

Embargoed until after 9.30AM (SGT) on 5 April

IMDA AND STB LAUNCH S\$10 MILLION SINGAPORE ON-SCREEN FUND TO INSPIRE TRAVEL TO SINGAPORE THROUGH TV SERIES AND FILMS

Joint fund aims to spotlight destination Singapore and raise local media industry capabilities through collaborations with global media and entertainment companies



SINGAPORE, 5 APRIL 2023 — To inspire travel to Singapore through TV series and films, the Infocomm Media Development Authority (IMDA) and Singapore Tourism Board (STB) today announced the launch of a S\$10 million Singapore On-screen Fund. The joint fund will support international media and entertainment (M&E) partners in producing TV and film projects that reach global audiences, and shine the spotlight on destination Singapore. These projects will also provide opportunities for local media enterprises and talent to work alongside global M&E partners in creating content for international audiences.

International media conglomerates, major streamers and studios that have consistently delivered popular content for the global market will be invited to apply for the fund. Project proposals will be evaluated based on their distribution and market reach, content concept and creative merit, opportunities to feature Singapore's offerings and experiences, as well as the number of local talents involved in credited roles.

Mr Justin Ang, Assistant Chief Executive, Media, Innovation, Communications & Marketing, IMDA, said, “The Singapore On-screen Fund provides more opportunities for our home-grown media enterprises and talent to collaborate with their international counterparts to hone their skills and gain valuable experience on projects that target the global audience. This exchange of capabilities through direct involvement in such projects will boost the credentials of our local media industry. We hope that such collaborations will showcase to the world Singapore’s capabilities to take on large-scale productions on the global stage.”

Mr Chang Chee Pey, Assistant Chief Executive, Marketing Group, STB, said, “To keep pace with the changing digital landscape and increased demand for authentic and entertaining content, branded entertainment is a key focus of STB’s marketing strategy. The Singapore On-screen Fund allows us to tap the deep storytelling expertise of global media and entertainment players in a more purposeful way, showcasing Singapore through a fresh lens as travel demand recovers.”

With the surge in entertainment content during the pandemic, the fund aims to ride on that momentum to kickstart more projects that profile the destination and support industry development. Jasmine Ng, President, Singapore Association of Motion Picture Professionals, said, “Singapore has many surprises to offer as a filming destination. The compact city is home to a wide range of striking architecture and rich, diverse cultures, while providing a safe and trusted working environment. Over the years, Singapore has also built up a highly-skilled media talent pool with a portfolio of quality, globally-oriented projects. The Singapore On-screen Fund will help to grow collaboration opportunities with global media and entertainment companies, giving rise to more avenues for our media talent to be involved in internationally renowned works. We hope it will be a step forward to inspire more to join Singapore’s media ecosystem and grow our storytelling efforts.”

The Singapore On-screen Fund will support selected projects by key M&E companies, which must be set in Singapore and launched before the first quarter of 2027. Successful projects will receive funding support of up to 30 per cent of qualifying costs related to featuring Singapore, including production and marketing costs. Interested companies can find out more at bit.ly/singapore-on-screen-fund.

Past collaborations with global M&E companies to profile Singapore include popular rom-com *Crazy Rich Asians* in 2018, produced by Singapore-based Infinite Frameworks in partnership with Warner Bros. Discovery. Close to 300 locals worked as production crew members, including in key roles. The Government-supported production also involved young aspiring talent from Nanyang Technological University, LaSalle College of the

Arts, and Ngee Ann Polytechnic. In addition, the film featured 12 local stars in its cast including Pierre Png and Tan Kheng Hua – the latter has since advanced her career in Hollywood following the success of *Crazy Rich Asians*.

Other notable projects shot here which showcased Singapore and employed local media talent include popular K-drama “Little Women” (2022) and sci-fi hit series “Westworld Season 3” (2020).

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About Infocomm Media Development Authority

The Infocomm Media Development Authority (IMDA) leads Singapore’s digital transformation by developing a vibrant digital economy and an inclusive digital society. As Architects of Singapore’s Digital Future, we foster growth in Infocomm Technology and Media sectors in concert with progressive regulations, harnessing frontier technologies, and developing local talent and digital infrastructure ecosystems to establish Singapore as a digital metropolis.

For more news and information, visit www.imda.gov.sg or follow IMDA on Facebook (IMDAsg) and Twitter (@IMDAsg).

About Singapore Tourism Board

The Singapore Tourism Board (STB) is the lead development agency for tourism, one of Singapore’s key economic sectors. Together with industry partners and the community, we shape a dynamic Singapore tourism landscape. We bring the Passion Made Possible brand to life by differentiating Singapore as a vibrant destination that inspires people to share and deepen their passions.

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