



Media Release

For Immediate Release

SPORTS MEDIA FUND TO DRIVE LOCAL SPORTS CONTENT CREATION FOR BROADCAST

Fund aims to provide incentives for companies to use sports as a content genre

3 November 2008 - Singapore Sports Council (SSC) and the Media Development Authority of Singapore (MDA) launched the “SSC-MDA Sports Media Fund” today to support the creation of quality local sports content for local and international consumption on different media platforms, and in particular digital media.

The S\$1 million “Sports Media Fund” is to seed private sector’s initiatives to drive the growth of the sports media eco-system and to develop sports media related capabilities and competencies to support the growth of this eco-system. The fund follows the signing of a memorandum of understanding (MOU) between the SSC and MDA in April 2008 to develop the sports media and broadcasting sector, which is a vital component to grow Singapore’s sports media industry.

Companies are invited to submit applications for the “Sports Media Fund” via www.ssc.gov.sg. The fund will be opened for submissions every two months with the first round of submission from 3 to 28 November 2008. The proposals will be evaluated by a panel, which comprises of members from SSC and MDA.

Mr Kelven Tan, Chief of Sports Marketing Group, SSC, said: “Singapore is fast becoming a destination for many major international sports events. Hence, through the Sports Media Fund, we hope to provide incentives for companies to use sports as a content genre for growth. This initiative will enhance the industry’s abilities to ride on the opportunities that the sporting landscape has to offer. With a thriving sports media and

broadcasting sector, we will be able to generate more interest in sports, attract more private sector involvement and provide consumers with more sports content choices on more distribution platforms. All these will ultimately help us to build a strong sports culture in Singapore.”

Said Mr Yeo Chun Cheng, Programme Director for Multi-Platform Content and Chief Information Officer of MDA: “We are delighted to take the MOU further with a call for suitable proposals and ideas from Singapore’s media industry. In supporting successful applicants, we aim to spur the production of more Singapore-made sports content which have cross-platform potential, and extend the shelf-life and access of local sports content to a wider audience. This also dovetails with MDA’s efforts to grow the media sector through the creation of new jobs and talents with specialised skills in the sports media arena.”

Please visit www.ssc.gov.sg for more information on the “Sports Media Fund” such as guidelines, application form and the timeline leading to the final award of projects.

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About Singapore Sports Council

The Singapore Sports Council (SSC) is Singapore's lead agency tasked with developing sports in Singapore. Our vision is to create a Sporting Singapore where Sports is a way of life. SSC aims to develop sports champions and create enjoyable sporting experiences for Singapore through the three strategic thrusts of cultivating a sporting culture, achieving sports excellence and creating a vibrant sports industry. Formed on 1 October 1973, SSC is a statutory board under the purview of the Ministry of Community Development, Youth and Sports. Please visit the SSC website at www.ssc.gov.sg for more information.

About Media Development Authority

Formed in 2003, the Media Development Authority of Singapore (MDA) plays a vital role in transforming Singapore into a Global Media City and positioning it at the forefront of the digital media age. MDA spearheads initiatives that promote developments in film, video, television, radio, publishing, music, games, animation, media services and Interactive Digital Media. At the same time, in ensuring clear and consistent regulatory policies and guidelines, MDA helps to foster a pro-business environment for industry players and increase media choices for consumers. For more information, visit www.mda.gov.sg.

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