

# Call for Proposals – Content 360° TV

## Introduction

The MDA aims to catalyse the development of new media properties, or episodic online video programmes distributed exclusively online in partnership with sponsors and online distribution partners. Such media properties or formats should harness the interactive and versatile capabilities of new media platforms, including but not limited to handheld devices, internet channels and social media platforms, to generate international viewership.

## Objective

This Call for Proposals (CFP) seeks submissions from media companies and/or partnerships for scripted or unscripted original online video properties with compelling stories that draw upon on universal themes. The properties should take advantage of the latest available new media technologies, the best of platforms for distribution including online and TV, and social media tools to reach and engage viewers.

## Scope

Submissions should demonstrate the following:

- Compelling storyline and plot;
- Extendibility of the content, concept, and/or intellectual property e.g. evolution into a TV format/programme;
- International or regional reach;
- Creative use of the best of the media platforms, technologies, and social media tools;
- Engagement with the audience both on- and off-line (interactivity);
- A sustainable business and revenue model for the Programme; and
- Strong capacity and commitment of the applicants and partners to undertake development.

## Assistance

Under this CFP, the MDA may co-invest, together with local media content companies and other industry partners, in projects that present opportunities for global reach, and returns, under a co-sharing of rights and revenues arrangement. The level of MDA's participation is dependent on the scale, scope and merits of the project.

## Eligibility Criteria – Applicant/s

The MDA welcomes submissions from individual media companies, and industry consortia consisting of media content companies (the lead applicant), interactive/advertising agencies, publishers, media/platform owners, application/web developers and/or advertisers. The lead applicant must:

- be a company registered as a Legal Entity and incorporated in Singapore, having at least 30% local shareholding, with central management and control in Singapore, subject to the provisions of the Companies Act (Cap.50); and
- not have commenced on the Project at the time of application.

## Eligibility Criteria – Programme

To be eligible for the Call, the proposed programme must:

- Be a new and original intellectual property;
- Be a video programme created and designed for viewer interaction;
- Involve the production of professional video content, of which the total running time should not exceed 180 minutes.
- Be deployed on the Internet and/or mobile platform;
- Demonstrate measurable, expected outcomes, and not limited to, sales, advertising, and traffic;
- Be targeted at regional or international markets; and
- Not have commenced at the time of application.

## Submission Details

Interested parties may send in their application form accompanied by the company's proposal containing the following details:

### 1. **Executive Summary:**

- a. Executive summary of the Programme; and
- b. Key benefits and impact of the Programme on the company.

### 2. **Programme Description:**

- a. Content:
  - i. Show Title
  - ii. Logline
  - iii. Synopsis
  - iv. Treatment
  - v. Episodic Structure
- b. Technical:
  - i. Features
  - ii. Interactivity, including User Experience and Interface Content
  - iii. Design (concept/drawing/mockup)
  - iv. Information Architecture and Site Structure
- c. Target Audience Profile:
  - i. Demographics
  - ii. Psychographics
  - iii. Market Segment
  - iv. Territories

### 3. **Execution Plan**

- a. Development and Production plan
- b. Sales, Marketing and Release plan
- c. Distribution plan
- d. Partnership and Alliances
- e. Resource Planning and Allocation
- f. Milestones and Timelines

### 4. **Financing Model:**

- a. Capital Requirement
- b. Level of Financing Committed to-date (including partners' investment)
- c. Fully-Itemised Budget (manpower, professional services, hardware/software, others);
- d. Projected Cash Flow
- e. Projected Return
- f. Deal Structure and Exit Plan (for MDA)

### 5. **Supporting Document:**

- a. Registrar-of-Companies (ACRA) records of the lead applicant;
- b. Financial statements of the lead applicant; and
- c. Any other documentation or supporting material that might assist consideration of the application.

### Administrative Procedure

All proposals must be reach MDA by **27 August 2010, 1800hrs.**

The completed application form and relevant supporting documents must be sent to:

Media Development Authority  
3 Fusionopolis Way  
#16-22 Symbiosis  
Singapore 138633  
Attn: Marcus Lim, Broadcast & Music

Please indicate '**Content 360°TV**' on the top-left hand corner of the envelope.

### General Conditions

- Submissions must reach MDA by 27 August 2010, 1800hrs.
- Proposals are subject to verification and will be declared invalid if they are illegible. Incomplete Proposals will be rejected. In such an event, participants will be informed via email. Notwithstanding any provision herein, MDA shall have the sole discretion to reject any Proposals.
- Submitted Proposals including any audio-visual materials will not be returned.
- All information submitted to MDA will be used only for the purposes of the Call unless otherwise agreed by the applicant.
- Applicants shall consent to the dissemination of the Proposals to an appointed advisory panel comprising local and international industry professionals.
- MDA reserves the right not to disclose/ discuss its reasons for approving or disapproving any Proposal. MDA may also review, withdraw or suspend the Proposal full or in part if any of the rules and conditions are not met. MDA's decision is final and no correspondence will be entered into.
- Applicants agree to indemnify, defend and hold MDA, and all their officers, directors, owners, agents, employees, content and information providers, affiliates, partners, licensors and licensees (collectively, the "Indemnified Parties") harmless from and against any and all liabilities and costs incurred by the Indemnified Parties in connection with any claim arising out of any information or Proposals submitted, including any third party claims for infringement of intellectual property rights or defamation on a full indemnity basis.
- Applicants shall co-operate as fully as reasonably required by MDA in the defence of any claim.
- The MDA reserves the right, at their sole discretion, to modify, cancel or suspend the Call.
- By submitting a Proposal, applicant companies agree to these rules.
- Subject to all applicable laws and regulations, these rules govern all aspects of the Call and bind all participating applicants.

### Contact

For questions regarding the scope and focus of the Call, please contact:

Mr. Marcus Lim  
Tel: +65 9726 3085  
Email: [Marcus\\_Lim@mda.gov.sg](mailto:Marcus_Lim@mda.gov.sg)

**Closing Date: 27 August 2010**

## Content 360° TV - Application Form

Applicant's Particulars <sup>1</sup>		
Company:		
Contact Person:	Designation:	
Company Address:		
Tel:	Fax:	Contact Email:
Company Registration Number:		
Company Activities / SSIC Code:		
Project Information <sup>2</sup>		
Project Title:		
Project Description (Brief):		
Project Budget:	Project Duration:	(Months)
Supporting Documents		
Please ensure that the following documents are included in your application:		
<input type="checkbox"/> Project Proposal; <input type="checkbox"/> Registrar-of-Companies (ROC) records; and <input type="checkbox"/> Latest company financial statements.		
<p>I, ON BEHALF OF THE COMPANY HEREBY UNDERTAKE –</p> <ul style="list-style-type: none"> <li>i) that as the signatory, I have the full authority to make this submission to MDA, and that the information contained in this application is accurate, true and complete, and meets all the applicable criteria as set out in the Guidelines for Content 360° TV;</li> <li>ii) that I shall notify MDA, within reasonable time, if changes occur to any information submitted and shall, if so requested by MDA, provide all relevant documents supporting such changes;</li> <li>iii) that MDA is authorised to disclose any information in this application to any or all of the third parties as may be indicated in this application;</li> <li>iv) that MDA shall have the right to reject this application if any information submitted hereto is found to be incomplete, false or misleading in any material aspect, and all materials submitted with this application will not be returned;</li> <li>v) that no officer or employee of the Company is associated with, or otherwise related, to any officer or employee of MDA;</li> <li>vi) that the Company has neither received, nor applied for any form of financial assistance for the Project from MDA, or any statutory, quasi-government or government agencies in Singapore; and</li> <li>vii) that the Company is free from any material litigation, pending litigation, claims or demands, and has neither entered nor is entering into receivership, judicial management, insolvency, composition with its creditors, and has not passed a resolution from winding up.</li> </ul>		
<hr/> <b>Name and Signature</b>		<hr/> <b>Date and Company Stamp</b>

<sup>1</sup> Please provide Company Profile to be obtained from Bizfile.

<sup>2</sup> Please attach proposal incorporating the details specified in the Guidelines.