

List of winning submissions/projects – Content 360TV and related

Content 360TV - Call for Proposals

The Content 360TV Initiative aims to foster the development of digital production studios to deliver TV/video productions for new media platforms. These platforms include the development of new media properties, or episodic online video programmes distributed exclusively online, in partnership with sponsors and online distribution partners.

Through Call-for-Proposals, MDA seeks submissions from eligible media companies for programmes with strong cross-media cross-platform elements, aimed at international distribution and viewership.

To date, nine proposals have been selected, of which two listed below are now in production:

- **LoveQ.TV** (working title) by The Very Love Company; and
- **NowShowingLife.TV** (working title) by Interactive Digital Reality.

MDA-ScreenWest Cross-Media Development Initiative - Call for Proposals

The Initiative encourages Singapore and Western Australian production companies to co-develop concepts with cross-media elements. A second Call for Proposal was launched at MIPCOM in October 2009, and the three winning proposals announced at the Asia Television Forum 2009 were:

- **Potted Histories** (working title) by Australia's Great Western Entertainment and Singapore's Infinite frameworks;
- **Are you Smarter than Nature** (working title) by Australia's Sea Dog Films and Singapore's Very! Productions; and
- **Global Sound Hunters** (working title) by Australia's Circling Shark Productions and Singapore's Xtreme Production.

MDA-South West Screen Multi-Platform Content Across Continents Initiative - Call for Proposals

The Initiative encourages Singapore and Bristol UK production companies to co-develop concepts with multi-platform potential and cross-media elements. Genres of interest included Children's Series (including Animation), Drama Series, Documentary Series, Factual Entertainment Series. MDA and South West Screen UK launched the Initiative at the Asia Television Forum in December 2009, and the two winning proposals announced at the MIPTV 2010 were:

- **Eco Gone Mad** (working title) by Bristol's Junction K and Singapore's Apostrophe Films; and
- **iLand** (working title) by Bristol's Wonky Films and Singapore's Scrawl Studios.