

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

Overview

The MDA – South West Screen “Multi-Platform Content Across Continents” Initiative is an initiative to encourage Singapore and British production companies to co-develop concepts with multiplatform elements. The Initiative is open to proposals across genres, with specific interest in the following: Children’s (including Animation), Drama, Documentary, Factual Entertainment – where programming demonstrates significant multi-platform potential.

MDA and South West Screen will jointly provide development funding of up to £50,000 for up to two selected projects. The £25,000 for each selected project, will be shared equally between the Singaporean and British co-production partner.

Eligibility Criteria

The MDA-South West Screen “Multi-Platform Content Across Continents” Initiative is open to:

Singapore and British resident production companies are eligible to apply for this funding. They shall work as co-production partners during the development phase and be expected to enter into a co-development agreement.

A British resident production company is a company which has its principal place of business/headquarters in the South West of England.

A Singapore resident production company is a legal entity (branch office, private, or public company) registered and incorporated in Singapore with at least 30% local shareholding by Singaporeans/Singapore Permanent Residents and with central management and control in Singapore.

MDA and South West Screen are especially interested in concepts which innovate using different media and/or digital technologies/platforms to maximise distribution and exposure of the intellectual property co-owned by the co-production partners.

Concepts must demonstrate relevance to audiences in Asia, Europe and rest of the world, and the effectiveness and viable use of various forms of exploitation possible and available.

Submission Details

All submissions must be in English, and provide succinct and comprehensive information on the following and also include:

- A completed application form;
- A one line AND one page detailed synopsis of the project;
- Cross-media development and exploitation plans;
- A statement addressing the development strategy outlining the objectives and tasks to be undertaken by each co-production partner during the development stage of the project;
- Development budget with an accompanying written statement explaining the contribution from Singapore and UK's key creatives and how the development funding will be broken down between the two partners, noting that both the Singaporean and British company will share equally in the £25,000. The British company will draw down £12,500 from South West Screen and the Singaporean company will draw down £12,500 from MDA;
- Development schedule;
- Target broadcast territories (networks and platforms);
- A list of confirmed key creatives including their CV's;
- Background information on companies involved in co-production with a description of company track record; and
- Any audio-visual materials or other documentation to provide more information in support of the application and/or project concept.

Children's Applications must also include:

- For live action series – A treatment and description of central characters.
- For animation series – A description of animation format e.g. Flash, stop motion and at least ONE of the following:
 - Character design sample(s) or a sample storyboard.

Drama Applications must also include:

- Storyline, episodic breakdown and treatment (look, style and feel);
- Description of key characters and their development throughout the series

Documentary Applications must also include:

- A treatment with an extended outline and episodic breakdown.

Factual Entertainment Applications must also include:

- A treatment with episodic breakdown; and
- Details of the intended presenter for the series where relevant.

Funding & Deliverables

All projects must be completed and delivered by **end August 2010**, or any payments received must be returned to MDA and South West Screen. Deliverables will be negotiated between the recipient and MDA and South West Screen based on the development budget and plans submitted. However, the following list must be included in the deliverables:

- Sample(s) demonstrating multiplatform elements;
- Full cost report detailing expenditure of development funds; and

- Report on the co-production status, and plans for the next stage of production (including an itemised breakdown of co-production partners responsibilities and contributions to the production).

Other deliverable requirements may include some or all of the following:

- Full treatment for documentary/drama/factual entertainment series;
- Full treatment character and series bible, and/or first draft scripts, or storyboards; or model pack;
- Fully-itemised production budget, covering above-the-line, preproduction, production and post-production;
- Written commitment and/or interest from investors, broadcasters and/or distributors if available;
- Project's marketing plans;
- Anticipated sales and returns; and
- A showreel or teaser of at least 2 minutes duration or more.

The closing date for submissions is **5 February 2010** and full submissions must be submitted to both MDA and South West Screen by no later than 5pm on the closing date. Selected projects will be informed of MDA and South West Screen decision by **5 March 2010**.

All submissions must be sent to:

Media Development Authority (MDA)

Attention to: Marcus Lim
Address: 3 Fusionopolis Way
 #16-22, Symbiosis
 Singapore 138633
Tel: (65) 9726 3085
Email: Marcus_Lim@mda.gov.sg

South West Screen (SWS)

Attention to: Mark Leaver
Address: St Bartholomews Court
 Lewins Mead
 Bristol
 BS1 5BT
Tel: 0117 933 8922
Email: mark.leaver@swwscreen.co.uk

MDA-South West Screen “Multi-Platform Content Across Continents” Initiative Application Form

COMPANY DETAILS	
Company's Name	Company Registration Number
Address	
Contact Person (Mr/Mrs/Ms) <i>(Please delete where not applicable)</i>	
Designation	
Contact No:	Fax No:
PROJECT DETAILS	
Title of Project	
Genre	
Co-Producer	
Brief Description of Project <i>(please attached necessary materials required by the Guidelines)</i>	
<p>Declaration</p> <p>I DECLARE THAT :</p> <p>i) the company is free from any litigation pertaining to the proposed project;</p> <p>ii) the facts stated in this application and the accompanying information are true and correct to the best of my knowledge and that I have not withheld/distorted any material facts. I understand that if I obtain the grant by false or misleading statements, I may be prosecuted and, in addition, the Media Development Authority may, at its discretion, withdraw the grant and recover immediately from my company any amount of the funding that may have been disbursed; and</p> <p>iii) I also agree to abide by the conditions of the MDA-South West Screen “Multi-Platform Content Across Continents” Initiative Application.</p>	
Signature of Managing Director/General Manager <i>(Please delete where not applicable)</i>	Date of Application
Name (In block letters)	Registered Company Stamp

Time taken to complete this application form - _____ mins.