

# Perspective on Demand for Media ICT Services @ Mediapolis

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## Media ICT

As a technology and business differentiator to offer state-of-the-art infrastructure and services for Mediapolis

# Media ICT Demand Study

- Qualitative demand study for Media ICT & Business Infrastructure needed to support Singapore's Mediapolis
- Commissioned to US-based research company with lead investigators from **UCLA-US**
- Research and discussions with over 40 international and local key industry executives from major studios, independent film producers etc

## Local

MEDIA CORP

Schneider  
Electric



LUCASFILM  
ANIMATION  
A LUCASFILM COMPANY

ORACLE

hp HEWLETT  
PACKARD

## International



gettyimages®

PRICEWATERHOUSECOOPERS PwC



An AOL Time Warner Company



UCLAAnderson  
School of Management

iDA  
SINGAPORE

# Value Chain – From Ideas to Consumption

Ideas



Consumption



Opportunities for Singapore

**Multiple Platforms**

- Cinema (2D/3D)
- Nex Gen TV
- Mobile
- Internet
- Handheld



# Key Business Considerations

**Top 3** Considerations  
**Production and  
Post Production  
of the Value Chain**

1) Cost of Operation

2) Talented Manpower

3) Facilities and  
Equipment

# Key Business Considerations

## Top 3 Considerations Content Management and Distribution of the Value Chain

1) Intellectual Property  
Protection

2) Cost of Operation

3) Trusted Ecosystem of  
Services

# Key Technical Considerations

**Top 3** Technical considerations across the value chain of production, post production, management and distribution

*NGNBN*

1) High Speed Networks

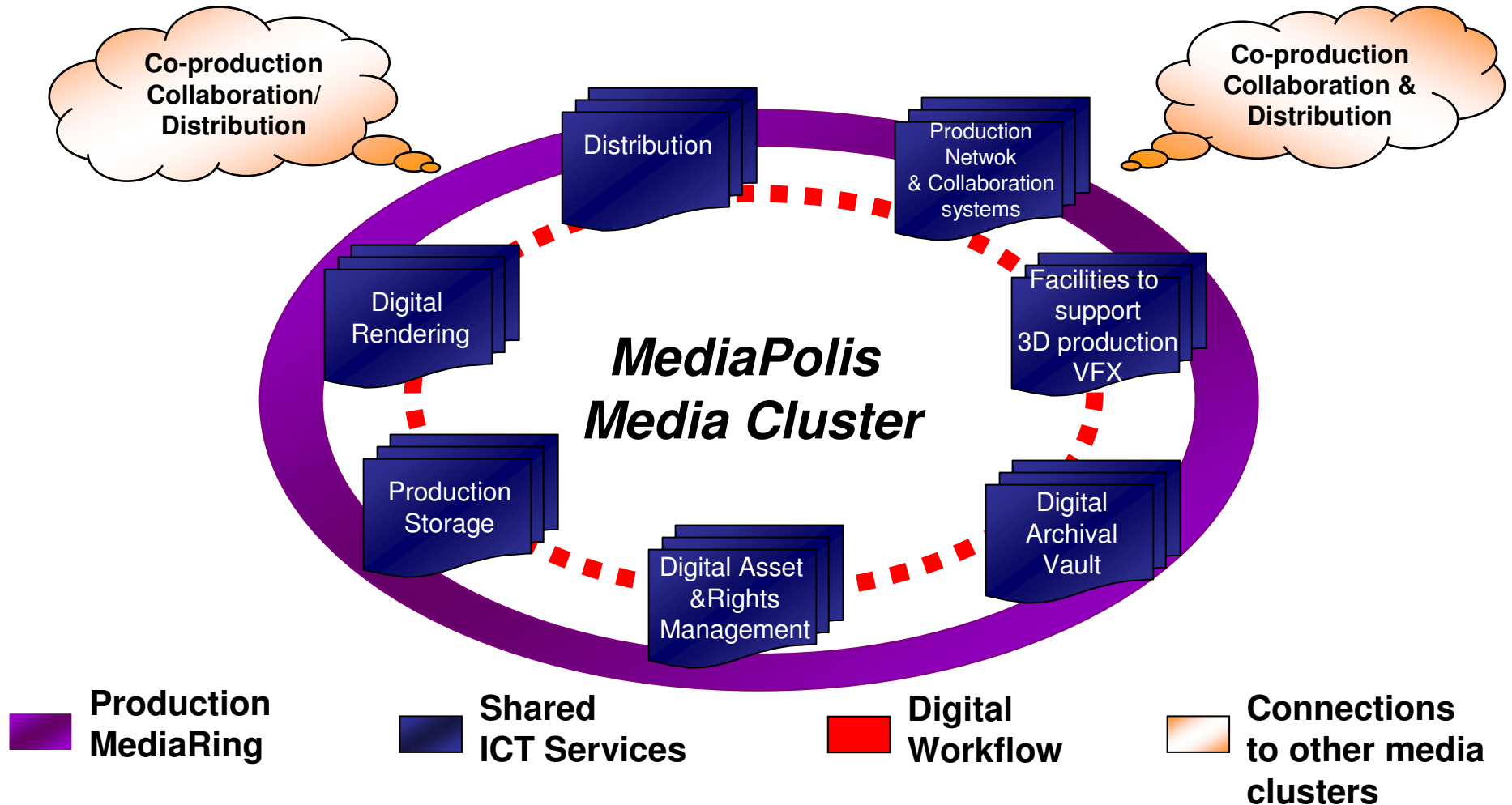
2) Secured Networks & Facilities

3) Assets Management

*Digital Marketplace Programme*

# MediaRing and Shared Services @ Mediapolis

## Reference Concept



# Concluding Remarks

## Challenges

- New frontier
- Demand vs Supply
- Viability and Sustainability
- Operating Models

## Next Steps

- Industry Consultation
- POCs
- Scale Up with Demand



# Thank You