

The Creatives Assembly: A Call for Ideas
Frequently Asked Questions (FAQs)



About the Call-For-Proposal (CFP)

Q. What is so different about this CFP as compared to previous CFPs?

A. *This CFP differs in many ways – it gives the creative community more freedom to propose ideas and concepts they are passionate about. It removes the language, formats and thematic prescriptions. The collective timeframe also allows us to review the best stories for our audiences. Our aim is to give an opportunity to storytellers who want a lot more creative freedom in the way they conceptualise ideas and think about the defined parameters as a secondary process. We hope it spurs collaboration between Production Houses (PHs) and the Commissioning Team at Mediacorp.*

Q. Does this CFP include submissions for factual content (i.e. CNA)?

A. *We are currently only looking for General Entertainment concepts.*

Q. Is this CFP for scripted or unscripted ideas?

A. *We are looking for both scripted and unscripted concepts.*

Q. Does this CFP include ideas for KIDS programmes?

A. *KIDS is not included as part of this CFP. There is a separate annual CFP for KIDS content that is scheduled for the last quarter of Financial Year.*

Q. If we miss this CFP, will there be more CFPs in the year ahead?

A. *Yes, there will be other CFPs in the year ahead but the scope of the CFPs might differ and / or cater to specific needs.*

Q. Is it mandatory for all concept submissions to be commissioned and produced in at least two languages?

A. *No, this is not mandatory. The choice greatly depends on the audience that the concept is written for. Mediacorp could also choose to commission the content in a language beyond what is proposed.*

Q. When will we be notified of the outcome of the submissions?

- A. *The Commissioning Team will notify all PHs on the outcome of the submissions from end July 2021. If successful, shortlisted PHs will be required to attend the Face-to-Face Pitches to commence in August 2021.*

Content-Related

Q. We have a great idea for a returning series. Why can't we submit the concept as part of this CFP?

- A. *Returning series warrant a different review as we benchmark these to its past performance and other criteria. In addition, our goal of this CFP is to spark-off new content IPs. If you have strong reasons to push for a returning series, please connect with your commissioning contact. We will guide you on the next steps.*

Q. Is Mediacorp looking at travel-related concepts or ideas which involve overseas shooting?

- A. *Yes, we are open to such concepts. However, due to the uncertainty amidst the current pandemic situation, PHs should present Plan B as part of the proposal in case travel is not possible.*

Q. Are we required to submit content extension ideas as part of the submission?

- A. *PHs should include all planned elements of the concept or idea as part of the submission. Content extension ideas are a good-to-have, but not mandatory.*

Q. Can we submit co-production concepts / proposals?

- A. *We welcome good co-production ideas. As co-productions are dependent on the business model that all parties must agree with, it is also dependent on the production investments from the partners. If you have confirmed / prospective co-production partner(s), we require you to state that upfront to facilitate a suitable discussion with us and relevant partners.*

Q. What is the highest rating we can go with the Classification of Content?

The highest Classification Code will be M18 for our digital platforms, and PG13 for our free-to-air platforms.

Evaluation Criteria

Q. What is the evaluation criteria for the CFP?

A. *The evaluation of concepts will be based on 4 broad criteria of:*

- *Creativity (40%)*
- *Engagement (30%)*
- *Budget (20%)*
- *Key Creatives (10%)*

Q. We are a new PH and/or have not produced for Mediacorp prior to this. Will that be a disadvantage?

A. *In the case of PHs who have never worked with Mediacorp, the Commissioning Team will evaluate the concepts based on the experience of the key personnel of the team. Thus, it is important for PHs to provide sufficient details and/or accolades of the team as part of the submission form.*

Submission Details

Q. What is the submission process?

A. Simply proceed to mediacorp.sg/commissioning to submit your concepts to us via our online form. The submission period is open from 11th June 2021, 1700Hrs to 11th July 2021, 2359Hrs. Kindly note that email submissions will not be valid.

Q. The submission form requires minimal information. Can we provide more details about my concept?

A. *You may share a link to a cloud/drive that allows us to access to more materials. However, do note that the details provided in the submission form will be the first filter. Thus, please ensure that all mandatory fields of the form are populated.*

Q. If there are multiple partners co-submitting the idea, how should we reflect that in our submission form?

A. *In such a scenario, decide on a key contact and indicate it clearly in the submission form. Do also include details of which other partners are coming together and indicate their role in the submission form. Do note that you need not submit multiple submissions of the same concept.*

Q. I have an excellent original idea/format, but I do not belong to/am not represented by a Production House. Can I still submit my proposal?

A. *You will need to partner with an accredited Production House in order to submit a concept.*

Q. Can we submit ideas/concepts which have been previously submitted to Mediacorp through previous CFPs?

A. Yes, but do consider why these proposals were not selected previously, and what updates you have made that would have us select them this round.

Q. Can we send concepts I am submitting to Mediacorp via this CFP, to other networks concurrently?

A. Yes, but let us know when you do so.

Q. What language(s) can we submit our concept in under the submission form?

A. It is mandatory for all concepts to be submitted in English, but you are welcome to submit ideas of the concept in Chinese, Malay or Tamil through a cloud-shared drive.

Q. Is there a maximum number of concepts that we can submit as part of this CFP?

A. There are no restrictions to the number of concepts to be submitted.

Q. Who can we contact if the submission form is not working?

A. Please write in to commissioning@mediacorp.com.sg and we will get back to you within 3 working days.