

CHAPTER 4

STRENGTHENING TIES, DEEPENING UNDERSTANDING

To keep its finger on the pulse of the latest media trends and consumption patterns, MDA undertakes several research efforts annually. These are often complemented by direct engagement with the industry and other key stakeholders to ensure its policies and initiatives are relevant and effective.

Besides strengthening external bonds, staff engagement and corporate social responsibility are also imbued into the MDA culture. The sum of these efforts continues to make MDA a caring and connected organisation.

TRACKING MEDIA TRENDS

MEDIA CONSUMER EXPERIENCE STUDY

MDA commissioned the fourth edition of the Media Consumer Experience Study – an annual study on media consumption patterns and consumer satisfaction with media services in Singapore. The key findings for 2015 are highlighted below. Please refer to this [fact sheet](#) for more details.



76.6%

Overall Media Satisfaction Index
Consumers were most satisfied with the quality of media reception



74.1%

Content Classification Satisfaction Index
Consumers were most satisfied with the content classification system for Free-to-Air TV



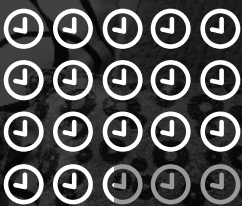
82.9%

of consumers watch Free-to-Air TV weekly



68.2%

of consumers subscribe to pay-TV



17.3 hrs/wk

Time spent using the Internet for media-related activities



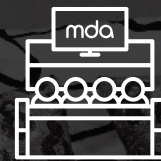
79.8%

of children [aged 14 and below] use the Internet



65%

of children [aged 14 and below] use social media
Most popular social media networks: YouTube, Facebook and Instagram



17.4 hrs/wk

Average time spent watching Mediacorp channels
Watching Mediacorp TV remains the media activity with the highest time spent

NEW NATIONAL AUDIENCE MEASUREMENT SYSTEM

To better understand local viewership trends, MDA commissioned GfK Asia Pte Ltd to build and manage the Singapore Television Audience Measurement (SG-TAM) system in 2015. This is the first national single source, multi-platform TAM system that allows broadcasters, producers and advertisers to access audience consumption data across Free-to-Air TV, pay-TV channels, Over-The-Top streaming, as well as online and mobile channels. In consultation with the TAM Review Committee comprising key representatives from the broadcast and advertising communities, a list of up to 200 television channels has been jointly-reviewed and agreed for measurement.



The SG-TAM will be instrumental in developing engaging content for the local consumer by enabling better resource allocation in content production and scheduling. SG-TAM is expected to commence data delivery in the second half of 2016.

ENGAGING THE INDUSTRY

ANNUAL CONTENT STANDARDS DIALOGUE WITH BROADCASTERS

During the year in review, MDA also held its annual content standards dialogue with pay-TV operators and Free-to-Air TV, radio broadcasters and content providers. This dialogue aimed to share with participants cases of content breaches from the previous year so as to enable the industry to co-regulate more effectively.



MEDIA INDUSTRY CONVERSATION

On industry development, 2015 witnessed the launch of MDA's inaugural Media Industry Conversation (MIC) held on 27 October 2015 at The Star Performing Arts Centre. The event was attended by about 400 professionals across the film, TV, animation, games, publishing and online media sectors.

MIC provided industry players with insights on MDA's sectorial development priorities for the next five years and a platform for them to feedback and discuss the future roadmap. The priorities outlined by MDA include deepening capabilities, powering business growth, winning more fans and content innovation.

At the event, industry players including Mr Derek Tan, Co-founder of Vidsee, Mr Melvin Ang, CEO & ED of mm2 Asia and Ms Irene Ang, CEO of FLY Entertainment, weighed in on how Singapore's media industry can shape their own future.

“To keep up with this growing industry, you must be able to continue absorbing new things as they come and not be afraid to have people laugh at you.”



IRENE ANG
CEO of FLY Entertainment

CO-CLASSIFICATION OF FILMS

Co-regulation is an existing key tenet of MDA's regulatory regime. In the broadcast and pay-TV sectors, companies undertake self-classification of content in accordance to guidelines laid out by MDA.

In August 2015, this approach was extended to the films sector through a pilot Co-Classification Scheme. The trial was first launched for the video retailers and distributors in July 2011. Through trained Content Assessors, industry players are able to co-classify content up to the PG13 rating. To date, MDA has conducted 10 Content Assessor training sessions and certified 74 Content Assessors from 26 video and five film companies.



ENGAGING OUR EMPLOYEES AND GIVING BACK TO SOCIETY



MDA strives to be an active agent of change and progress in the media industry – and it begins from within. To this end, MDA has in place a five-pronged staff engagement strategy covering relationship-building, staff recognition, career development, staff well-being and valuing input from staff.

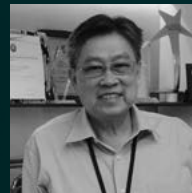
CORPORATE SOCIAL RESPONSIBILITY

MDA is also committed to giving back to society through its corporate social responsibility drive. Last year, Care Connexion – MDA’s staff volunteer group – extended its partnership with Lions Befrienders for another year. Under the partnership, MDA befriended a group of 50 elderly living in Telok Blangah Crescent estate and organised monthly home visits to distribute essentials such as food and toiletries.

Care Connexion collaborated with The Play Club, MDA’s recreational group for staff, for the first time in 2015 and brought Lions Befrienders beneficiaries to visit the National Museum for an exhibition on the late Mr Lee Kuan Yew. Care Connexion also organised other events, including a screening of the MDA-supported film, *7 Letters*, and a Chinese New Year luncheon for the beneficiaries. In October 2015, MDA was presented the Friends of Lions Befrienders award by the organisation.

Care Connexion also co-ordinated and collected a total of \$6,982 in donation for the Red Cross Nepal Earthquake Relief Fund, MINDS and Bright Vision Hospital.

“Befriending a lonely senior cannot be done overnight. Through the monthly home visits, rations distribution and outings over the past two years, our seniors now recognise the MDA volunteers and look forward to MDA’s visit each month. The impact these friendships bring to our seniors’ psycho-emotional wellbeing is far-reaching and enduring. On behalf of all our seniors, we thank MDA and look forward to your continued support!”



DR CHEY CHOR KHOON

Executive Director,
Lions Befrienders Service
Association [Singapore]



IGNITING CURIOSITY

To ignite staff's curiosity for knowledge and to encourage continuous learning, last year saw the ramping up of the popular One-Learning Hour (OLH) initiative. Led by internal and external speakers, the hour-long sharing sessions covered many topics that piqued staff interest ranging from health talks, innovation workshops, to lessons on note-taking and personal finances.



AWARDS FOR BUSINESS EXCELLENCE

For demonstrating higher levels of performance in MDA's Business Excellence journey, MDA received the Singapore Quality Class (SQC) Star recognition for the first time. This is a step up from MDA's earlier SQC certification. MDA also successfully renewed its Service Class certification, which recognises MDA's capabilities in service leadership and service agility in enhancing the customer experience.

WORK-LIFE HARMONY

During the year in review, MDA staff also benefited from a variety of programmes designed to promote staff bonding and work-life harmony. The Play Club organised 15 activities last year including "Bring Your Kids to Work Day", Wellness Wednesdays, Ice Cream Day and the annual highlight – MDA's Dinner and Dance.

