

# Development Assistance

## OPERATING GUIDELINES

This document provides the Operating Guidelines.

Media Development Authority (MDA) reserves the right to change the guidelines from time to time.

Note: This document has three (3) sections

**Section A** of this document provides general operating and administrative guidelines for Development Assistance, including application procedure, claim procedure etc.

**Section B** of this document 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** of the document provides the contact information.

# Section A: Operating Guidelines for Development Assistance

## **1. General**

- 1.1 Organisations must be Singapore-registered organisations with Media as their primary SSIC code.
- 1.2 Individual applicants must be Singaporeans or Permanent Residents.
- 1.3 MDA does not give retrospective funding. The milestone deliverables should not be an item that has already been produced/created/developed prior to the effective start date of the project stated in the Letter of Offer/Agreement.
- 1.4 MDA's decision is final. No appeal will be entertained.

## **2. Application**

- 2.1 Funding Application must be made by completing and submitting the official MDA Application Form "Application Form for Development Assistance".
- 2.2 For MDA funding amount of S\$50,000 and above, applicants must submit their organisation's Audited Financial Statements (latest three years). If audited statements are not available, applicants can submit their organisation's Management Accounts (latest three years).
- 2.3 Funding decision will be made and conveyed to applicants within eight (8) weeks of receipt of completed application form and supporting documents. MDA will strive towards informing the applicant of decision earlier, whenever possible.
- 2.4 For any successful application, a Letter of Offer would also be provided by MDA, and the applicant would need to formally accept the offer by completing/signing the Letter of Acceptance and submit to MDA, within 14 working days from the date of Letter of Offer.
- 2.5 Letter of Offer/Acceptance or Agreement needs to be duly signed and executed before milestone claim(s) can be made.

### **3. Milestone Claims**

- 3.1 Milestone Claims are to be made upon satisfactory delivery of the milestones, by completing and submitting the MDA Claim Form as well as providing evidence of completion of the milestones. As a pre-requisite for each drawdown, MDA must be satisfied with the respective deliverables to be submitted by the applicant.
- 3.2 Disbursement of Grants would be made via GIRO. The GIRO Direct Credit Authorisation Form must be filled and submitted to MDA before the first claim for the project is made.
- 3.3 In the event that the Company fails to complete and deliver the Project milestones stated in the letter of offer or agreement, MDA shall have no obligation to provide any further funds, and monies provided/disbursed by MDA to the grant/funding recipient for the project, shall be immediately recoverable against the grant/funding recipient upon MDA's demand.

### **4. Variations**

- 4.1 If there are any variations to the project, e.g, change in timelines, deliverables, concept etc, the funding recipients must obtain MDA's approval, before making the variations.

### **5. Others**

- 5.1 Funding recipients must maintain full and accurate records with respect to the project. MDA 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 applicant must promptly furnish all data, reports, contracts, documents and other information, if requested by MDA.
- 5.2 The Company shall use its best endeavours to subscribe to and shall be a member of such professional media network(s) that may consist of a network of individuals and/or organisations in the creative industries.
- 5.3 The Company/ Producer shall use its best endeavours to comply with the relevant industry's best practices governing payment to crew members (including freelancers).

## Section B: Broadcast

### 1 Development Activities Supported

1.1 For Broadcast, MDA will support development activities leading to deliverables which include those listed below:

Sector	Expected Deliverables
International TV	<ol style="list-style-type: none"> <li>1. Proposal &amp; Execution Plan <ul style="list-style-type: none"> <li>• Logline and Programme synopsis</li> <li>• Refined treatment for one full episode</li> <li>• Episodic synopsis with research details</li> <li>• Production budget</li> <li>• Production schedule</li> <li>• Marketing and commercialisation plan</li> </ul> </li> <li>2. Concept/Sizzle Reel</li> <li>3. Pilot Episode</li> </ol>
Content 360 TV Online	<ol style="list-style-type: none"> <li>1. Proposal &amp; Execution Plan <ul style="list-style-type: none"> <li>• Logline and Programme synopsis</li> <li>• Refined programme treatment</li> <li>• Episodic synopsis with research details</li> <li>• Tools and plan for audience interaction and engagement</li> <li>• Production budget</li> <li>• Production schedule</li> <li>• Marketing plan across media platforms</li> <li>• Commercialisation plan, including proposal to brands and sponsors, and roll-out plan and schedule</li> </ul> </li> <li>2. Concept/Sizzle Reel</li> <li>3. Demo Video, including (if applicable) : <ul style="list-style-type: none"> <li>• Fully functional prototype website, apps and/or widgets</li> <li>• Downloadable video content</li> <li>• User-interface trailer</li> </ul> </li> </ol>

### 2 Funding Quantum, Policies and Guidelines

2.1 For Broadcast, Development Assistance would provide assistance of up to:

- S\$60,000 for development of International TV Projects
- S\$70,000 for development of Content 360 TV Online Projects

2.2 Priority will be given to proposals with original content projects intended for international broadcast and distribution, whereby a significant and/or meaningful level of activities in development are undertaken by the Company and Singaporeans/PRs.

### 3 Other Requirements

3.1 The submission requirements for each funding application include:

- Latest ACRA business profile
- Latest audited annual report / financial statements, and for the past three (3) years, if applicable
- Project proposal must 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:

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

3.2 Content 360 TV Online applications should:

- Involve the production of professional video content, created and designed for strong and meaningful viewer interaction and engagement;
- Demonstrate creative use of media platforms, technologies and social media tools;
- Demonstrate sustainable business model built over multiple platforms, with measurable expected outcomes, not limited to sales, advertising and traffic.

## Section C: CONTACT INFORMATION

**If you have any enquiries on MDA Grant Schemes,  
please submit your enquiry via the online feedback form at  
[www.mda.gov.sg/schemes](http://www.mda.gov.sg/schemes)**