



**INFOCOMM MEDIA DEVELOPMENT AUTHORITY OF
SINGAPORE (IMDA)**

MEDIA CAPABILITY DEVELOPMENT

REQUEST FOR INFORMATION:

VIRTUAL PRODUCTION FACILITY FOR SINGAPORE

Issued on 4 October 2022

DISCLAIMER

- a. This RFI is not intended to create or impose any binding legal obligations whatsoever on IMDA, whether express or implied and whether contractual or otherwise. Without prejudice to the generality of the foregoing, each company acknowledges and agrees that IMDA shall be under no duty or obligation to act fairly or equally towards the company in relation to IMDA's evaluation of its proposal or regarding any process adopted by IMDA under this RFI.
- b. Nothing in the RFI shall constitute a contract between IMDA and any company submitting a proposal or information.
- c. IMDA does not make any representation or warranty, whether express or implied, or accept any liability for the completeness, relevancy, accuracy and/or adequacy of the information provided by IMDA in this RFI.
- d. IMDA accepts no liability of obligation in relation to any proposal or information submitted pursuant to this RFI. Each company shall bear all costs and expenses associated with the preparation and submission of its proposal or information.
- e. The receipt by IMDA of any proposal pursuant to this RFI shall under no circumstances impose any form of obligation or amount to an acceptance of or an agreement to abide by any terms or conditions stated therein on the part of IMDA.
- f. IMDA shall have the absolute discretion, at any time, to terminate this RFI or to change the nature, scope, procedures, or timelines for the RFI. Under no circumstances shall IMDA incur any liability in respect of such termination or changes.
- g. IMDA shall not owe any liability to any party for any loss or damage whatsoever (including loss of profit, savings, business contracts, or revenues, and all other forms of actual, direct, special, incidental, or consequential loss or damage) arising from or related to any response to this RFI, including but not limited to the submission of proposals or information.
- h. This document cannot be used by any person or entity other than the Interested Participant, or for any purpose other than that mentioned in (a) above. IMDA accepts no responsibility in any way relating to the use of this RFI Document by any other person or entities for any other purpose. Interested Participants responding to this RFI Document are deemed to waive their rights to claim costs from IMDA and/or to appeal against any decision arising from the process.

Contents

1.0 Request for Information (RFI)	4
1.1 Introduction (Background)	4
1.2 Objectives of RFI	4
2.0 Industry Feedback on Virtual Production in Singapore.....	6
2.1 Virtual Production.....	6
3.0 Requirements for Virtual Production Facility.....	7
3.1 Proposed Facility.....	7
3.2 Scope and Content of the Proposal.....	7
3.3 General Information.....	9
4.0 Important notice.....	10
4.1 RFI Timeline.....	10
4.2 Contact Details for Clarifications on RFI.....	10
4.3 Intellectual Property Rights.....	10
4.4 Confidentiality of Information	10
4.5 Closing date of submission	11

1.0 Request For Information (RFI)

1.1 Introduction (Background)

- 1.1.1 Virtual production technology and workflow creates massive visual effects in real-time without costly real-scene production. Production work will no longer need to deal with road closures, location fees and permits, production delays due to weather, set construction and space rental. Directors and cinematographers can make adjustments on set and actors can know what they are looking at in real time .
- 1.1.2 Based on international studies¹ and amongst global content players², there is strong signal that live LED Wall virtual production technology centered around real-time interaction on the set, will be widely used in film and tv production and become the industry norm in the coming years.
- 1.1.3 Infocomm Media Authority of Singapore (IMDA)'s believes that virtual production presents a unique opportunity for Singapore media industry to overcome our physical limitations ie. our limited sites for on-location shooting and space to build extensive sets. It can make the impossible "possible" by recreating any environment that is imaginable and projected on LED walls. We can produce content that we were not able to before. It could extend the imagination of our storytellers to create original IP and be a competitive advantage for our media industry.
- 1.1.4 As part of this effort, we seek to understand:
- i. how virtual production can value add to our media industry and the types of VP projects our media industry wants to undertake and
 - ii. interest to invest in a virtual production facility.

1.2 Objectives of RFI

- 1.2.1 IMDA invites interested parties to share their feedback on the value of virtual production, types of projects that they will use virtual production for and how it can create a competitive advantage for Singapore media industry. Refer to details in **Section 2 Industry Feedback on Virtual Production in Singapore**

¹ Global Virtual Production Market Analysis (2020 - 2026), Knowledge Based Value (KBV) Research, 2021

² Major media companies such as CJ Entertainment in Korea and Disney USA are using real-time virtual production technology to produce TV and Film content and investing in LED volumetric studios

- 1.2.2 Interested parties who wish to invest in a virtual production facility based in Singapore may also share their written detailed proposals covering the required areas described in **Section 3 Requirements for Virtual Production Facility**.
- 1.2.3 Respondents should make separate submissions for **Section 2 Industry Feedback on Virtual Production in Singapore** and **Section 3 Requirements for Virtual Production Facility**. Respondents may also submit their responses for only one section.
- 1.2.4 Upon the conclusion of the RFI and depending on IMDA's assessment of submitted proposals under Section 3, IMDA may engage selected respondents, to discuss their proposal in greater detail. IMDA may be open to providing support, which may include the consideration of funding assessment, amongst other support that could be rendered. For respondents that have provided feedback as outlined in Section 2, IMDA may also approach you to discuss your submission.

2.0 Industry Feedback on Virtual Production in Singapore

2.1 Virtual Production

2.1.1 IMDA would like to gather the following feedback from respondents:

- Viewpoints on the value of virtual production for Singapore media industry.
- The types of content you wish to produce with virtual production
- Assessment regarding existing virtual production facilities in Singapore
- If existing facilities does not meet your requirements, please expand on the type of facility required to meet your content production needs (be specific if you can e.g size of led walls, types of LED panels, camera trackers, cameras, graphic processing unit (GPU) and middleware).

2.1.2 Please proceed to submit your contact information in sub-section **3.3 General Information**.

2.1.3 Interested parties who have plans to invest in a virtual production facility in Singapore may proceed to shape their proposals based on the requirements listed in sub-section **3.1 Proposed Facility** and **3.2 Respondent Submission**.

3.0 Requirements for Virtual Production Facility

3.1 Proposed Facility

- 3.1.1 Singapore has virtual production facilities that are mainly set up to produce content for commercial projects such as live streaming, virtual events, TV commercials, and product launches. In contrast, virtual production facilities overseas are set up to also produce Film and TV content, which brings virtual worlds to life on screen, such as *The Mandalorian*.
- 3.1.2 With the anticipation that LED Wall virtual production technology will be widely used in film and tv production, we wish to investigate the technical specifications and commercial viability of a virtual production facility in Singapore that would be able to meet international film and TV production requirements. Through this process, we would like to establish if there is a business case to establish an international standard VP facility in Singapore by 2024.
- 3.1.3 The proposed facility can be an independent facility intended for commercial use by the production company or a shared facility amongst commercial companies and Singapore Institutes of Higher Learning (IHL), for both commercial productions, as well as for training purposes.
- 3.1.4 We welcome foreign companies to respond to this RFI. However, we encourage foreign entities to enter into partnerships with Singapore company(s).

3.2 Scope and Content of the Proposal

- 3.2.1 The submission should come in the form of a business proposal that should address the following key areas:
- The proposal should outline the company's motivation and plan for the proposed facility. The breakdown, range and types of projects that the facility is envisaged to service, whether local or overseas, should be clearly outlined. This should include any partnerships that will support the operation and sustainability of the facility.
 - The proposal should describe the operating model of the facility covering projected utilisation rates and usage allocations including if the facility:
 - is intended for use by a single entity or if it will be rented out as a facility-for-hire

- For a shared facility, to indicate the various uses (eg: training, commercial and/or content projects) and users.
 - The manpower resourcing required to operate the facility and technical specifications to meet the ambition of the facility should be clearly outlined.
 - For the facility specifications:
 - Studio floorplan, including the size and configuration of the LED volumetric stage
 - Types of Hardware required, including, and not limited to types of LED panels, camera trackers, cameras, graphic processing unit (GPU) and middleware, if applicable. Please specify whether the hardware components will be leased or purchased.
 - Number and roles of employees required to operate the facility
 - Revenue and Cost Projections
 - The proposal must include a pro forma that identifies the projected key revenue and operating expenses (including manpower and venue rental) items for the first 10 years of the facility's operations. Please include all planned seed funding sources, and partnerships [both local and overseas], if any.
 - Provide detailed cost breakdown of the projected Capital Expenditure (CapEx) including the hardware and software cost required to build the virtual production facility.
 - The proposal should detail the timeline to get the facility up and running. Where applicable, key milestones around planning, fund raising, construction and other critical path items that may impact delivery should be listed.
 - The proposal must address the proposers (and any partners) track record, highlighting any relevant experience in funding, developing and/or operating similar facilities, and should demonstrate the necessary abilities to successfully run the proposed facility (including financial capability).
 - Any other information that may be useful to supporting your business plan.
- 3.2.2 Respondents who have an interest in developing a VP facility but are unable to furnish the complete details listed in paragraphs 3.2.1 are still strongly encouraged to furnish the relevant information to the best of their abilities as an indication of their interest in investing in a virtual production facility for Singapore.
- 3.2.3 The information you provide will be used for IMDA to assess the type of facility, operational model and support required for the benefit of Singapore's media industry.
- 3.2.4 IMDA may engage RFI respondents for future engagements relating to investments in virtual production facility. We will not entertain submissions outside of this RFI.

3.3 General Information

3.3.1 The following general information should also be included in the submission. Please note that IMDA will be contacting you through the contact details listed here:

Company/Institute name:	
Company/Institute address:	
Company/Institute mailing address:	
Name of point of contact (POC):	Designation:
Phone number:	
Email address of POC:	Date issued:

4.0 Important notice

4.1 RFI Timeline

4.1.1 The RFI timeline as follows:

Publish of Request for Information (RFI) on IMDA's Website	4 October 2022
Closing date of submission	2 November 2022 at 1500hrs

4.2 Contact Details for Clarifications on RFI

Afiqah Syalwani Bte Hamir

Assistant Manager D (+65) 6202 4326

E Afiqah_Syalwani_HAMIR_from.TP@imda.gov.sg

10 Pasir Panjang Road, #03-01, Mapletree Business City, Singapore 117438

Sim Wee Kong

Assistant Manager D (+65) 6577 3900

E sim_wee_kong@imda.gov.sg

10 Pasir Panjang Road, #03-01, Mapletree Business City, Singapore 117438

We will reply to general enquiries within 3 working days. However, depending on the nature and complexity of the issues that you have raised, we may need more time to respond to you,

4.3 Intellectual Property Rights

4.3.1 All intellectual property rights in this RFI and all materials provided by IMDA in connection with this RFI are and shall remain the property of IMDA.

4.4 Confidentiality of Information

4.4.1 IMDA may require any party receiving confidential information from IMDA in relation to or arising from this RFI to sign a written non-disclosure agreement setting out such party's confidentiality obligations in relation to such confidential information.

4.4.2 IMDA accepts no liability or obligation in relation to any confidential information disclosed to IMDA by a Participant pursuant to this RFI unless otherwise agreed by

IMDA in a written non-disclosure agreement setting out IMDA's confidentiality obligations in relation to such confidential information.

4.5 Closing date and time of submission

- 4.5.1 The closing date and time of the submission is **2 November 2022** at 1500hrs. Please submit your proposals to form.sg on or prior to the submission deadline. We will follow up with additional questions directly to follow up after the submission deadline through the contact details you provided.
- 4.5.2 Please note that all submissions are strictly limited to the form.gov.sg portal. All other modes of submission (i.e., email), will not be entertained.