

News Release

The search for Singapore's newest film directing talent begins in July

Application for participation in Project Pitching and Development with Ashok starts today

Singapore, 1 July 2010 – The nationwide search for Singapore's most talented film director begins today with applications for *Project Pitching and Development with Ashok* or *Project PDA* open for submission. Supported by the Media Development Authority (MDA) and produced by MediaCorp Pte Ltd, applications for participation are open from now till 31 July. Application forms can be downloaded from <http://www.smf.sg/SingaporeMediaCity/Pages/MediaInitiatives.aspx>.

Said Mr Kenneth Tan, Director of Film, Animation and Publishing at MDA: "Project PDA is a wonderful opportunity for an up-and-coming Singapore director to learn the ropes from one of the best in Hollywood. We are delighted to be broadening and deepening our excellent working relationship with Hyde Park Entertainment on this Project."

Hosted by legendary producer and Hyde Park Entertainment's Chairman and Chief Executive Officer, Ashok Amritraj, the 4-part series is scheduled to air on MediaCorp's okto later this year.

"MediaCorp okto is proud to be a part of *Project Pitching & Development with Ashok* (Project PDA) jointly with MDA, as a platform to discover and showcase local film-making talent. The competition offers the winner a once-in-a-lifetime chance to learn the ropes of film-making at Hyde Park Entertainment in Hollywood, with the possibility of having his/her movie co-financed by MDA and distributed worldwide. This is a wonderful opportunity for the local film scene and we are confident that our

talents will come forth with their original ideas and creative story concepts,” said Ms Lim Suat Jien, Executive Vice President, Programming & Production Channel 5/okto

Project PDA will see up-and-coming local directors pitch their film concepts to a panel of judges, including Amritraj and leading Singapore filmmakers, and compete with each other on challenging tasks. The winner of Project PDA will have the opportunity to work at the prestigious Hyde Park Group on a 3-month internship supported by MDA’s Media Training and Attachment Programme. In addition, the winner also stands a chance of having his films co-financed by MDA and globally distributed by Hyde Park.

Announced at the Cannes Film Festival in May this year, Project PDA is the result of a longstanding relationship between MDA and Hyde Park and strengthens Singapore’s ongoing ties with Hollywood.

Singapore first established links with Hyde Park Entertainment in May 2008, when Hyde Park Entertainment set up its Asian Headquarters in Singapore. The partnership saw the establishment of a US\$75 million production fund for Hyde Park to acquire, develop, produce and distribute a slate of feature films for worldwide distribution. The partnership was subsequently extended last October to include Imagination Abu Dhabi leading to the formation of the Asian headquarters, Hyde Park Imagination Singapore.

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Media Development Authority of Singapore (MDA)

Formed in 2003, the Media Development Authority of Singapore (MDA) plays a vital role in transforming Singapore into a Trusted Global Capital for New Asia Media. MDA spearheads initiatives that promote industry growth in film, television, radio, publishing, music, games, animation-and Interactive Digital Media. At the same time, in ensuring clear and consistent regulatory policies and guidelines, MDA helps to foster a pro-business environment for industry players and increase media choices for consumers. For more information, visit www.mda.gov.sg and www.smf.sg.

About MediaCorp okto

Launched on 19 October 2008, okto endeavors to be a one-stop channel that will enrich, engage and entertain, with some of the best local and international programmes for the community. The channel has a special focus on the kids and arts communities, and on User Generated Content (UGC). With this focus, we want to encourage communities to participate, grow and be an integral part of the channel.

okto telecasts from 9 am to 12 midnight daily on weekdays and from 7am to 12 midnight on weekends. Offering 109 hours of programming each week, beginning with preschoolers to all in the family as the day progresses, okto makes compelling viewing for all.

Viewers will find a website buzzing with programme information, interactive games, contests, chats and okto event announcements.

okto is a MediaCorp channel. MediaCorp is Singapore's leading media company with the most complete range of platforms, spanning television, radio, newspapers, magazines, movies, digital and out-of-home media. MediaCorp has over 50 products and brands in four languages (English, Mandarin, Malay and Tamil), including online classifieds, Internet TV-on-demand and High Definition TV broadcast. Winner of numerous international awards and accolades including Asia Television's Broadcaster of the Year, MediaCorp's vision is to become Asia's top media company, delivering valued content to the world. For more information, please visit www.okto.sg.