

Public Service Content Call for Proposals in 2009 – Selected Projects

The Public Service Content (PSC) scheme is administered as a contestable fund that any eligible production company can apply for. MDA directly enters into production agreements with the contracted party/parties. The PSC scheme operates on the principle of co-investment where producers are encouraged to co-invest in and in turn co-own the programme rights.

Through the scheme, MDA aims to directly commission and develop more innovative concepts with public service value, and that exhibit potential to reach viewers in Singapore and beyond, and/or show cross platform potential.

Shortlisted submissions are evaluated by an External Evaluation Panel, comprising media industry experts. The Panel makes a final selection of projects recommended for support by MDA.

In 2009, 2 open call for proposals were held. 21 projects (covering our 4 official languages) were selected by the Panel with the 12 listed below now in production:

S/No	Company name	Projects (Working Titles)
1	Blue River Pictures	Let's Learn Tamil <ul style="list-style-type: none">• Educational pre-school series on the learning of Tamil with music elements
2	Eaglevision	Chindian <ul style="list-style-type: none">• This drama follows the life of a Chinese girl adopted by an Indian family during the post WWII period.
3	MediaCorp Studios	Together <ul style="list-style-type: none">• Drama series set against milestone historical events in Singapore from the 60s to 80s.
4	Monstrou Studios	Salam Ramadan dari China <ul style="list-style-type: none">• Features the customs practiced by Chinese Muslims to usher in the holiest month of the Islamic calendar
5	Ochre	Super Science <ul style="list-style-type: none">• The series aims to showcase new or renowned technology from Asia that promotes sustainable living for the world.
6	Punch Productions	Mani <ul style="list-style-type: none">• Social drama on a young aspiring

		dancer in 1970s Singapore
7	Screenbox	Peddlers of Asia <ul style="list-style-type: none"> • Info series centred around quirky road side stores and peddlers in Asia
8	Sitting in Pictures	Heritage Hunter <ul style="list-style-type: none"> • This series tracks down the people who fight passionately for their landmarks to be recognized as UNESCO World Heritage sites
9	Talking Films	Roots <ul style="list-style-type: none"> • Singapore Indians go in search of their roots in India
10	Tantra Incorporated	Uncle Taxi Goes To Malaysia <ul style="list-style-type: none"> • Info series featuring lesser known neighbourhoods in Malaysia
11	ThreeG Karma	Ratna <ul style="list-style-type: none"> • A youth oriented drama centred around the trials and tribulations of a 3-man band.
12	Threesix Zero Productions	Taxi to Asia <ul style="list-style-type: none"> • A factual series tapping on the lively personalities of taxi drivers to get around Asia's most dynamic destinations.