

# Development Assistance (Online Media)

## APPLICATION AND SCHEME GUIDELINES

This document provides the Application and Scheme Guidelines.

Infocomm Media Development Authority (IMDA) reserves the right to change the guidelines from time to time. Please ensure you check the website or with the respective IMDA Industry Officer for the latest version.

Note: This document comprises three (3) sections:

**Section A** provides general application and scheme guidelines for Development Assistance.

**Section B** provides the sector specific guidelines including the sector specific eligibility criteria, funding quantum, and expected deliverables. **Please refer to the sub-section (i.e. Sector) relevant to you/your sector.**

**Section C** provides the contact information.

# Section A: Application and Scheme Guidelines for Development Assistance

## 1. General

- 1.1 The Development Assistance is open to Singapore-registered organisations with at least one Media Singapore Standard Classification (SSIC) code, or individuals who are Singaporeans or Singapore Permanent Residents (PRs).
- 1.2 Applicants would also need to provide documentary proof of interest from a commercial partner, which has to be submitted as part of application submission requirements.

The commercial partner must either be a well-established International Broadcaster, Online Platform or a Multi-Channel Network (MCN), all of which needs to have footprint outside of Singapore.

- 1.3 IMDA does not provide retrospective funding. The milestone deliverables should not be an item that has already been produced/created/developed prior to the commencement date of the project stated in the Letter of Offer.
- 1.4 IMDA's decision is final and no appeal will be entertained.

## 2. Funding Quantum

- 2.1 IMDA will assess the proposed development budget and decide on the supportable budget items and will support up to 70% of these items. IMDA reserves the right to exclude funding any costs deemed as fixed overheads / recurring expenses, unreasonable or unnecessary for the project.
- 2.2 The IMDA funding amount is capped at 20 times the applicant's paid-up capital, for grants of S\$50,000 and above.

## 3. Application

- 3.1 Applications for Development Assistance can only be made through IMDA's Online Grant Management System (OGMS). The OGMS application form is only accessible via an email invitation sent by an IMDA Industry Officer. Any interested party should have an initial discussion with an IMDA Industry Officer regarding its proposed project. Any interested parties can submit its enquiry via the online feedback form at this [link](#), and an IMDA Industry Officer will follow up with the enquiry.

- 3.2 IMDA will only assess projects for Development Assistance funding once all required information and documentations are submitted by the applicant. Together with complete OGMS application form, applicants must submit the documents, listed in Table 1 below.

Table 1: List of Documents required for Submission

	<b>Document</b>	<b>Details</b>
1	Project Proposal	Please refer to paragraph 2.1 of Section B for details.
2	ACRA business profile	The ACRA business profile's generation date must be dated within 12 months from the date of application (applicable for organisation applicants only) in one .pdf
3	Disclosure on Related Party Transactions.	If any potential supplier/service provider for the project is a related-party, applicants are reminded to make the appropriate declaration and disclosure to IMDA when submitting the response form. Do note that any related-party transaction incurred by fund recipients, that had not been declared to and approved by IMDA, would not be funded. Applicants can refer to this <a href="#">link</a> for the definition of related-party.

- 3.3 Submitted materials will not be returned.
- 3.4 The funding decision will be made and conveyed to applicants within eight (8) weeks upon IMDA's receipt of completed application form and all supporting documents. The funding decision will be communicated via OGMS.
- 3.5 If a funding application is approved, a Letter of Offer would be issued by IMDA via OGMS. The applicant must accept the offer via OGMS. The Letter of Offer needs to be duly accepted via OGMS, before any milestone claim can be made.

## **4. Milestone Claims**

- 4.1 Fund recipients are to submit milestone claims via OGMS. If the deliverables are in softcopy, fund recipients are to submit them through OGMS; if the deliverables are in hardcopy and require physical delivery, fund recipients are to provide details of the mode and time of delivery in OGMS. IMDA must be ensured that the fund recipient has met the drawdown conditions for each claim and IMDA must be satisfied with the respective deliverables submitted by the fund recipient, before disbursements of any grants. The final drawdown can only be made after IMDA's acceptance of the final deliverables.
- 4.2 Disbursement of grants would be made via GIRO. The GIRO Direct Credit Authorisation Form must be completed and submitted to IMDA before the first claim can be made by the fund recipient.

- 4.3 In the event that the fund recipient fails to complete and deliver the Project milestones stated in the Letter Of Offer, IMDA shall have no obligation to provide any further funds, and monies disbursed by IMDA to the fund recipient for the project shall be immediately recoverable against the fund recipient upon IMDA's demand.

## **5. Variations**

- 5.1 If any variations are required, such as changes in timelines and deliverables, a request must be made to IMDA and IMDA's approval must be obtained, before making the variations.

## **6. Others**

- 6.1 Fund recipients must maintain full and accurate records with respect to the project. IMDA must have complete access to such records (including complete and proper books and records of income and expenditure concerning the project, including all supporting vouchers, invoices and receipts thereof), as well as the right to inspect all project work. The fund recipient must promptly furnish all data, reports, contracts, documents and other information, if requested by IMDA.
- 6.2 The fund recipient shall use its best endeavours to comply with the relevant industry's best practices governing payment to crew members including freelancers, sub-contractors, vendors and all third parties engaged or appointed by the fund recipient, for and in connection with the project.

## Section B: Online Media

### 1 Development Activities Supported

1.1 IMDA will support development activities leading to deliverables which include those listed below:

- Concept/Sizzle Reel
- Pilot Episode or Pilot Series

### 2 Application Submission Requirements

1.1 The submission requirements for each funding application include:

- Project proposal must minimally include:
  - Section 1 – Development plan, including concept, development schedule, itemised development budget
  - Section 2 – Profiles of Company and Team Members
  - Section 3 – Written interest/commitment from sponsors, brands, media platforms and/or technology partners (where applicable)
  - Section 4 – Written interest/commitment from investors, broadcasters and/or distributors (where applicable)

The commissioning editor from an international network or online platform would need to formally register his/her commitment of time, effort and experience to:

- provide feedback for the development materials during the development period, and at the end of the development;
- provide feedback on his/her experience of working with applicant company; and
- confirm if the network / online platform will be commercially participating in the project, or otherwise, complete with the reasons.

## Section C: CONTACT INFORMATION

**If you have any enquiries on IMDA Grant Schemes,  
please submit your enquiry via the online feedback form at**

**<https://www.imda.gov.sg/feedback>**