

# 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: PUBLISHING

### 1. Eligibility Criteria

- 1.1 Development Assistance is applicable for the development of mockups for print and e-book/e-magazine prototypes that are augmented with interactive and audio-visual elements (printing costs not supported). Other novel ways of delivering content with augmented reading experience on digital platforms may also be considered.
- 1.2 Only companies are eligible to apply.
- 1.3 Companies must be registered in Singapore with a primary or secondary Media SSIC Code.

### 2. Development Activities Supported

- 2.1 For Publishing, MDA will support development activities leading to the following deliverables:

	Sub-type	Expected Deliverables
A.	Research and Defined Story Concept	<ul style="list-style-type: none"> <li>• Complete story concept detailed in document format (series treatment/chapter synopsis)</li> <li>• Complete character illustration/artwork where applicable</li> </ul>
B.	Mockup for Print + e-book/ e-magazine Prototype	<p><u>Books</u></p> <ul style="list-style-type: none"> <li>• Manuscript + layout for 1 book within a series</li> <li>• Complete cover artwork prepared for production phase</li> <li>• E-book prototype with interactive elements</li> <li>• Demonstration of prototype</li> </ul> <p><u>Comics</u></p> <ul style="list-style-type: none"> <li>• Complete artwork + layout for 1 issue</li> <li>• Complete cover artwork prepared for production phase</li> <li>• E-book prototype with interactive elements</li> <li>• Demonstration of prototype</li> </ul> <p><u>Magazines</u></p> <ul style="list-style-type: none"> <li>• Complete mockup for 1 issue</li> <li>• Complete cover artwork prepared for production phase</li> <li>• E-magazine prototype with interactive elements</li> <li>• Demonstration of Prototype</li> </ul>

C.	Mockup for e-book/ e-magazine Prototype	<ul style="list-style-type: none"> <li>• 1 issue of E-book/E-magazine prototype augmented with interactive and/or audio visual elements such as videos and animations. Additional interactive elements will be a plus.</li> <li>• Demonstration of e-book/ e-magazine Prototype</li> </ul>
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### 3. Funding Quantum, Policies and Guidelines

- a. For Publishing, Development Assistance would provide assistance to successful applicants up to \$200,000 (dependant on the extent of the deliverables):
- b. To qualify for any of the above funding quantum, applicants will need to demonstrate to MDA the corresponding deliverables of the proposal.
- c. Cross-media projects that leverage the success of established IP may be viewed favourably.
- d. Applicant who is currently receiving Development Assistance support under the same sector need NOT apply.

### 4. Other Requirements

#### Submission requirements

- Latest ACRA business profile (if applicable)
- Company profile and track record
- Profiles of Key Personnel (including track record, relevant experience and nationality)
- Latest financial statements
- Project proposal should include the following:
  - Section 1
    - Project title and Executive summary
    - Concept and treatment
    - Target audience
    - Project synopsis (including series outline and synopses, if any)
    - Sample manuscript and/or artwork, if any
  - 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
- 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, media platforms or any other 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](http://www.mda.gov.sg/schemes)**