visual arena of film development, production and distribution. The outcome is a win-win for all as both Singaporean and Korean stakeholders will be able to exchange information, explore the use of each country's filming locations, and talents as well as develop and distribute co-productions into each other's territories and beyond.

Also making news were MDA's efforts in international marketing. To facilitate Singaporean media companies in marketing their product and content, we led industry delegations to international media trade shows such as MIPTV, MIPCOM, Shanghai TV Festival, American Film Market and Cannes Film Festival.

Says Dr Christopher Chia, CEO, MDA, "We set up Singapore pavilions in eight international trade shows. We also met with distributors in the UK, America and Canada to help our local industry distribute their content. By helping Singapore media enterprises participate in and gain exposure in international markets, our goal is to strengthen export promotion of media products and services."

////////////////////
TWO PROMISING MEDIA INDUSTRIES, OUR BEAUTIFUL LOVE STORY.



跑吧孩子

h o m e r u n

改編自國際得獎影片'小鞋子'

An adaptation of the international
award winning hit 'Children Of Heaven'





BLUEPRINT

IN ANY FIELD, THE RIGHT EDUCATIONAL SUPPORT AND ENVIRONMENT ARE CRUCIAL. RECOGNISING THIS BASIC BLUEPRINT FOR SUCCESS, MDA CONTINUALLY EMBARKED ON EDUCATIONAL CAMPAIGNS, REACHING OUT TO THE YOUNG AND RECRUITING THE BRIGHTEST HOME-GROWN TALENTS.

As part the ongoing efforts to build a critical mass of creative manpower and to enable these talents to surge to the forefront of their creative and technological fields, MDA's Media Education Scheme supported 21 outstanding students through their film, TV, games, animation and publishing courses at leading colleges and universities, locally and abroad. At the same time, it facilitated the setting up of new media-related courses in institutes of higher learning.

Meanwhile, MDA's Capability Development Scheme supported 100 industry professionals by facilitating 50 master-classes, seminars and workshops led by well known personalities like Dov Simens, Victor Navone from Pixar Animation Studio and Markus Burki from Dreamworks.

Aspiring media talents were also given insights into media careers through a series of Meet the Media sessions. During these sessions, local media players introduced some 500 participants to the media production processes.

Along the same vein, MDA collaborated with organisations such as the Young Leaders Foundation to introduce some 2,500 primary and secondary school students to potential media careers. Aiding the cause were key media personalities such as Ho Kwon Ping, Chairman of MediaCorp, and Megan Zheng who had won a Golden Horse for Best New Performer for her role in *Homerun*.

MEGAN ZHENG AND SHAWN LEE SHOW THE WAY FOR YOUNG ACTORS IN SINGAPORE.

MADE IN SINGAPORE

SINGAPORE'S COMMITMENT TO BEING A FIRST MOVER IN DIGITAL BROADCASTING AND TO TAKE OFF AS A LEADER IN THE REGIONAL MEDIA HUB WAS REINFORCED BY THE INTRODUCTION OF THE WORLD'S FIRST SUBSCRIPTION DAB SERVICE.

In April, MDA's decision to award Rediffusion a digital audio broadcasting (DAB) multiplex licence made headlines. Since 2001, the company had been simulcasting its pay radio service on DAB, leasing capacity from MediaCorp. Now, with its own DAB multiplex, Rediffusion is in a

position to expand its pay radio service with new channels and new DAB receivers which are also able to receive free-to-air DAB stations.

When the new radio channels are launched in the near future, they will be the first subscription DAB service in the world.



What makes the service so groundbreaking is that the Conditional Access technology behind the DAB receivers was developed entirely in Singapore.

Says Mr Lim Chin Siang, Director of IT and Technology, MDA, "I think a very important outcome of the Rediffusion experience is the clear demonstration that companies

can use Singapore as a test bed to conduct R&D in digital applications and products. We encourage more industry players to come forward to develop their innovative ideas into interesting digital services."

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SOPHISTICATED HARDWARE: DAB RECEIVERS IN
REDIFFUSION'S BROADCASTING CONTROL ROOM.



ACS wins top prize in ST newspaper competition

Striking Page 1 layout, headlines make ACS (Barker)'s tabloid stand out

By LIAW WY-CIN

TWO years of training with The Straits Times Media Club paid off yesterday when two of its member schools emerged among the top three winners in the inaugural Straits Times National Schools Newspaper Competition

tabloid, called The IN Times.

Content for the tabloid was based on four assignments they were given — all to be completed in 24 hours.

The challenge started at 10am on Monday at the Singapore Press Holdings News Centre in Toa Payoh.

ACS' piece was picked because it had the most striking Page 1 and sharp visuals and headlines, said chief judge and Straits Times supervising editor (Home) Bertha Henson.

Many of its competitors also

zines — heavy on visual light on text. That's what we want."

The results were announced yesterday at the SPH New Theatre auditorium.

The participating teams signments took them to the headquarters at New Plaza Park in Thomson Road, they attended a press conference on the rise of cellphone Teams also went to Orchard Road, where they had to public opinion on the Christmas decorations.

DREAM CHASERS

PARTNERING KEY PLAYERS IN THE MEDIA INDUSTRY, MDA ORGANISED A SERIES OF COMPETITIONS AND PROGRAMMES TO HELP SINGAPORE YOUTHS CULTIVATE IMPORTANT MEDIA SKILLS.

Youths today are infocomm savvy. Given this opportunity, MDA sees its role as augmenting this knowledge. Partnering the industry, it launched a series of competitions to help youths hone their media skills.

Kid Witness News attracted 150 secondary school students aged 12 to 15 years who created news clips on the theme of culture. Though this three-month video-making competition organised by Panasonic Singapore, the students learnt news production skills to express themselves. The winning entry went on to compete at regional competition held in Thailand, against winning works by Australia, New Zealand, Indonesia, Thailand and Malaysia.

The Singapore Science Centre wowed young Singaporean "Jedis" with the Art of Star Wars exhibition, which featured some 250 original artefacts from Lucasfilm studios ranging from full-scale models of the pod racer, sets, prop and costumes to storyboards and unreleased posters of past Star Wars movies. Showcasing the science and technology behind the Star Wars movies, this exhibition employed different media clips to enhance visitors' experience at the exhibition. A hands-on competition also allowed participants to create animated pieces.

Meanwhile, Aspire to Create!, a film art community project organised by VideoVan, provided a platform for youths to unleash their creativity to the commercial world and enhance their interest in the creative arts through a variety of competitions: a poster art competition aimed at primary schoolers, a storyboarding competition for secondary schoolers and junior college students, and a video making competition targeted at ITEs.

As part of its 160th anniversary celebrations, the Straits Times and its student publication IN organised their first National Schools Newspaper Competition where secondary school students had the opportunity to develop an interest in current affairs, journalism and writing.

PARENTS PLAY A VITAL INFLUENTIAL ROLE IN EDUCATING THEIR CHILDREN, GUIDING THEIR LITTLE CHARGES AND HELPING THEM SIFT THROUGH THE MESSAGES PUT OUT BY VARIOUS MEDIA. MDA STEPPED IN WITH A HELPING HAND.

MDA recognises the importance of empowering parents in their ongoing education of their children in media content.

Says Ms Pam Hu, Director, Community and International Relations, MDA, "It is imperative that parents are equipped with the right tools to guide their children's media habits as they are in the best position to identify potential gaps in their children's media education. For these reasons, it's important that MDA works closely with parents on educational media programmes that focus on children."

To meet this goal, MDA and *Family*, a local parenting magazine, collaborated to produce articles that focused on ways that parents can guide their children's use of media. One example was the Media Toolbox, a handy how-to guide on media education containing nuggets of information and parenting tips for the busy parent on the go.

A FAMILY OF PARENTING TIPS.







NUMBERS

MORE THAN BEING JUST A SERIES OF LETTERS AND NUMBERS, THE CLASSIFICATION OF FILM, VIDEO AND CABLE BROADCAST PROGRAMMES SERVES AN IMPORTANT ROLE IN ENCOURAGING INDUSTRY SELF-REGULATION AND PROVIDING THE PUBLIC WITH INFORMED CHOICES.

The introduction of classification has allowed consumers a wider choice of viewing materials while protecting the young from unsuitable content. In addition to classifying content, MDA continues to foster a culture of shared responsibility among the industry and the public through a slate of initiatives.

In July 2005, film and video distributors were given greater flexibility to promote films and videos rated NC16 and M18, and television programmes rated PG. Trailers of M18 films can now be shown on television after 10pm; while trailers for NC16 films and PG-rated television shows can be broadcast at any time of the day. Broadcasters are advised to exercise discretion to ensure that these trailers are suitable for general viewing, or are not broadcast during children's programmes or programmes targeted at the young. The film and video industries are also now able to self-regulate on print publicity materials for restricted films and videos, based on a set of guidelines developed by MDA.

The pro-enterprise moves were welcomed by the industry. Prior to these changes, trailers of NC16 films and PG-rated television programmes could only be screened on television after 9pm while M18 film trailers were not allowed. Print publicity materials of NC16 and M18 videos were also subject to the Board of Film Censors' approval before release.

Says Ms Amy Chua, Director of Media Content, MDA, "Before implementing these measures, MDA held dialogues with the industry, and consulted with our advisory committees, which represent people from all walks of life, to ensure that community standards are reflected."

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MORE THAN NUMBERS: CLASSIFICATION OFFERS
A WIDER CHOICE OF VIEWING MATERIALS.





THE TRANSFORMERS

MDA CONTINUED TO WORK CLOSELY WITH THE PROGRAMME ADVISORY COMMITTEE FOR ENGLISH TV AND RADIO PROGRAMMES (PACE) ON THE DRAWING UP AND IMPLEMENTATION OF TV AND RADIO PROGRAMME GUIDELINES. IN 2005, PACE RELEASED ITS ANNUAL REPORT WHICH SET OUT FAR-REACHING RECOMMENDATIONS.

One of the industry partners that MDA always works closely with to draw up and implement sensible TV and radio programme guidelines is PACE. In 2005, PACE's annual report provided a number of important recommendations, the thrust of which were to provide more variety in TV programming, programmes that cater to a larger consumer market and to increase their quality.

Specifically, PACE recommended:

- Extending more educational and quality content for children over the weekend
- Producing more interactive current affairs dialogues and forums to sharpen the cerebral quality of programmes
- Providing programmes that recognise and meet the standards of an increasingly sophisticated elderly population
- Producing witty and intelligent sitcoms with a higher level of humour, rather than slapstick sitcoms



- /// Setting up a media training centre to further improve the standards of local productions
- /// Broadcasters coming up with interactive formats, such as infocomm technology, to engage audience
- /// Harnessing international events such as the International Olympic Council meeting to put Singapore's media on the world map
- /// Implementing more marketing initiatives to increase audience ratings for quality

local productions

In general, PACE was pleased with the present range and quality of radio programmes, especially with the fact that broadcasters have generally acted responsibly in observing broadcast guidelines and community standards. However, it recommended that radio continues to sharpen the local sense of aesthetics through more arts and cultural programmes.

WATCH AND LEARN, KIDDO.



BROADCAST NEWS

MDA CONTINUED TO PROVIDE PUBLIC SERVICE BROADCAST (PSB) PROGRAMMES WHICH BRING ABOUT A WIDE RANGE OF QUALITY LOCAL PROGRAMMES RANGING FROM CURRENT AFFAIRS TO MINORITY LANGUAGE PROGRAMMES. THAT'S ALWAYS GOOD NEWS!

In 2005, MDA supported more than 3,000 hours of PSB programmes across six free-to-air TV channels, and minority and niche radio stations such as Warna, Ria, Oli, 93.8 Live, Symphony 92.4FM and Capital 95.8FM (dialect news).

These programmes ranged from info-education programmes such as *40 on 40* (a Channel 5 series commemorating Singapore's 40th anniversary), *Get Rea!* (an investigative series on CNA which examines issues of concern to Singaporeans), *Erlin Montel* (a light-hearted drama on Suria on how to maintain a healthy and balanced lifestyle), *Penn* (a Vasantham Central series on issues affecting Indian women in Singapore), *Rootsmania* 追根究底 (a cultural programme on Channel 8 which traces the heritage and roots of the different dialect groups in Singapore), *Ubin Boy* (a Kids Central drama about a boy's adventures on Pulau Ubin); and *9 Lives* (an improvisational drama on Arts Central).

Beyond the local market, over 1,000 hours of funded PSB programmes on MediaCorp TV 12 were sold to, among other countries, America, Malaysia and Australia. The sold programmes included Arts Central's *Festivals of Asia*, a documentary on Singapore's ethnic festivals and Vasantham Central's *Manam* (The Mind), a drama series about mental illness caused by social problems such as exam stress, unemployment and divorce.

An outsourced production quota was introduced in 2005 for funded PSB programmes. This resulted in 528 hours of programmes worth over S\$21m being produced by local independent producers. The quota was part of MDA's efforts to develop the local production industry and to provide local talents with an avenue to showcase their works.

//////
TENDER LOVING CARE: NURTURING INFO-EDUCATION PROGRAMMES.



A person is lying on a wooden floor, reading a red book. They are wearing a grey shirt and a yellow blanket is visible. The scene is captured from a high angle, showing the person's legs and the book they are holding.

THE BOLD AND THE BEAUTIFUL

INCREASINGLY, SINGAPORE'S MEDIA INDUSTRY IS TAKING BOLD STRIDES TOWARDS ACHIEVING ITS BEAUTIFUL VISION OF MORPHING THE CITY-STATE INTO A GLOBAL MEDIA CITY. WITH THE ADVENT OF DIGITAL CABLE, THE LOCAL MEDIA INDUSTRY SCORED YET ANOTHER MILESTONE.

MDA firmly believes that the future of Singaporean media lies in providing a range of quality content as well as the digitalisation of media. To that end, MDA granted StarHub Cable Vision a licence to provide a digital cable service in addition to its existing digital terrestrial service.

Digital cable, launched in April 2005, enables subscribers to access more channels with interactive applications (such as an electronic programme guide and games), and offers consumers superior reception quality and more channels.

MDA also renewed SCV's analogue cable TV service license. With these two licenses, SCV now offers up to 76 pay TV channels of which 35 are digital-only channels, including a games channel and karaoke channel. These moves are all in line with MDA's objective to continue developing a pro-business environment in Singapore.

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DIGITAL TECHNOLOGY: FUN AND ENGAGING.



FOR MANY PARENTS, TECHNOLOGY IS CHANGING AT SUCH A RAPID RATE, IT'S DIFFICULT TO KEEP TRACK OF WHAT THEIR CHILDREN ARE BEING EXPOSED TO, ESPECIALLY ON THE INTERNET. LUCKILY, MDA WAS THERE TO LEND A HELPING HAND WITH A SERIES OF INITIATIVES.

It has always been MDA's concern that the youth are able to navigate the online world responsibly and safely. Accordingly, it has actively promoted Cyber Wellness values. The initiative envisions that Singapore's young cyber generation may embrace the Internet in their daily lives in a context that does not harm them.

The Cyber Wellness Values are Astuteness, Respect and Responsibility, Beyond the Internet – Balance, and Using the Internet in a positive and inspiring way.

In 2005, MDA provided significant funding and support to various programmes launched by, among others, PAGi, Touch Community Service, National Youth Council and the NIAC. These programmes disseminate the Cyber Wellness Values. They also help to educate Internet users, especially parents and teenagers on how to be more discerning, creative and responsible in using the medium.

To date, MDA has provided over \$2.6m for public education programmes aimed at promoting online safety awareness. And, of course, Cyber Wellness!

GUIDING KIDS TO THE RIGHT PATH IN CYBERSPACE.

CREDITS

IN THEIR OWN UNIQUE WAYS, THESE STAUNCH MEDIA SUPPORTERS HAVE ILLUMINATED THE MEDIA SCENE IN SINGAPORE THROUGH THEIR HARDWORK, DEDICATION, AND TALENTS. THEY DESERVE A STANDING OVATION.

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