

Music - CFP Results

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In 2009, the Media Development Authority or MDA initiated a call for proposals to seek new business initiatives for music, support the creation of new platforms where Singapore music and talents may be greater promoted and profiled as well as to plug current gaps in the music ecosystem. One of the results is the Singapore Entertainment Awards, held just two weeks ago.

Attended by a sold-out audience of 10,000, the event provided a performing platform for Singapore's young and emerging talents in the media industry. It also honoured their achievements and recognised the impact and influence they have in the regional entertainment scene.

MDA supported the telecast of the concert event will be telecast on local cable channel, E-City in Singapore, as well as regional channel, TVB 8, enabling it to reach wider audiences in China, Hong Kong, Taiwan, Malaysia and Australia.

(<http://www.sph.com.sg/article.display.php?id=3380>)

Another initiative that will be launched soon is the creation of an online repository of all information relating to Singapore music. Besides profiling and promoting local talents and music productions, this platform would also facilitate the discovery and matching of suitable partners for music projects, leading to more business opportunities, and further strengthening the music eco-system.