



SPH x IMDA **Public Service Content Fund 2020**

Call for Proposals

15 May 2020



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Objectives of the PSC Fund

Supporting Media Professionals and Freelancers

IMDA launched a new \$8 million Public Service Content (PSC) Fund to catalyse more projects that can benefit local media companies and professionals in the coming months.

Under this initiative, Mediacorp, VidDsee and **SPH** will commission short-form content for their digital platforms through Calls for Proposal (CFP). Up to \$150,000 in funding will be available per company per call. Media companies and talents can take advantage of this circuit breaker period to put together their proposals and start production work when restrictions are lifted.

About SPH and Our Platforms

Incorporated in 1984, main board-listed Singapore Press Holdings Ltd (SPH) is Asia's leading media organisation, engaging minds and enriching lives across multiple languages and platforms.

SPH's core business is in the publishing of newspapers, magazines and books in both print and digital editions. It also owns other digital products, online classifieds, radio stations and outdoor media.



Public Service Broadcast (PSB) Objectives

Criteria for Funded Content

Must fulfil any of the six PSB objectives below:

- Promote social values
- Celebrate our culture and heritage
- Promote racial and religious harmony
- Promote the Singapore identity
- Stimulate knowledge and learning
- Foster an informed society

The Brief:

Content Areas of Focus

The Straits Times and English platforms

The Straits Times, the English-language flagship daily of Singapore Press Holdings, has been moving with the times in its efforts to engage and grow its audience and exploring innovative ways of storytelling, as well as continuously refreshing its products to maintain quality and stay relevant to the changing needs of its readers. Its integrated newsroom operates round-the-clock, providing content as it happens on all platforms, from its website, Apple and Android apps to social media.

www.straitstimes.com
www.businessimes.com.sg
www.tnp.sg



Target Audience

Working professionals, young parents and senior citizens

Content Genre

Documentary and infotainment

Areas of Focus:

1. Investigative documentaries on social issues: migrant workers, disadvantaged, ageing population, etc
2. History of people, places, things, food in Singapore
3. Educational content for pre-school to primary level children and young parents
4. Animation explainer series

The Brief:

Content Areas of Focus

Tamil Murasu and vernacular platforms

Tamil Murasu is the main information source for the Tamil-speaking Indian community with its coverage of wide-ranging news, from current affairs to local and foreign news as well as the latest in sports and entertainment, in addition to its strong coverage on news from the Indian community and the sub-continent. The newspaper has established itself as a voice for the Tamil-speaking community in Singapore.



www.tamilmurasu.com.sg

Target Audience

Open to all ages and target demographics

Content Genre

Documentary, infotainment

Areas of Focus:

1. Documentaries on social issues: migrant workers,
2. History of Tamil people, places, things, food in Singapore
3. Educational content for pre-school to primary level children and young parents

The Brief:

Content Areas of Focus

Zaobao.sg

The only Chinese morning daily in Singapore, Lianhe Zaobao is an influential and authoritative newspaper giving valuable insights into local and foreign news. Lianhe Zaobao is also regarded as an important source of political and economic news on East Asia, especially China.



www.zaobao.sg

Target Audience

24-55 year-olds, local Chinese community

Content Genre

Infotainment, arts & culture, lifestyle, explainers

Areas of Focus:

1. Human interest profile series, told in an innovative and engaging way
2. Chinese arts and culture, history and community, preferably in mini-docu format
3. Educational info-reality series for kids and adults
4. explainer series on China and US/geopolitical issues

The Brief:

Content Areas of Focus

ZBschools

Zbschools is a self-learning portal that enhances the student's chinese learning experience through updated news tailored to his/her reading abilities, interactive elements such as videos and mini quizzes. There are different interfaces tailored for students from Primary 1 all the way to secondary schools. This portal serves as a digital platform for the 3 different student publications zbCOMMA, Thumbs Up and Thumbs up little Junior.



www.zbschools.sg

Target Audience

Lower and upper Primary students, Secondary Students, Teachers and Parents

Content Genre

Infotainment, educational, lifestyle, youth related current affairs

Areas of Focus:

1. Financial literacy series for upper secondary to JC/Poly students, 15-19 year-olds
2. Career series for upper primary to secondary school students, 11-16 year-olds
3. Dating Series for youths, 17-23 year-olds

* Possible, but not necessary to incorporate covid related themes into proposal

The Brief:

Content Areas of Focus

SPH Magazines

SPH Magazines Pte Ltd is a leading media company with more than 100 brands across multiple platforms, spanning the interest categories of lifestyle, fashion, beauty, society, bridal, health, men's lifestyle, automobile, parenting, decor, new media and business.

SPHmagazines

www.sphmagazines.com.sg

www.womensweekly.com.sg

www.herworld.com

www.youngparents.com.sg

www.homeanddecor.com.sg

www.hardwarezone.com.sg

Target Audience

18-55 year-olds, Women, homemakers, young couples, tech savvy

Content Genre

Documentary, features, geek and pop culture

Areas of Focus:

1. Food history: Heritage dishes and nostalgia
2. Weddings in Singapore: Novel, unique, family drama, behind the scenes
3. Architectural heritage: Buildings and districts, history
4. Home and garden: Apartment gardens, edible gardens, small space with plants
5. Educational, how-tos and myth busting

The Brief:

Content Areas of Focus

Money FM 89.3

MONEY FM 89.3 is Singapore's first and only Business and Personal Finance station. A 24-hour English talk format station featuring local and international business and financial news. We provide you with financial market and currency updates and insights from analysts, economists, policy makers, industry experts and business owners.



www.moneyfm893.sg

Target Audience

PMEBs 35-45 year-olds

Content Genre

Documentary

Areas of Focus:

1. Financial Crimes
2. Animation How-To Videos
3. Odd jobs in Singapore
4. *Spotlight companies who are giving back to communities*
5. *Spotlight on some of Singapore's oldest companies.*

*** would prefer to have our presenters to host / voice over**

The Brief:

Content Areas of Focus

UFM100.3

UFM100.3 is a highly-charged Mandarin music station targeting at working professionals aged between 35–49 years old. The station plays popular and familiar mandarin hits, with engaging lifestyle content and current hot topics for the busy individual.



www.ufm1003.sg

Target Audience

Chinese speaking, working professionals, 35-49 years-old

Content Genre

Infotainment, food, entertainment, lifestyle

Areas of Focus:

1. Music related content related to 1990–2020 songs
2. Fun entertaining, creative content that can go viral, shareable content
3. Food content
4. Lifestyle related content

The Brief:

Content Areas of Focus

96.3好FM

96.3好FM (96.3 Hao FM) targets at digital migrants between the age of 45 to 54. The station provides bite-sized capsules formulated from topics on lifestyle, healthcare and finance/wealth planning, 96.3好FM, (96.3 Hao FM) is the all-in entertainment and information station to tune in to.



www.963haofm.sg

Target Audience

Chinese speaking, information hungry, 45-54 years-old

Content Genre

Infotainment, music related, health, food, current affairs

Areas of Focus:

1. Music related content targeting the 1980s and 1990s songs
2. Food campaign – search for the best hawker centre
3. Health
4. Current affairs



Criteria for Applicants

- Singapore registered media/production companies with proven track record in local content production over the last 3 years
- Adopter of the Tripartite Standard on the Procurement of Services from Media Freelancers (TAFEP)

Criteria for Funded Content

- Short-form video (single video or a slate of videos) with **minimum duration of 10-minute per video**
- Standard rate of **\$25,000 per video** will apply
- Video should **not exceed PG-13** classification in accordance with the Content Code for Over-the-Top, Video-on-demand and Niche Services
- Companies are allowed to submit a **maximum of 3 applications** for each round of Call-for-Proposal. If we receive more than 3, **only the first 3 applications** will be considered.
- Each company can be awarded funding of **up to \$150,000** for selected projects for each CFP
- Companies to **declare that the concept/project has not been submitted for funding** by another government agency **nor received/is receiving concurrent funding** by another government agency
- Companies to **declare if the same concept/project** has been submitted to **other media platforms involved in this PSC funding exercise**

Submission Documents

Please include the following details in your application and proposals:

- Top-line programme concept and synopsis
 - Basic treatment of the video
 - Chosen PSB objective(s)
 - Proposed cast and crew, after selection of concept and after production ends!! (please list names and nationalities)
 - Overview of production schedule
 - Line-item budget breakdown
 - Portfolio or reference links
 - Screen shot of TAFEP compliance (more details in Application form)
 - Copy of ACRA Business profile
 - Credit report or historical financial statements (more details in Application form)
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Timeline Overview

- 15 May 2020 - CFP launch
- 5 June 2020 - CFP closes
- 19 June 2020 - Evaluation and announcement of results to selected production companies
- 19 June 2020 onwards - Production of programmes begins after SPH has signed commissioning contract with the production companies



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Please email us at cfp@sph.com.sg if you have any questions

Thank you

