

## 2010 CALL FOR PROPOSALS FOR PUBLIC SERVICE CONTENT (PSC)

The Media Development Authority (MDA) is calling for the submission of fresh programming ideas with strong concepts and great storytelling that can be developed into **Public Service Content** (PSC).

### 1. OVERVIEW - WHAT WE'RE LOOKING FOR

We're on the look out for projects with:

- Innovative concepts that have public service value;
- Potential to reach viewers in Singapore and beyond; and
- Cross platform potential

### 2. WHO'S ELIGIBLE?

- Any production company incorporated in Singapore with at least 30% local shareholding and central management and control in Singapore.
- Production companies with a good track record in the production of programmes.

### 3. DETAILS ON CRITERIA

#### (I) PRIMARY CRITERIA

Proposed projects should have elements that meet these criteria:

i. **Public service value**, which is defined as common values, global concerns, and points of public interest important to Singapore viewers as well as the world at large. These include social values such as family, community, social inclusiveness and cohesiveness, racial and religious harmony, responsibilities as global citizens, as well as cross-cultural awareness and the appreciation of the arts. Global concerns could include topics such as environment, health, education, security, food, water, poverty eradication, etc. In addition, these programmes should seek to stimulate learning and knowledge.

ii. **Reach / Exportability** i.e. the potential to appeal not only to a nationwide audience in Singapore but to a regional or international audience.

iii. **Innovativeness** e.g. a fresh take on a subject matter, interactive elements, new formats and delivery platforms, and/or cross or multi-platform potential where projects are not only able to harness the strengths of traditional broadcast platforms but also have the potential to leverage on the versatility of new media or alternative media platforms. For example online, mobile platforms, video-on-demand, outdoor broadcast. Other possibilities include exploitation across broadcast and print media.

#### (II) AUXILIARY CRITERIA

- (a) Production in High Definition where suitable
- (b) Benefits to industry development e.g. Full-time Equivalent (FTE) Jobs<sup>1</sup> created from the proposed project

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<sup>1</sup> One full-time equivalent (FTE) job unit may be estimated as a one-person work year (recommended at 40 hours employment/week or 2080 hours/year). E.g. assuming the period of production is 12 months and a hired production personnel is engaged for 6 months, the approximate FTE is 0.5. (Applicable to Singaporeans/PRs only).

- (c) Total investment committed to be spent in Singapore (TICS)<sup>2</sup>
- (d) Potential exploitation of original intellectual property and programme formats
- (e) Potential for future licensing and merchandising opportunities

### (III) LANGUAGE

Unless otherwise specified, only concepts for projects to be produced in the main languages of English, Chinese (Mandarin), Tamil and Malay (*Bahasa Melayu*) will be accepted.

### (IV) DURATION/FORMAT

There are no restrictions to the duration or format of the projects. Standard durations and short-form concepts will be accepted.

### (V) FINANCING MODEL

PSC programmes are based on a co-investment financing model, where the financing parties are MDA and the production company, with the company contributing at least 20% towards the total production budget. Co-investment from third parties e.g. local broadcasters, distributors, other government agencies is accepted. In general, a *pari-passu* arrangement for the sharing of programme rights between the investing parties is applied.

## 4 THEMES & GENRES

### (I) Educational Children's Programmes

Areas of focus under this theme are content focussing on various aspects of a child's development and learning targeting pre-schoolers or school-going children. For instance, programmes on emotional and social development, development of language and communication skills and increasing a child's knowledge and understanding of the world, and engaging a child's imagination. Programmes should be presented in a fun and entertaining manner that best engages children of the intended target age group.

**Genre:** Any (Any genre which best presents the above theme is accepted)  
**Language:** English, Mandarin, Malay or Tamil

### (II) Celebrating the Human Spirit

Areas of focus under this theme include concepts which celebrate the triumphs, passions and legacy of individuals or groups. Programmes should be inspirational, relatable and of interest to viewers from Singapore and the region. (Stories should not be limited to those of public or historical figures).

**Genre:** Factual (e.g. documentary, info-education, infotainment etc)  
**Language:** English, Mandarin, Malay or Tamil

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<sup>2</sup> Total Investment Committed to be Spent in Singapore: This is a measure of activity done in Singapore stemming from the supported project. E.g. if the production budget is \$1m but only \$500,000 is expected to be spent in Singapore, the TICS for the project is \$500,000 (note: only payment to local hires [Singaporeans/PRs] may be counted towards TICS. Non-manpower incurred expenses from overseas shooting may be counted towards TICS)

### **(III) Our Culinary Heritage**

We are interested in concepts which document and reflect Singapore's rich and colourful food heritage. The series could explore the history, culture and evolution of authentic local flavours and dishes which Singaporeans are proud of as well. The series should also seek to uncover the human interest stories behind the cuisines showcased. While the theme is based on the flavours of Singapore, concepts should have the potential to appeal to a regional audience. (Applicants should consider the proposed concept's potential/suitability for adaptation to other languages).

**Genre:** Factual (documentary or info-education)  
**Language:** Mandarin  
**Format:** High Definition (preferred)

### **(IV) Others**

If you have other great ideas for concepts that don't fall within the above themes, we would love to hear from you too.

**Genre:** Any  
**Language:** English, Mandarin, Malay or Tamil

## **5 SUBMISSION DETAILS**

Each production company ("Applicant") may submit proposals for more than one project. Submissions for joint proposals between Applicants who wish to enter into collaborations are also accepted.

The submission for each proposed programme should observe the following:

### **(I) DETAILS OF PROPOSAL**

Each submission must be in English (or with translations in English) and provide succinct and comprehensive information on the following:

#### Content

- (i) Concept – Including treatment, outline, duration/format and indication of PSB value
- (ii) Series Synopsis
- (iii) Sample Episodic Synopses – Proposals should offer an overview of the topic(s)/storylines to be covered in sample episodes
- (iv) Episodic Breakdown – To give a better idea of the treatment of the programme, proposals should include the episodic run down of 1 sample episode (not applicable to proposals for dramas)
- (v) Platform - Target broadcast audience and territories (networks/platforms)

#### Financing/Production Period

- (vi) Budget
  - (a) Summary of proposed budget with line-item breakdown (with indication of estimated local and foreign<sup>3</sup> headcount per line item)
  - (b) Proposed financing arrangement
  - (c) Estimated TICS
- (vii) Production schedule
  - (a) Expected duration of production (with key production milestones)

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<sup>3</sup> Refers to non-Singaporeans or PRs.

(b) Estimated FTE

Other Details

- (viii) Background information on company with a description of company track record and key production personnel for proposed project
- (ix) Developmental plans for cross platform exploitation (if applicable)

**(II) DEADLINE**

The closing date for all submissions is **Friday, 21 May 2010**. Submissions after the deadline will not be considered.

**(III) SUBMISSION PROCEDURE**

- (i) All submissions must be made on electronic copy via email to the MDA at the following:

Attn: Public Service Content Team  
Email: [MDA\\_PSC@mda.gov.sg](mailto:MDA_PSC@mda.gov.sg)  
Email Subject: "CFP for Public Service Content by [Name of Company]"

All queries may be directed to the above email address

- (ii) Submissions should be accompanied by the **Call for Proposals for Public Service Content Submission Form** ("Submission Form").
- (iii) Submissions received after the specified deadline will not be considered. Incomplete submissions and those not accompanied by the Submission Form will not be considered.
- (iv) Supporting audio-visual material may be attached as electronic copies with submissions or posted by mail together with a copy of the Submission Form to:

"Public Service Content Call for Proposals  
Attn: Ms Hazlin Hashim  
Broadcast and Music  
Media Development Authority of Singapore  
3 Fusionopolis Way  
#16-22 Symbiosis  
Singapore 138633"

- (v) Please keep the file size of each proposal to no more than 2MB (where separate audio-visual materials are provided as electronic copies, these should be no more than 4MB)

**6 SUBMISSION/EVALUATION TIMELINE**

- (i) Applicants will receive an email acknowledgement within 2 working days of MDA's receipt of the application.
- (ii) Applicants will receive notice on the status of their submissions within 6 weeks from the closing date for submissions.
- (iii) Applicants with shortlisted submissions will be contacted by MDA for follow-up on the development of the proposals and will be required to provide additional

supporting details as specified by MDA. This would include written interest or intent from the following:

- (a) a local FTA TV channel and/or an alternative nationwide platform that is accessible to the Singapore public; and
  - (b) an international broadcaster (FTA, cable, satellite, IPTV etc.) to broadcast and/or a distributor (broadcast and/or ancillary sales) to represent the content
- (iv) The final approval for the commencement of the production shall be subject to MDA's Public Service Content Evaluation Panel and relevant Funding Board.

## General Conditions for Participation

- To be eligible, all submissions must be received by 21 May 2010.
- Incomplete submissions 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 submissions.
- Submitted proposals including any audio-visual materials will not be returned.
- All information submitted for the **Call for Proposals for Public Service Content ("the CFP")** will be used only for the purposes of conducting the CFP unless otherwise indicated by the participant.
- MDA will not be responsible for the participant's inability to get through on the Internet during the CFP period.
- Proposals are subject to verification and will be declared invalid if they are illegible.
- By participating in the CFP, applicants relieve MDA of any liability of damages that may be suffered in the course of the CFP.
- The MDA is not liable for computer system, software or phone line malfunctions; the loss or absence of network server connections; or any defective, incomplete, jumbled or scrambled computer transmissions or transmission failure by any computer or network that might restrict or prevent participation in the CFP. The MDA is not liable for any damage or loss caused, directly or indirectly, in whole or in part, by the downloading of any software or form or by the transmission of any information in regard to the CFP participation.
- Participants 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 liability and costs incurred by the Indemnified Parties in connection with any claim arising out of any information or entries submitted, on a full indemnity basis. Participants shall co-operate as fully as reasonably required by MDA in the defence of any claim.
- As the author or producer of the submission, participants hereby warrant to MDA, their assignees and licensees -
  1. that the participant is or will by the time of production or publication of the submission be the owner of the copyright in the entire submission;
  2. that where copyright ownership is not possible, participants have been or will be granted a copyright licence in respect of such constituent part in a form as fulfillment of this warranty in lieu of ownership of the copyright;
  3. that the submission will not infringe any rights of any third party;
  4. that the submission has not previously been published in any form in any part of the world; and
  5. that the submission is not and will not be defamatory, blasphemous or obscene, or be in any other way unlawful and/or contrary to the laws of the Republic of Singapore.
- The MDA reserves the right, at its sole discretion, to modify, cancel or suspend the CFP.
- By submitting a proposal, participating companies agree to these rules.
- Subject to all applicable laws and regulations, these rules govern all aspects of the CFP and bind all participating companies.