

News Release

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Western Australia and Singapore unite to nurture cross-media projects

Cannes, France, 13 October 2008 – ScreenWest, Western Australia's screen funding and development agency and its counterpart from Singapore, the Media Development Authority (MDA), today announce the launch of the MDA-ScreenWest Cross-Media Development Initiative, to encourage producers in their respective territories to jointly develop and exploit the potential of multi-platform intellectual properties.

The initiative invites producers in Western Australia and Singapore to submit proposals in any of the following genres – Children's Programming, Documentary and Animation. Three selected projects will be awarded up to a total of US\$90,000 in project co-development funding. The closing date for submissions is 1 December 2008 and the announcement of selected projects will be made at the Asia Television Forum held in Singapore from 10 to 12 December 2008. Details on the application guidelines can be found in the **Annex**.

The MDA-ScreenWest Cross-Media Development Initiative follows the Australia-Singapore Film Co-production Agreement signed in September 2007.

“Currently, Singapore's media companies already enjoy a strong working relationship with their counterparts in Australia and I am sure that this joint initiative with ScreenWest will spur more of such mutually-beneficial collaborations that will make their mark in the international market. Content that can be commercialised on multiple platforms will enjoy a wider reach and longer lifespan and the MDA-ScreenWest Cross Media Development Initiative is a step in supporting our media companies to rise to the challenge of the new media landscape where consumers

increasingly demand to enjoy content on their own terms,” said Dr Christopher Chia, MDA’s Chief Executive Officer.

Ian Booth, ScreenWest Chief Executive, said the importance of international co-productions was recognised through the initiative.

“ScreenWest is excited by this opportunity to build stronger ties between the two countries. We believe the development of three projects in the genres of children’s drama, animation and documentary will encourage further co-productions in the future,” he said.

“The bonus of this initiative is the development of cross-platform digital media which can be made in Singapore and Australia and viewed around the world.”

Media companies from Australia and Singapore have collaborated successfully on several fronts, yielding co-productions in recent years that include feature film *The Home Song Stories*, lifestyle TV programme *5 Star Insider*, animation series *Milly Molly* and children’s sci-fi drama series *Stormworld*.

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ScreenWest

ScreenWest is Western Australia's screen funding and development agency, committed to working in partnership with the screen industry to develop, support and promote film, television and digital media production in Western Australia. This includes funding support for the development and production of quality innovative screen productions in Western Australia. ScreenWest also works with industry partners to advance the business and leadership acumen and craft skills of Western Australia's screen industry.

Media Development Authority of Singapore

Formed in 2003, the Media Development Authority of Singapore (MDA) plays a vital role in transforming Singapore into a Global Media City and positioning it at the forefront of the digital media age. MDA spearheads initiatives that promote developments in film, video, television, radio, publishing, music, games, animation, media services 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.

For media queries, please contact:

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Annex: MDA-ScreenWest Cross-Media Development Initiative Guidelines

Overview

The MDA-ScreenWest Cross-Media Development Initiative is an initiative to encourage Singapore and Western Australian production companies to co-develop concepts with cross-media elements, in any of the following genres:

- Children's Series
- Documentary Series
- Animation Series

MDA and ScreenWest will jointly provide development funding of **up to US\$30,000 for each of the three selected projects.**

Eligibility Criteria

The MDA-ScreenWest Cross-Media Development Initiative is open to: Singapore and Western Australia resident companies who agree to work as co-production partners during the development phase and production phase should the projects proceed to production. Co-production partners will be expected to enter into a short form co-production agreement.

A Western Australian-resident company is a company which has its principal place of business in WA, and has at least 50% beneficial ownership by a WA Resident (as defined in the ScreenWest General guidelines – www.screenwest.com.au)

A Singaporean resident company must have at least 30% Singapore shareholding and central management and control in Singapore.

Submission Details

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

- A completed application form (only applicable to Western Australia companies, Singapore companies need to submit a copy of the application form submitted by their WA partner to ScreenWest, together with information on its management shareholdings, paid-up capital and RCB number);
- A one line AND one page detailed synopsis of the project;
- Development schedule;
- 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;
- A list of confirmed key creatives including their CV's;
- Development budget with an accompanying written statement explaining the contribution from Singapore and Western Australian key creatives and how the development funding will be broken down between the two partners;
- Target broadcast territories (networks and platforms);
- 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:

- A treatment and description of central characters

Documentary Applications must also include:

- A treatment with an extended outline

Animation Applications must also include:

- A description of the animation format eg. Flash, stop motion etc and at least ONE of the following:
- Character design sample(s) or a sample storyboard

Funding & Deliverables

All projects must be completed and delivered by **10 June 2009**, or any payments received must be returned to MDA and ScreenWest. Deliverables will be negotiated between the recipient and MDA and ScreenWest based on the development budget and plans submitted. However, the following list must be included in the deliverables:

- Sample(s) demonstrating cross-media elements;
- Full cost report detailing expenditure of development funds and
- Report on 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 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, pre-production, 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
- 15-minute showreel or teaser.

The closing date for submissions is **1 December 2008** and full submissions must be submitted to both MDA and ScreenWest by no later than 5pm on the closing date. Selected projects will be informed of MDA and ScreenWest decision on **10 December 2008**.

All submissions must be sent to:

Media Development Authority (MDA)

Attention to: Yusmawati Yahya
3 Fusionopolis Way
#16-22
Symbiosis
Singapore 138633

ScreenWest

Attention to: Mala Sujan
Level 7, 573 Hay Street,
Perth, Western Australia
WA 6849