

# Production Assistance (Publishing)

## 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 Production Assistance applicable for all sectors, except for Film.

**Section B** provides the Publishing sector specific guidelines, including eligibility criteria and expected deliverables.

**Section C** provides the contact information.

# Section A: Application and Scheme Guidelines for Production Assistance

## 1. General

- 1.1 The Production Assistance is open to Singapore-registered companies (excluding sole proprietorships and partnerships) with at least one Media Singapore Standard Industrial Classification (SSIC) code.
- 1.2 IMDA does not provide retrospective funding. Funding claims can only be submitted for expenditures incurred from the commencement date of the project, as indicated in the Letter of Offer.
- 1.3 IMDA's decision is final and no appeal will be entertained.

## 2. Funding Quantum

- 2.1 IMDA will support up to 40% of the qualifying expenses that are directly linked to the project.
- 2.2 The following items can be considered as qualifying expenses\*:
  - Manpower (only basic salary & Employer's CPF contribution) / Talent
  - Professional Fees / Services
  - Hardware / Software
  - Intellectual Property Licensing
  - Equipment Rental
  - Location Rental
  - Master Print / Tapes
  - Legal Fees
  - Art / Set Department
  - Travel & Accommodation Costs
  - Ground Transport
  - Project Financing (e.g. insurance, completion bond, bank charges etc.)

*\* These costs must be directly linked to the project and contribute significantly to Singapore. Applicant's fixed overheads / recurring expenses does not qualify.*

- 2.3 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 Production Assistance can only be made through the 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 prior to application submission. 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 Production 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	Letter of Undertaking	This form will be sent together with the response form via email. It must be fully completed.
2	Project Proposal	Please refer to paragraph 3.2 of Section B for details. Where applicable, disclosure on related party transactions should be provided, please refer to row 4 below for details.
3	(a) Credit Assessment/ Rating Report (b) Project Cash Flow Projections  [Required for Project requesting for IMDA Funding above S\$300,000]	(a) The applicant is required to procure and submit independent credit assessment/rating report from independent credit risk assessment agencies. The report must be current (prepared within one year from the application) and must indicate that the company has at least sufficient sound financials to meet its normal obligations.  (b) The applicant is to provide the projected cash flow projections for the project.
4	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.
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- 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 any disbursement of grant. The final drawdown can only be made after IMDA's acceptance of the final deliverables, which includes the final audit report.
- 4.2 For each project under Production Assistance, the fund recipient shall open a separate bank account set up specifically for the project. IMDA funding for the project under Production Assistance must only be used for the Production Assistance project. 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 provided/disbursed by IMDA to the fund recipient for the project, shall be immediately recoverable against the fund recipient upon IMDA's demand.
- 4.4 The fund recipient would be required to submit documents to the Auditors for Final Project Audit. Below are examples of documents that auditors may require (but not restricted to):
  - Employment contracts / Evidence of payment relating to manpower costs (e.g. Pay-slip)

- Original supplier's invoice
- Payment documents / Payment vouchers
- Bank statements
- Timesheet to substantiate manpower cost
- Related-party transactions must be supported with documentation to prove that the prices charged to the project are at competitive market rates.

## **5. Variations**

- 5.1 If any variation is 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 is encouraged 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.
- 6.3 The fund recipient is reminded to submit to IMDA all information, reports and documents required by IMDA as detailed in the Letter of Undertaking.

# Section B: Publishing

## 1. Eligibility Criteria

- 1.1 Production Assistance is applicable for the production of a series of digital publications for mobile or interactive platforms (web-based platforms will not be considered).
- 1.2 Content of digital publications should be new and augmented with high levels of audio-visual and interactive elements.
- 1.3 Applicants must have a track record in publishing activities.
- 1.4 As IMDA will fund up to 40% of qualifying expenses for each project, applicants must present evidence that they can finance the remaining cost of the project. This may be in the form of letters of interest from potential investors, or company cash-flow statements.

## 2. Production Activities Supported

- 2.1 IMDA will support production activities leading to the following deliverables:
  - Completed series of digital publications for mobile or interactive platforms, and distributed through the relevant portals or e-Bookstores; and/or
  - A digital copy of the digital publication; if the deliverables are in the form of mobile apps then a promotional code to download from the App store.
- 2.2 Production Assistance focuses on getting maximum credited talent engagement for Singaporeans/PRs, and the list of credited roles expected of Singaporeans/PRs includes:

Sector	Credits
Publishing	<ul style="list-style-type: none"> <li>• Editor</li> <li>• Sub-Editors, or Assistant Editors</li> <li>• Authors, Writers or Novelists</li> <li>• Illustrators, or Artists</li> <li>• Graphics Designer</li> <li>• Layout Designer</li> <li>• Any other publishing sector specific roles</li> </ul>

### **3. Other Requirements**

3.1 Proposals shall be assessed on the following criteria, including but not limited to:

- Track record of company and team
- Strength of the publication's concept
- Number of Singaporeans/PRs profiled and engaged as credited talent in the production process
- Amount of qualifying expenses generated by the project
- Strength of project financing plan
- Marketability (potential for commercial success and reach in local and international markets)
- Benefits to the Singapore publishing industry such as job creation, capability development especially in the areas of digital publishing and story-telling, skills up-scaling, technological innovation and IP creation.

#### 3.2 Submission Requirement

- ACRA business profile dated within 12 months from the date of application submission
- Independent Credit Rating/Assessment Report (prepared within one year of the application) indicating that the organisation (the applicant) has at least sufficient financials to meet normal obligations (mandatory only for Projects requesting for IMDA funding of above S\$300,000).
- Projected Cash Flow for the projects (mandatory only for Projects requesting for IMDA funding of above S\$300,000).
- Completed Letter of Undertaking (template can be found attached in the email invitation to submit funding application, or downloaded from the application form on OGMS)
- Completed Related-Party Transactions (RPTs) Disclosure Form (applicable to funding applications with related-party transactions).
- Proposal must include:
  - Section 1
    - Project title and Executive summary
    - Concept and treatment
    - Target audience
    - Project synopsis (including series outline and synopses, if any)
    - Draft manuscripts and/or mock up (including simple layout)
    - Character bible (where applicable)

- Section 2 – Profile of project team (including track record, relevant experience and credited roles for Singaporeans / PRs)
- Section 3 – Detailed project budget (Cost must be properly qualified and with the Singapore Spend highlighted)
- Section 4 – Detailed project financing plan (State the other funding sources secured)
- Section 5
  - Detailed project timeline
- Section 6
  - Estimated initial circulation figure / number of eyeballs
  - Proposed distribution platforms
  - Detailed commercialisation and marketing plans
- Section 7
  - Past projects funded by IMDA (if any, to include project name, year of project and funding amount)
  - Letter of Interest / Commitment or supporting agreements from publishers, distributors, investors, media platforms or any other project partners (where applicable)



## 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>**