

A man and a woman are standing in a library or bookstore, looking at a book together. The man is on the left, wearing a light-colored sweater, and the woman is on the right, wearing a light-colored dress. They are both smiling and appear to be engaged in a conversation about the book. The background is filled with bookshelves, and the lighting is warm and focused on the couple.

CHAPTER 3

CONNECTING COMMUNITIES, PROTECTING CONSUMERS

A key role under MDA's development remit is to continue connecting Singaporeans to local stories by spurring the creation of Public Service Broadcast content. With more overseas content becoming available, putting the spotlight back on Singapore stories becomes even more important.

As a media regulator, MDA seeks to ensure that community standards are reflected in content offered on the various media platforms, and also to protect the interest of consumers. This is reflected by a series of regulatory decisions and extensive consultations undertaken during the year in review.

CONNECTING SOCIETY THROUGH SINGAPORE STORIES



MDA aims to foster a connected society through high quality, engaging and informative Public Service Broadcast (PSB) content with reach and impact. PSB programmes span various genres including news, current affairs, info-education, info-tainment, arts & culture, drama, sports, children and variety to cater to the public's diverse viewing interests.

Highlights of the year include dramas such as Channel 5's *Tanglin* and Channel 8's *118*. Both resonated with local audiences and enjoyed a strong following by capturing a slice of life on our little red dot.

(Please see [Annex](#) for Key Performance Indicators and Performance for PSB programmes.)

PSB-funded programmes in the year in review include:

TITLE	GENRE	CHANNEL
<i>Tanglin</i>	Long-form drama	Ch 5 (Eng)
<i>Men with a Mission</i>	Documentary	CNA (Eng)
<i>Annamalai (Season 2 and 3)</i>	Drama	Vasantham (Tamil)
<i>Menantu International</i>	Drama	Suria (Malay)
<i>School Bell Rings 3</i>	Kids' Drama	Okto (English)
<i>Tiger Mom</i> <虎妈来了>	Drama	Ch 8 (Chinese)
<i>Homeward Bound</i> <我家在这里>	Info-ed	Ch U (Chinese)

HOURS OF CONTENT SUPPORTED

4,868

TOTAL REACH DURING YEAR IN REVIEW

4,735,000

VIEWERS (AGED 4 AND ABOVE)

TOTAL REACH OF PSB PROGRAMMES ON TOGGLE DURING YEAR IN REVIEW

OVER
93,000,000

OVER

6,100,000

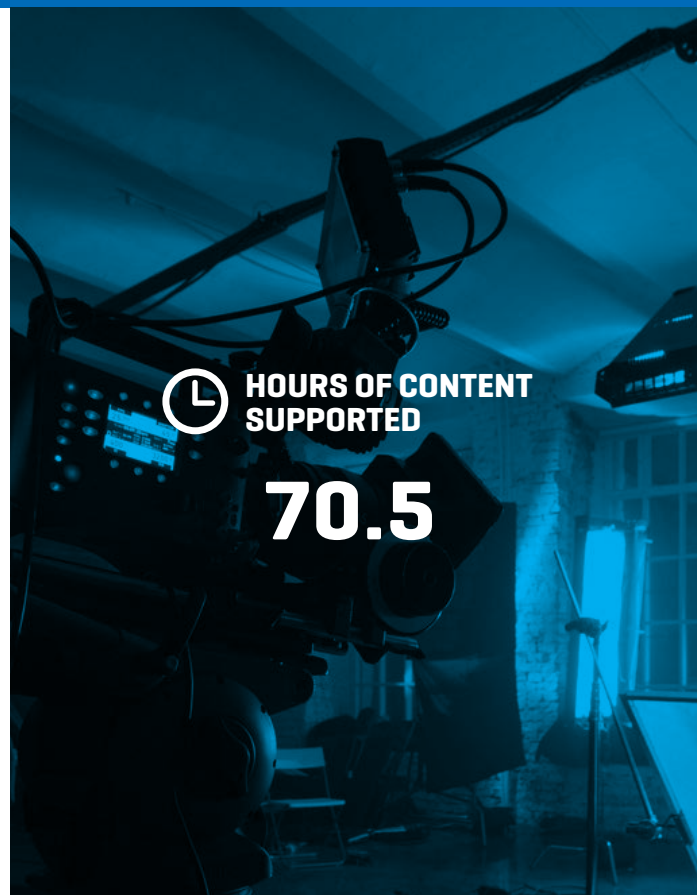
UNIQUE VISITORS

PSB CONTESTABLE FUNDS SCHEME

The PSB Contestable Funds Scheme (PCFS) helps extend the reach of PSB content by spurring productions on multiple broadcast platforms, raising production quality and encouraging innovation in creating content. During the year in review, programmes such as StarHub's *My Secret App* and *Mission S Change* were produced as a result of the PCFS. They were also made available on StarHub Go, StarHub's online platform that allows audiences to catch the shows on-demand.

PCFS programmes in the year in review include:

TITLE	GENRE	CHANNEL
<i>Pursuit of Champions</i>	Info-ed	SuperSports Arena
<i>Saturday Night Lights</i>	Info-ed	SuperSports Arena
<i>Zoomoo's Got Brains</i>	Kids Info-ed	E City
<i>My Secret App</i>	Drama	E City
<i>Men In Kindergarten</i>	Infotainment	E City



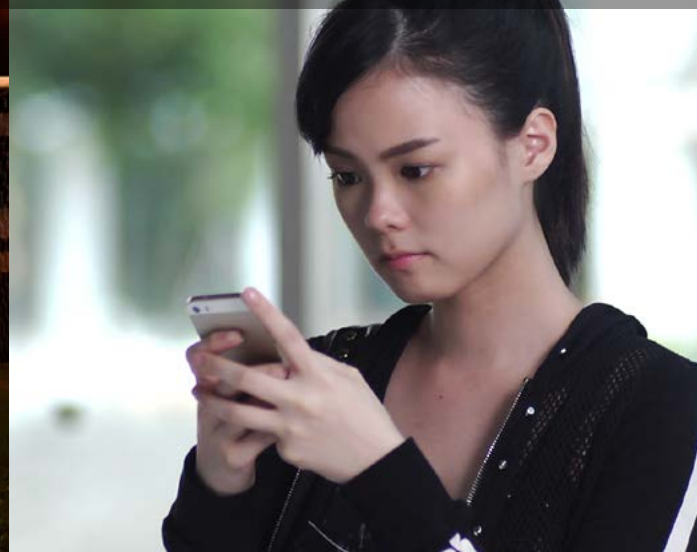
HOURS OF CONTENT SUPPORTED

70.5

SATURDAY NIGHT LIGHTS



MY SECRET APP



ZOOMOO'S GOT BRAINS



MEN IN KINDERGARTEN



PCFS FOR TOGGLE

MDA also supports the development of PSB programmes for online platforms to leverage digital developments and reach more audiences.

On this front, Mediacorp announced on 28 January 2016 that it will launch 11 made-for-digital productions called Toggle Originals with support from MDA's PCFS.

Among the programmes is *A Selfie's Tale*, a romantic comedy that explores today's social media culture and how one's online persona may not always reflect who one really is.

Productions under Toggle Originals include:

TITLE	LENGTH	PRODUCED BY
<i>A Selfie's Tale</i>	24 ep x 5min	Oak3 Films
<i>Run Rachael Run</i>	12 ep x 8min	Mediacorp Studios
<i>Double Trouble</i>	24 ep x 5min	Hoods Inc



HOURS OF CONTENT SUPPORTED

30

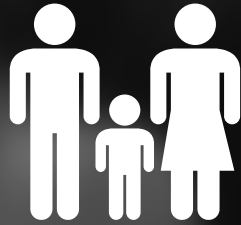


PUBLIC EDUCATION FOR DIGITAL MEDIA LITERACY

Digital technology and the Internet can be harnessed in a positive, constructive and safe way. For the year in review, MDA reached out to key stakeholders – educators, parents, youths and the general public – to educate them on digital and media literacy.



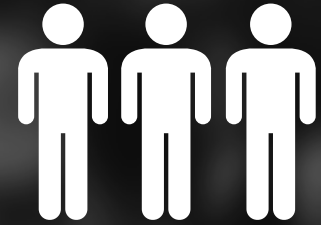
EDUCATORS



PARENTS



YOUTHS



GENERAL PUBLIC



EDUCATORS

As part of MDA's on-going efforts to educate young users on the safe use of digital technology, MDA participated in the Early Childhood Conference and Carnival 2015 held from 25 to 26 September 2015. About 5,000 early childhood educators, parents and children attended the event and picked up useful media literacy tips at MDA's booth.

MDA also supported the revamp of the "I am a Young IT Whiz" card, rolled out by the Media Literacy Council (MLC) and Science Centre Singapore. The card is given to primary school pupils who complete a number of IT-related tasks to earn a badge. Launched in April 2015, the refreshed card includes new topics on digital and media literacy such as taking responsibility for one's online interactions and how to critically evaluate information online.

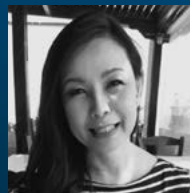
On 23 April 2015, MDA conducted a learning journey for 36 educators across 10 schools. The participants learned about MDA's role in promoting media literacy and attended a classification workshop to find out more about the considerations behind classification decisions for films.

PARENTS

Helping parents protect their children is a key MDA initiative. On 14 July 2015, MDA finalised its proposals towards raising public awareness of Internet parental control services. By end-2016, Internet Access Service Providers (IASPs) will be required to offer network-based Internet parental controls and obtain new and re-contracting subscribers' decision on whether they wish to subscribe to these services. IASPs will also need to offer up to six months' free trial of such services to new subscribers. Learn more [here](#).

To equip parents with knowledge on being good online role models, MDA organised a networking session for parent influencers on 15 January 2016 at Google Asia-Pacific's regional office. Up to 50 parent influencers shared their ideas and personal experiences on how to impart positive online values to children.

“A parent influencer is able to not only guide his/her children to connect with the Internet for a positive experience, but also share this knowledge with other parents to make the online world a better place.”



CHERYL NG

Family Life Educator and
Current Films Consultative
Panel Vice-Chairperson



YOUTHS

MDA hosted 50 youths at Facebook's Singapore office on 11 March 2016 as part of the SGFuture Engagement series. Attendees penned their thoughts on how they can create a better and happier Internet. Find out what some students have to say about the engagement session in this [video](#).

MDA and MOE also jointly organised the Cyber Wellness Student Ambassador Programme (CWSAP) and Conference where trained student ambassadors led discussions for their peers at various school levels. Held on 3 June 2015, the Conference for tertiary students included students from the polytechnics and ITEs for the first time. Student leaders from the School of Science and Technology also facilitated discussions on promoting cyber wellness in schools at the CWSAP Primary Conference on 23 March 2016.

GENERAL PUBLIC

The annual Safer Internet Day campaign was launched on 9 February 2016 with the tagline, “A better Internet makes a happier Internet”. The campaign was executed on multiple media platforms and on-ground engagements.

A key highlight of the campaign was “The Emoji Face Challenge”, in which participants mimicked emojis that represent media literacy values and submitted their selfies or videos online. Photo booths were set up in several high-traffic venues, including the Singapore Airshow, to encourage the public to take part in the challenge. The MLC also invited 98.7FM deejays to nine secondary schools and tertiary institutions to deliver Safer Internet Day messages in a fun and light-hearted way. In addition, some secondary schools were treated to an interactive skit on the theme of media literacy and cyber wellness.

“To me, Safer Internet Day means that the online world is a friendlier place for all where my kids are able to interact with one another in a cordial manner.”



KELVIN ANG

Cheekie Monkies -
Singapore Parenting
and Lifestyle Blogger

UPHOLDING STANDARDS AND CONSUMER RIGHTS

CONSULTING THE PUBLIC

MDA held dialogues with stakeholders and the public to revise the Public Entertainments and Meetings Act (PEMA) for greater clarity on the definitions of “Public Entertainment” and “Arts Entertainment”. The various business associations representing the nightlife entertainment industry were also consulted on the impact of the new classification requirement resulting from the amendment to PEMA. Through the consultations, MDA identified five classes of classification exemptions, helping to minimise the regulatory burden on these businesses. Read more [here](#).

Public dialogues over the course of the year also served to glean insights and views from the public on how to strengthen consumer protection in the pay-TV space. On 16 March 2016, after extensive consultations with the public, MDA issued the closing note on proposed amendments to the consumer protection provisions set out in the Media Market Conduct Code. Learn more [here](#).



CONSULTING ADVISORY COMMITTEES

MDA regularly reviews content codes and guidelines to ensure that they are in line with our society's values, expectations and evolving needs. MDA continued to consult the following citizen-based committees on these matters for the year in review:

- Programme Advisory Committee for English Programmes (PACE)
- Advisory Committee for Chinese Programmes (ACCESS)
- Malay Programmes Advisory Committee (MPAC)
- Indian Programmes Advisory Committee (IPAC)
- Publications Consultative Panel (PCP)
- Arts Consultative Panel (ACP)
- Films Appeal Committee (FAC)
- Films Consultative Panel (FCP)
- Political Films Consultative Committee (PFCC)
- Broadcast, Publications and Arts Appeal Committee (BPAAC)
- Singapore Film Commission (SFC)
- Media Literacy Council (MLC)

Following a two-year review by MDA in consultation with the PCP and various agencies, 240 prohibited publications were de-gazetted on 25 November 2015.

In the lead-up to and during the General Elections 2015, the PFCC advised MDA on more than 70 films which contained party political content.

The FCP continued to advise MDA on films which have contentious material, including content with religious sensitivity, graphic and explicit depictions of sex and violence, etc. The panel held more than 20 consultations on over 30 titles, and has been expanded to 74 members from 65.

“In its review of gazetted publications, MDA consulted with the PCP to discuss previously prohibited books and magazines. PCP members agreed that as societal norms and values have evolved over the years, media policies need to keep pace with such changes. The decision to de-gazette 240 titles was well received by the public and publishing industry alike.”



TRIENA NOELINE ONG
2nd Vice Chairperson, PCP

MAINTAINING TV BROADCAST QUALITY

As the regulator for the pay-TV sector, MDA monitors the quality of service delivery and puts in place policies that strike a balance between fostering industry development and safeguarding consumer interests. Last year, MDA took regulatory action against pay-TV operators for service disruptions that represented breaches of their license conditions on service quality. StarHub was fined S\$50,000 for a service disruption on 28 September 2013, and SingNet was fined \$90,000 for one that happened on 3 February 2015.