**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](mailto: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 | | | | | | |
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| **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$):**   |  |  | | --- | --- | | **Investment by Applicant (Singapore Company)** | **Investment by Regional/International Partner (I)** | | **Investment Value (S$) :** | **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:**   |  |  | | --- | --- | | **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)** | |  |  | |  |  | |  |  | |  |  | | |
| **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 tick (**✓**) 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:   |  |  | | --- | --- | | 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; |  | | 1. Promote racial and religious harmony, including minority programming, tolerance to differences and mutual respect; |  | | 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)**     |  | | --- | | **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)** |
| |  |  |  |  | | --- | --- | --- | --- | | **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)**   |  |  | | --- | --- | |  | **Description** | | **No. of Internship Roles Available** |  | | **Brief Description of Roles** |  | |
| **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)** |
| |  |  |  |  | | --- | --- | --- | --- | | **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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