**PSM DIGITAL PARTNERSHIP FUND OFFICIAL APPLICATION FORM**

Important Notes:

* All application must be in English and accompanied with a fully completed **PSM Digital Partnership Fund Official Application Form**.
* In the event of multiple projects, one application form for each project should be completed.
* Please email the completed application form with the required supporting documents to PSM\_Submissions@imda.gov.sg
* All required information must be furnished on the application form (please do not edit/delete the fields in this form). Incomplete submissions will be disqualified.
* Deadline for application and email submission is **11:59pm** on **31 March 2019.**

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| **APPLICANT - SINGAPORE COMPANY INFORMATION** |
| **Company Name** |   |
| **Address** |   |
| **Tel No.** |   |
| **Website** |   | **Email** |   |
| **Company Type** | e.g. Public Listed Company / Private Limited etc |
|  |  |  |  |  |
| **KEY CONTACT PERSON(S)** |
| **Name**  |   |
| **Designation**  |   |
| **Contact No.**  |   |
| **Email** |   |

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| **REGIONAL/INTERNATIONAL PARTNER (I) INFOMATION** |
| **Company Name**  |   |
| **Address** |   |
| **Name and Designation of Key Contact Person** |   |
| **Email** |   |
| **Nature of Business** |   |
| **Name of Digital Platform(s) Owned** |   |
| **Contributions / Value Proposition offered by Partner towards Project** |   |

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| **REGIONAL/INTERNATIONAL PARTNER (II) INFORMATION (IF APPLICABLE)**  |
| **Company Name**  |   |
| **Address** |   |
| **Name and Designation of Key Contact Person** |   |
| **Email** |   |
| **Nature of Business** |   |
| **Name of Digital Platform(s) Owned** |   |
| **Contribution / Value Proposition offered by Partner towards Project** |   |

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| **DIGITAL PLATFORM PARTNER (FOR SINGAPORE ACCESS) INFOMATION** |
| **Company Name**  |   |
| **Name of Digital Platform** |   |
| **Brief Description of Platform** |   |
| **URL** |   |
| **Name and Designation of Key Contact Person** |   |
| **Email** |   |
| **Singapore Audience Reach –Average Monthly Unique Video Viewers (UVV) in Singapore –**  | (please cite data source and period) |
| **PARTNERSHIP AND DISTRIBUTION INFORMATION** |
| **Total Production Budget/Investment for Project (S$):** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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| **Investment by Applicant (Singapore Company)** | **Investment by Regional/International Partner (I)** |
| **Investment Value (S$) :** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | **Investment Value (S$) :** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| **Investment Share(%):** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | **Investment Share (%):** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| **IP Ownership Share (%):** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | **IP Ownership Share (%):** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
|  | **Investment by Regional/International Partner (II)** |
| **Investment Value (S$) :** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| **Investment Share (%):** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| **IP Ownership Share (%):** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |

**Will the funded content be distributed beyond Singapore? If yes, please provide more information:**

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| **Name of Countries and platforms where the content will be distributed (pl list all planned distribution channels)** | **Minimum exclusive window period, if any (pl state how long)** |
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| **Please highlight the Value Proposition for the Singapore media industry and talents as a result of this Partnership between the Applicant and the identified Regional/International Partner and/or the Digital Platform Partner:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |

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|  **OTHER APPLICANT INFORMATION**  |
| Please check [X] if the answer is ‘YES”[ ]  Has the applicant adopted the Tripartite Standard (TS) on the Procurement of Services from Media Freelancers? [ ]  Has the applicant applied for other government funding for this project? If Yes, please, provide more information on the other funding application: Name of funding scheme: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Name of Government Agency: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Application status: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_[ ]  Is the applicant free from financial embarrassment?  |

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| **PROJECT OVERVIEW** |
| **Proposal Title:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**Language:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**Genre:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**Target Audience:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**Proposed release date of title (in Singapore and overseas):** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**Public Service Content Value(s):** Please state the **primary (required) and a secondary (optional) Public Service Content value** to be communicated through this concept:

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| 1. Promote social values. These include promotion of family values, community bonding, social inclusiveness and cohesiveness, interests of youth and the elderly, sports, active aging, volunteerism;
 |  |
| 1. Celebrate our culture and heritage, including the arts, design, cuisine etc;
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| 1. Promote racial and religious harmony, including minority programming, tolerance to differences and mutual respect;
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| 1. Promote the Singapore identity, a sense of belonging and pride as Singaporeans, and including Singaporean’s responsibilities as global citizens;
 |  |
| 1. Foster an informed society, including news, information, analysis of current affairs that increase Singapore viewers’ understanding of Singapore and the world; and/or
 |  |
| 1. Stimulate knowledge and learning, including factual and educational programming targeting children, youth and the general population.
 |  |

**Please explain how the selected Public Service Content values is/are applicable to this concept:**   **What are the innovative and/or interactive elements of the project (e.g. use of technology and new formats)**  **How does this project appeal to the target audience? (e.g. use of data analysis and audience insights)**

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| **Programme Format** |
| **Number of Episodes :** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| **Duration per episode :** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| **Total Duration :** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |

**Total Production Budget: (S$)** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**Cost per episode (S$)**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |

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| **DETAILED CONCEPT** |
| **Concept** [To include treatment, format and outline]:   |
| **Series Synopsis:** (not more than 500 words)   |
| **Episodic Synopsis:** (not more than 150 words per episode)   |
| **Series Rundown and Sample Episode Treatment** (for 1 episode only): (not more than 500 words)   |
| **Proposed Cast:**   |

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| **MARKETING PLAN** |
| Please provide full details of marketing plan including all proposed marketing and promotional activities, platforms, and schedule, etc.     |

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| **KEY CREDITED TALENT /** **PRODUCTION TEAM (BOTH INTERNATIONAL AND SINGAPORE / SINGAPORE PR)** |
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| **Key Roles** | **Name** | **Nationality** | **Remarks** |
| **Executive Producer** |   |   |   |
| **Producer(s) / Assistant Producer(s)** |   |   |   |
| **Director(s)** |   |   |   |
| **Assistant Director(s)** |   |   |   |
| **Writer(s)**  |   |   |   |
| **Director of Photography** |   |   |   |
| **Others:**  |   |   |   |
|  |   |   |   |
| **Key Cast (Leads / Supporting Leads)** |   |   |   |
| **Total no. of Key Credited Roles:**  |  |

[Attach profile of past work and achievement(s) if available] |
| **Internship Opportunities (if Applicable)**

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|  | **Description** |
| **No. of Internship Roles Available** |   |
| **Brief Description of Roles** |   |

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| **TRACK RECORD OF APPLICANT (SINGAPORE COMPANY)** |
| **Company Background:**   |
| **Track Record** [To include past achievement(s) / Past Projects]:   |

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| **TRACK RECORD OF REGIONAL / INTERNATIONAL COMPANY (I)** |
| **Company Background:**   |
| **Track Record** [To include past achievement(s) / Past Projects]:   |

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| **TRACK RECORD OF REGIONAL / INTERNATIONAL COMPANY (II) (IF APPLICABLE)** |
| **Company Background:**   |
| **Track Record** [To include past achievement(s) / Past Projects]:   |

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| **DETAILED PROJECT BUDGET BREAKDOWN (Please provide itemized breakdown of each cost category)** |
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| **Description** | **Cost per episode (S$)** | **Total Cost for Series (S$)** | **Remarks** |
| **Pre-Production** |
| **Scripting**  |
| * **Head Writer**
* **Researcher Writer**
* **Story Planner (Long Form)**
* **Dialogue editor (Long Form)**
* **Researcher / Writer**
* **Transcribing / Subtitling**
 |   |   |   |
| **Miscellaneous** |
| * **Rental of Telephone Lines**
* **MC/Wubby**
* **Guest Relation Officers (GROs)**
* **Contingencies**
 |  |  |  |
| * **Others**
 |  |  |  |
| **Production (Exclude Talents)**  |
| **Production Staff*** **Supervising & EP**
* **Producers & Studio Director**
* **Director**
* **Associate Producers & Asst Studio Director**
* **Production Coordinator**
* **Floor Manager**
* **Stage Hands**
 |   |   |   |
| **Camera & Sound crew*** **DOP**
* **Camera Assistant**
* **Sound Recordist**
* **Lightingman**
* **Grip - ENG Camera**
* **Additional Location Crew**
 |   |   |   |
| **Studio*** **Studio Rental**
* **Studio Manpower**
* **Studio Additional Lights**
* **Other equipment - Crane, Etc**
 |   |   |   |
| **Imaging*** **Wardrobe Mistress / Stylist**
* **Makeup Artist**
* **Wardrobe / Makeup Assistant (if any)**
* **Wardrobe**
* **Makeup / Hair**
 |   |   |   |
| **Art Department*** **Set Design / Storage**
* **Set / Set Construction**
* **Propsman / Props**
* **Staging**
* **Production Supplies - Rental of Computers**
 |   |   |   |
| **Stunt Department (if any)*** **Stunt Choreographer**
* **Stuntmen**
* **Safety Officer**
* **Stunt Equipment**
 |   |   |   |
| **Filmstock / Tapestock*** **Filming stock (HD card)**
* **Backup stock (if any)**
* **Preview DVDs**
* **Master copies**
 |   |   |   |
| **Location expenses*** **Transport & Claims**
* **Meals**
* **Rehearsal Venue Rental**
* **Sets & Props**
* **Generator / towing fees (if any)**
 |   |   |   |
| **Others*** **Air Fares**
* **Accommodation**
* **Subsistence Allowances**
* **Contingency**
* **Photographs/Slides**
 |   |   |   |
| **Post Production**  |
| **Video Post*** **Post Supervisor / Line Producer**
* **Non-linear Editor**
* **Offline and Online non-linear suite**
* **Opening Titles**
* **Colour Correction (if any)**
* **Special Effects (if any)**
* **Graphics (if any)**
 |   |   |   |
| **Audio Post*** **Sound Suite**
* **Studio - Music Editing**
* **Library Music / Sound Effects**
* **Licenced Music Rights (if any)**
* **Music Composition / Sound Design (if any)**
 |   |   |   |
| **Talent** |
| **Talent Fees*** **Main cast - Presenters**
* **Main cast - Guests**
* **Main cast - Actors - Reenactments**
* **Main supporting cast - Bit Players**
* **Supporting cast**
* **Extras**
* **Choreographer**
* **Vocal Coach**
 |   |   |   |
| **Foreign Talent (if any)*** **Airfare**
* **Accommodation**
* **Insurance / Taxes**
* **Other Expenses**
 |   |   |   |
| **Studio (If any)**  |
| **Studio expenses (if any)*** **Studio rental**
* **Studio crew**
* **Rental of System for PA Enhancement**
* **Rental of Additional Audio Mixer**
 |   |   |   |
| **Others** **Please provide details** |   |   |   |
| **TOTAL (S$)** |   |   |   |
|  **Cost per Episode (S$)** |   |   |   |

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| **SUPPORTING DOCUMENTS CHECKLIST** |
| **No.** | **Supporting Document** | **Attached** (Please Cross) | **Remarks** |
| **Yes** | **No** |
| 1 | Supporting document to show that the Applicant is an adopter of the Tripartite Standard (TS Media Freelancers) | [ ]  | [ ]  |   |
| 2 | Credit Assessment / Rating Report of the Applicant  | [ ]  | [ ]  |   |
| 3 | ACRA Business Profile of the Applicant | [ ]  | [ ]  |   |
| 4 | Letter of Commitment from Digital Platform Partner to provide free local access of the proposed content in Singapore for at least six months on its identified platform(s) | [ ]  | [ ]  |   |
| 5 | Letter of Commitment from Regional/International Partner to collaborate/co-invest in the production of the proposed project. | [ ]  | [ ]  |   |