

The Creative Assembly: A Call for Unscripted Ideas

Frequently Asked Questions (FAQs)

About the CFP

Q. Is there going to be a separate call for scripted content or can we submit scripted content as part of this call as well?

A. We are only looking for unscripted ideas in this call. Please look out for future calls for scripted content.

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 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. Can we still submit our concept for a specific language though the language group has not specified the genre/sub-genre as part of the CFP?

A. Yes, you may but you need to indicate the language as the 'secondary language' in the submission form. It is necessary for you to indicate the language for which you are submitting the concept for as indicated in the CFP as the 'primary language'.

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 early May 2022. If successful, shortlisted PHs will be required to attend the Face-to-Face Pitches to commence in end May 2022.

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. We have a great idea but it does not fulfil any of the genre/sub-genre requirements of the respective language groups. Can we still submit the concept idea?

A. The scope of this unscripted CFP is limited to the respective language groups' requirements. Do look out for our annual WOM CFP later this year for submission of other ideas.

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 a 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?

A. 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 18 March 2022, 0000Hr to 18 April 2022, 2359Hr. 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 upload additional materials as part of the submission. 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. We have an excellent original idea/format, but I do not belong to / am not represented by a Production House. Can we still submit my proposal?

A. *No, 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. What is the 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. We are a non-Singaporean company. Can we send in our submissions for the CFP?

A. PHs working on Mediacorp content need to have a minimum of 50% local workforce. In order to qualify, you may partner with a local company.

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.