

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 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: GAMES

1. Development Activities Supported

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

- Playable prototype
- Game design document / script / storyboarding / concept art.

2. Funding Quantum, Policies and Guidelines

2.1 For Games, Development Assistance would provide assistance to successful applicants up to \$150K depending on the deliverables.

2.2 To qualify for any of the above funding quantum, applicants will need to demonstrate to MDA the corresponding deliverables of the proposal.

2.3 Applicant who is currently receiving Development Assistance support under the same sector need not apply.

3. Other Requirements

3.1 Successful applicants are encouraged to leverage the Games Solution Centre for the development of the prototype. This includes the use of common tools and resources provided by the Centre.

3.2 Applicants are required to provide information regarding their project to be featured on the Singapore Game Box Portal.

3.3 The type of game projects MDA is opened to consider should meet the following conditions:

(i) Exploiting intellectual property (IP) from the other media sectors e.g. books, television, film

(ii) Developing a game to complement transmedia production or promote existing audio-visual content

(iii) Fostering collaboration between local developers

(iv) Having received commitment from a publisher to publish and market the title

For (i), projects that leverage on existing IP from another part of the media sector will be viewed favourably. For example, an IP that have significant success in a book format may extend into a game to fully exploit its IP value.

For (ii), a game may be developed alongside e.g. TV/Film content in a transmedia format that uses a suite of media platform to engage its viewer can be considered.

For (iii), projects that have elements of local companies coming together to work on a larger project, or developing a suite of game titles between different companies will be favourably considered.

For (iv), projects that have secured interest and commitment from a game publisher will be considered. Games that are self-published on online portals will find it advantageous to have a third-party to help market its game to ensure discovery of the game.

3.4 Projects that have a combination of the items listed above will have a higher chance of success for funding consideration. Each proposal will be assessed on its own merit.

3.5 Submission requirements:

- Latest ACRA business profile (if applicable)
- Company profile and track record (if applicable)
- Profiles of Key Personnel (Including track record ,relevant experience and nationality)
- Latest financial statements (if applicable)
- Project proposal to include the following:
 - Section 1
 - Project title and Executive summary
 - Game Concept (Highlighting Unique Selling Points)
 - Key game-play features
 - Format / platform of game
 - Target audience
 - Sample artwork / Sample game-play
 - Section 2 – Profile of project team (including track record, relevant experience and nationality)
 - Section 3 – Detailed project budget
 - Section 4 – Detailed project timeline
 - Section 5
 - Proposed distribution platforms
 - Development and marketing plans
 - Monetisation plans
 - Section 6
 - Past projects funded by MDA(if any, to include project name, year of project and funding amount)
 - Letter of Interest/Commitment or supporting agreements from publishers, distributors, investors or project partners (where applicable)

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