

## Annex A: Information on Story Lab Apprenticeship

Company	Profile	Available roles
Beach House Pictures	<p>Singapore-headquartered Beach House Pictures (BHP) has produced such highly rated series as the Sir David Attenborough narrated Wild City (CNA), Asia's Next Top Model Cycle 3 (Starworld, Fox International), China From Above (Nat Geo), MasterChef Singapore, (Channel 5, MediaCorp) and Ed Stafford: First Man Out (Discovery International). BHP is a multiple international awards winner and has been credited for four consecutive years, (2016, 2017, 2018, 2019) in Realscreen Television's Global 100 list of the world's most innovative and influential production companies.</p>	<p>Assistant Producer</p> <p>BHP apprentices will have the opportunity to:</p> <ul style="list-style-type: none"> <li>• Learn all aspects of producing</li> <li>• Rotate through different internal departments from script development to pre-production, editorial, production and post-production via attachments to its productions.</li> <li>• Work alongside BHP's team of professionals with the opportunity to shadow and be personally mentored by senior members who are veterans in the team.</li> </ul>
G.H.Y Culture & Media	<p>GHY Culture &amp; Media (GHY) is part of a larger entertainment group in China, that offers content production, artiste management, distribution and marketing of film, television and online content. Set up to be one of the core filmmaking studios for the region, GHY will be delivering content to China, international broadcasters &amp; OTT platforms. The Group's films and television series have won a variety of awards in Chinese and overseas markets, including the Magnolia Award 上海电视节白玉兰奖, and the Golden Horse Award 台湾金马奖.</p>	<ul style="list-style-type: none"> <li>• Assistant Producer</li> <li>• Junior Writer</li> <li>• Assistant Director</li> </ul> <p>GHY apprentices will have the opportunity to:</p> <ul style="list-style-type: none"> <li>• Learn from Singaporean and Chinese industry veterans by being fully immersed in GHY's live productions (such as large-scale period sword fighting series or classic Singapore period dramas) in Singapore and China.</li> <li>• Some apprentices will also have the coveted opportunity to be attached to the Beijing office for the full duration of the Apprenticeship. Apprentices will be mentored by the Deputy GM of Beijing Changxin and supervised &amp; trained by</li> </ul>

		industry renowned Directors, Producers and Scriptwriting experts from Singapore and Beijing
Mediacorp	<p>Mediacorp is Singapore's largest transmedia network, operating six TV channels, 11 radio stations and multiple digital platforms including CNA and Toggle. Today, it reaches 98% of Singaporeans in four languages weekly and has a growing Asian audience base through CNA as well as entertainment content that is distributed across markets in the region.</p>	<ul style="list-style-type: none"> <li>• Scriptwriter – Chinese Drama</li> <li>• Scriptwriter – English Drama</li> <li>• Content Marketing Producer</li> <li>• Digital Content Producer</li> <li>• Digital Media Producer – Web and Interactive</li> <li>• YouTube Content Producer</li> </ul> <p>Mediacorp apprentices will have the opportunity to:</p> <ul style="list-style-type: none"> <li>• Immerse themselves in the exciting field of content creation across Mediacorp's suite of digital platforms.</li> <li>• Gain hands-on experiences with a holistic appreciation of emerging key digital trends and consumer behaviours</li> <li>• Gain a deeper understanding of creative storytelling techniques and marketing strategies.</li> </ul>
mm2 Entertainment	<p>mm2 Asia Ltd. champions "Content and Media for Asia", with integrated businesses across the content, immersive media, cinema, event and concert industries in Singapore, Malaysia, Hong Kong, Taiwan, China and the United States of America.</p> <p>A wholly-owned subsidiary of mm2 Asia Ltd, mm2 Entertainment Pte Ltd (mm2) offers comprehensive film-making services, ranging from inception of an idea, to financing, sponsorship, production, marketing and distribution. Furthermore, mm2 also operates one of Singapore's leading digital</p>	<ul style="list-style-type: none"> <li>• Assistant Producer – Film &amp; Content Development</li> <li>• Assistant Producer – Formats &amp; Content Development</li> <li>• Assistant Producer – Partnership &amp; Content Development</li> <li>• Digital Media Executive</li> <li>• Entertainment/ Lifestyle Writer</li> </ul> <p>Mm2 apprentices will have the opportunity to:</p> <ul style="list-style-type: none"> <li>• Be fully immersed in live projects from movies and TV shows, to web series and digital productions for AsiaOne.</li> <li>• Learn about content development, financing, marketing and distribution for mm2's traditional and digital outlets.</li> </ul>

	<p>news portals, AsiaOne under AsiaOne Online Pte Ltd, a joint venture with Singapore Press Holdings,</p>	<ul style="list-style-type: none"> <li>• Be personally mentored by both the CEO and MD of mm2</li> <li>• Gain cross-departmental exposure as well as glean direct insights from the highly experienced media veterans through attachments to the respective department heads such as the GMs of mm2, Product and Corporate Marketing Director and Senior Producers.</li> </ul>
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Eligibility Criteria for applicants:

- Singapore Citizens/Permanent Residents
- Fresh Professionals who are within three calendar years of graduation
- Diploma, Degree qualifications, or any other relevant qualifications as determined by the company and IMDA

For more information on the Story Lab Apprenticeship programme, please visit:  
<https://www.imda.gov.sg/imtalent/programmes/story-lab-apprenticeship>

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