

IPS-SAM Spotlight on Cultural Policy Series:
Roundtable on Our SG Arts Plan (2018-2022)

Speaker 5

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Exploring cross-industry alliances for audience and capability development

Tan Peng Sing

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A Young Musician's Take (1)

- Music is meaningful and important to people
- All music whether in its art, amateur, popular forms lie on concentric circles
- The making of all music takes place within the capitalist-industrialist sphere of production and consumption
- Unlike other art forms, musicians and their productivities are comparatively less-constrained by existing morality markers (real or imagined)

A Young Musician's Take (2)

- Under Performing Arts / Capability Development
 - Inspire Our People
 - Connect Our Communities
 - Position Singapore Globally
- Strong emphasis on audience development through
 - Technology – Digital analytics, digital tools
 - Marketing – Improving visibility of arts events

Singapore's Audience Conundrum

- Existing Tensions:
 - Music producers sees broadcast mediums as tastemakers
 - Broadcasters sees themselves as responding to tastes of consumers, fear losing consumers to digital platforms
- Audience:
 - Spoilt for choice
 - Mostly passive
 - Even on digital platforms, local audiences rely on playlist recommendations
- Major labels / RIAs:
 - Risk averse, profit-oriented, represent the interests of multinational entertainment conglomerates

MCI's response to PQ on radio airtime for local music

Parliament Sitting on 15 November 2012, Notice Paper No. 396 of 2012

“For example, MediaCorp Radio... dedicates at least 10% of airtime, on the whole, to local music. The amount of airplay depends on the database of local works at its respective stations, which ranges from 5% to 30%, depending on language... Local English stations typically play at least one local song per hour.”

“HotFM 91.3 has less airplay time for local artistes’ songs due to its focus on top commercial hits. Nonetheless, the station airs a number of local acts including Electrico, Singapore Idol winner Sezari Sezaili, Quick Quick Danger, and Ming Bridges.”

“What is pressing in the short to medium term is to develop a supporting ecosystem that extends beyond radio airplay and will help build a strong repertoire of quality local music as well as strengthen awareness of local music. MDA and the industry are therefore working on several fronts.”

Proportion of local music on English radio stations in a week*

Station	12-6AM	% of total	Normal	% of total	Grand Total	% of Grand Total
987FM	123	17.6%	149	8.46%	272	11.05%
CLASS95FM	5	0.76%	15	0.98%	20	0.91%
KISS92FM	4	0.61%	9	0.61%	13	0.61%
938 NOW	(Mostly in Singapore Sounds on Mondays between 2-6pm)					
Money 89.3	None					
Power98	None					
ONE 91.3	None					

Data collected from <https://onlineradiobox.com/sg/> between 5-11 Dec 2018

* Symphony 92.4FM and Gold 90.5FM omitted for lack of repertoire

Revisiting Strategic Thrusts

- Inspire Our People:
 - Our stakeholders and gatekeepers need to believe in the product too
- Connect Our Communities
 - Consider partnerships beyond NAC/Gov-owned assets and initiatives
- Position Singapore Globally
 - Music export requires massive financial, human, and social capital
 - Capital needs to be accrued locally first

Broad Suggestions

- Introduce radio quotas
 - Contemporary Hit Radio (CHR) - 10%
 - Adult Contemporary Radio (ACR) – 5%
- Mandatory programming
 - e.g. 938Now's Singapore Sounds segment
 - Co-opt homegrown corporations as sponsors; offer various incentives
- Consolidation of non-profit platforms like Hear65 an aggregator to liaise with broadcasters for original music and sync