



SINGAPORE'S TELEVISION INDUSTRY - THE VIEW AHEAD

11 AUGUST 2021

SG:D
EMPOWERING POSSIBILITIES

IIM INFOCOMM
MEDIA
DEVELOPMENT
AUTHORITY

Snapshot of Singapore Media Industry








NO. OF ESTABLISHMENTS AND SHARE OF VA IN MEDIA SECTOR*					
Sub-Sector					Total
No. of Establishments					~2,500
Value Added (\$m)					~3,000

*Data based on four key sectors (Games, Film & video, Broadcasting, Publishing), from DOS' Annual Survey of Services as at Mar 2020

MANPOWER IN MEDIA SECTOR (2019)					
<ul style="list-style-type: none"> • Augmented with 1,300 Media Freelancers • providing services for the media 					
Job Role					Overall Employed
Media Professionals					~8,340

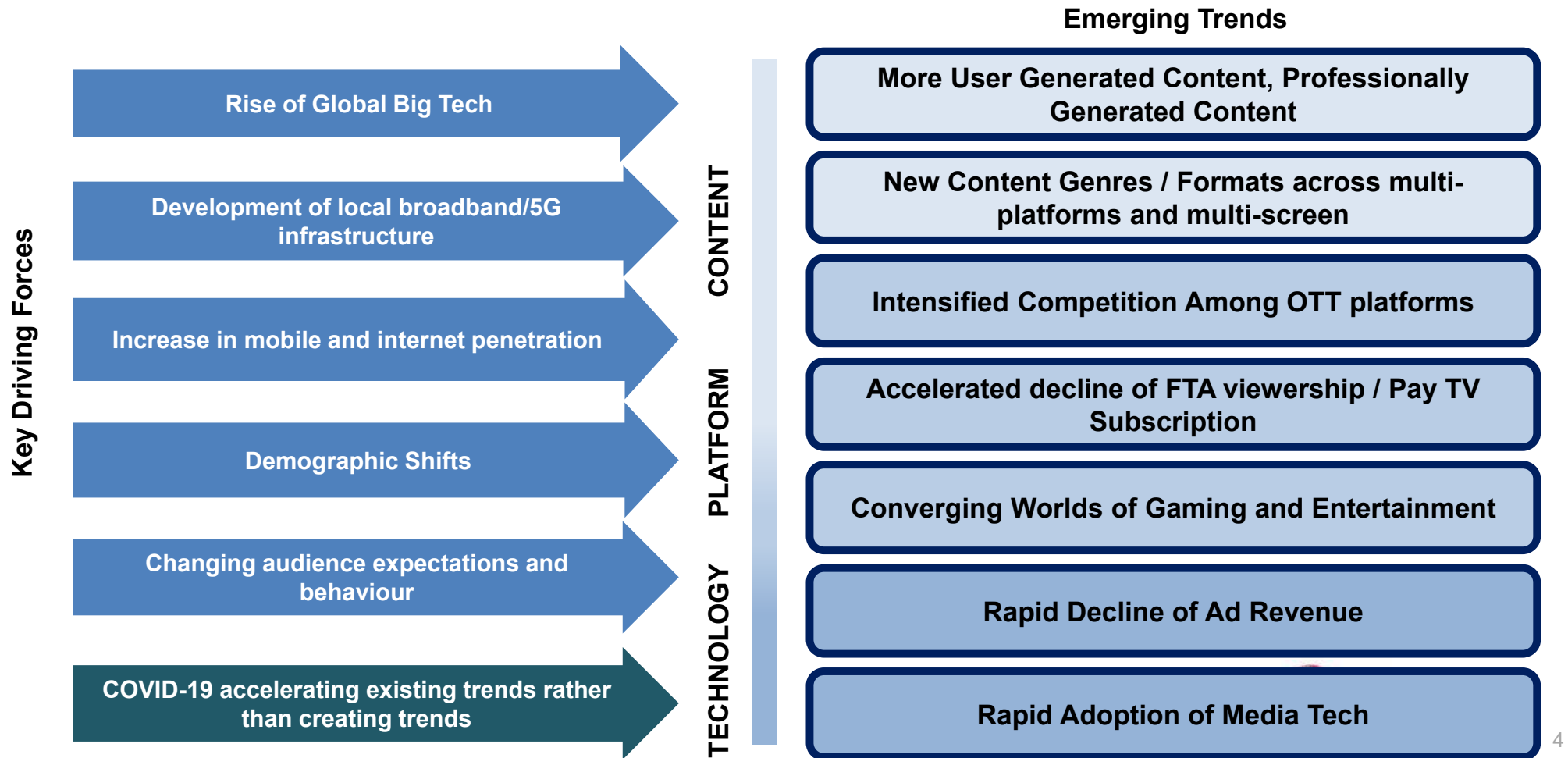
**Data based on IMDA's 2019 Annual Survey on Infocomm Media Manpower

Singapore TV Broadcast Ecosystem

Archetypes	Regional HQs and Global Broadcasters	National Broadcaster	Production companies		Post-Production companies
	Examples		Long-form content	Short-form content	
 <p>Global companies that host key functions of media businesses in Singapore</p>		 <p>A key institution, largest local content production house and biggest hirer</p>	 <p>Home grown companies that produce TV and/or film content including mm2 Asia (SGX listed stock)</p>	 <p>Home grown companies that produce short-form content, mostly for social media platforms</p>	 <p>Niche and specialist local players supporting post-production</p>




Challenges and Opportunities (TV Broadcast)






Impact of Covid-19 (Media Sector)






CONTENT PRODUCTION

10-18 AUGUST 2021




Most businesses will continue to resume activities subject to safe distancing principles, including measures put in place to ensure that individuals maintain safe distancing of at least one metre at all times as a default.

For updates on advisories, please refer to go.gov.sg/advisories



Scales of Production




A All productions at any one point of time are allowed:

- No more than 30 personnel on location
- Inclusive of no more than 10 onscreen talent/performers (who may be unmasked if necessary)

B Business entities registered with IMDA, may proceed with:

- No more than 50 personnel on location
- Including no more than 20 onscreen talent/performers (who may be unmasked if necessary)

→ This limit is only allowed for companies that are registered with IMDA



C Filming or recording of "live" singing (with safe distancing of 2-metre from the next person) is allowed at the following provisions:


- Default: No more than 2 singers, at any one time.
- If all personnel have "cleared status" on set of shoot day:

The number of singers can match onscreen talents limits at any one time.

(An individual is considered vaccinated i.e. "cleared status" if he/she has been:


- Fully vaccinated (received two doses of either Pfizer-BioNTech/Comirnaty or Moderna, with an additional two weeks for the vaccine to be fully effective);
- Recovered from COVID-19; or
- Obtained a negative result on a Pre-Event Test taken in the past 24 hours before the expected end of the event.

All content productions must comply with the **Mandatory Safety Rules for Content Production** where 1 metre safe distancing is required at all times, for all personnel on location including onscreen talent/performers. No on-site audiences should be present on location.




Strict limit of production size

Phase 2 - Heightened Alert: Please know and adhere to your production size limits. If there is "live" singing, it is required to keep to a 2m distance from the next person.




Safe Distancing

Monitor and enforce all COVID-19 protocols such as hygiene measures and data collection.




Safe Socialising

Conduct mandatory health and safety briefing before commencement of production and on each day of production.




Information Sharing and Contact Tracing

Personal Health Advisory




Appoint Designated Health / Safety Officer

Production Health & Sanitation Management




Personal Health Advisory

Health, Travel & Safety Declarations




Production Health & Sanitation Management

Cast and crew must not congregate to eat and should continue to observe 1m safe distancing between individuals at all times, including during meals and breaks. They should have their meal breaks at the workplace individually, in line with the community rules.




Health, Travel & Safety Declarations




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#SGDIGITAL



Mandatory Safety Rules for Resumption of Content Production from IMDA




Indagator after industry leaders' Policy/Play/Thinking in Singapore

Additional Comprehensive Safety Measures

In addition to the **Mandatory Safety Rules** by IMDA, all productions are advised to follow the set of **Comprehensive Safety Measures** hosted on the website of Association of Independent Producers (AIPRO) and the Singapore Association of Motion Picture Professionals (SAMPP).


Both documents have been collectively put together by Singapore media industry representatives and associations.

Association of Independent Producers (AIPRO)



https://www.aipro.com.sg/industry-safety-protocols

Singapore Association of Motion Picture Professionals (SAMPP)



https://www.sampp.org.sg/industry-safety-protocols

Growth Strategies For Media Sector



(1) International Relevance

Ensuring Singapore remains relevant as a media hub to the world



(2) Enterprise Growth & Opportunities

Supporting enterprise growth, jobs and livelihoods



(3) Talent Progression

Nurturing key talent to sustain creative and commercial growth of industry



(4) Creative x Tech

Harnessing creative capabilities to create more value capture for the economy

Media Industry Value Capture

Media Industry's Value Chain

Ideation

- IP creation
- Story conceptualisation
- Script development
- Financing

Pre
Production

- Budgeting
- Scheduling
- Casting
- Rehearsals
- Location scouting
- Set construction

Production

- Principal photography
- In-camera special effects

Post
Production

- Editing
- Visual effects
- Musical scoring
- Sound editing and effects

Distribution

- Distribution and exhibition
- Marketing



THANK YOU
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