

## Project PDA (Pitching & Development with Ashok)

### Application Information

#### OBJECTIVE

Project PDA (“Pitching & Development with Ashok”) is a competition to discover up-and-coming director talent in Singapore where one winner will have an opportunity to work at Hyde Park Entertainment on a 3-month attachment programme, supported by MDA’s META Programme, to develop his/her winning project. Hyde Park Entertainment is one of the top movie production and distribution companies in the world with its headquarters in Hollywood.

Supported by the Media Development Authority of Singapore and produced by its broadcast partner MediaCorp Pte Ltd (“MediaCorp”), the competition process will be filmed and broadcast on one of MediaCorp’s free-to-air channels in Singapore as a 4-part television programme to be hosted by Hyde Park Entertainment CEO Mr Ashok Amritraj.

Applicants will be required to pitch their movie ideas and be given tasks to produce short clips that will be judged by a panel including Ashok Amritraj. A winner will eventually be selected and he/she may get the movie co-financed by MDA and distributed worldwide by Hyde Park Entertainment.

#### ELIGIBILITY AND APPLICATION

The competition is open to Singapore citizen or permanent resident with filmmaking experience. Applicants are requested to submit the following materials:

- a. Completed application form;
- b. A one-minute short video introduction of themselves and why they are interested in Project PDA;
- c. 3 copies of their showreel or an original short film that they have directed on DVD;  
and
- d. 3 copies of a two-page story outline of film and short logline that they wish to pitch.

For application details, please refer to the application form on our websites at [www.mda.gov.sg](http://www.mda.gov.sg) and [www.smf.sg](http://www.smf.sg). **All submissions for Project PDA must be received, using the official application form, no later than 6.00 pm on 31 July 2010, Singapore time.** All applications can be submitted to:

The Director  
Film, Animation and Publishing Division  
Re: Project PDA

Media Development Authority  
3 Fusionopolis Way  
#16-22 Symbiosis  
Singapore 138633

## ASSESSMENT CRITERIA

All proposals submitted shall be evaluated by the MDA, and industry experts may be invited to assist in the evaluation. In assessing applications, the following factors will be considered:

- a. Innovative and creative potential of proposed film;
- b. Applicant's film-related background and track record (if any); and
- c. Applicant's potential in and commitment to the Singapore film industry.

Short-listed applicants will be required to participate in a briefing session to be held on 6 August 2010 and the production of the competition programme which will commence on 17 August until 21 August 2010. The winner will be announced on 21 August 2010.

Contestants will be provided with camera and sound equipment for a stipulated number of hours on one day as well as editing facilities (Final Cut Pro) for a fixed number of hours to edit the footage the next day. Please note that contestants will need to source for their own cast and crew members (e.g. cameraperson, soundperson).

The winner shall be required to commence the attachment at Hyde Park Entertainment within six months from the announcement of the competition results, failing which the opportunity will expire.

## GENERAL CONDITIONS

- To be eligible, all submissions must be received by **31 July 2010**.
- Incomplete applications 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 applications. MDA's decision is final and no correspondence shall be entered into.
- Submitted applications including any audio-visual materials will not be returned.
- All information submitted to the MDA will be used only for the purposes of the competition unless otherwise agreed by the applicant.
- Applications are subject to verification and will be declared invalid if they are illegible.
- MDA may review, withdraw or suspend the application in full or in part if any of the rules and conditions are not met. MDA's decision is final and no correspondence will be entered into.
- The winning applicant shall consent, if required, to the use, without compensation, of its name and/or logo, for publicity purposes.
- Applicants 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 Proposals submitted, including any third party claims for infringement of intellectual property rights or

defamation on a full indemnity basis. Applicants shall co-operate as fully as reasonably required by MDA in the defence of any claim.

- The applicants hereby warrant to MDA, their employees, agents, assignees and licensees -
  - a. that the applicant is or will by the time of production or publication of the application be the owner of the copyright and all other intellectual property rights in the entire submission and film;
  - b. that where copyright ownership and all other intellectual property rights 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;
  - c. that the copyright and all other intellectual property rights in and to the submission and film are not subject to any lien, trust, security, encumbrance, security or interest of any kind;
  - d. that the application will not infringe any rights of any third party;
  - e. that the application has not previously been published in any form in any part of the world; and
  - f. that the application 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 their sole discretion, to modify, cancel or suspend Project PDA.
- By submitting an application, the applicant agrees to these terms and conditions.
- Subject to all applicable laws and regulations, these rules govern all aspects of the competition and bind all participating applicants.

#### **QUALIFICATION**

We reserve the right not to disclose our reasons for approving or disapproving any application. Our decision is final and no correspondence will be entertained.

#### **For further information, please contact:**

Email : [MDA\\_FAP@mda.gov.sg](mailto:MDA_FAP@mda.gov.sg)