

the creatives assembly

A Call for Unscripted Ideas

Friday, 18 March 2022 | 3.00pm – 4.30pm

Who do we target in this Call?



Mass Audience



Youth (13 to 24)



Millennials (25 to 39)



**Mature Audience
(40 to 55)**

What are our video platforms?

FTA

- **Audience** : Mass. Strong pull with mature audience
- **Content That Work Best:**
 - Gameshows, human-interest stories



meWATCH

- **Audience** : Mass. Strong pull youth and millennials
- **Content That Work Best:**
 - Gameshows, reality formats, investigative

YouTube

- **Audience** : Mass. Strong with youth and millennials
- **Content That Work Best:**
 - Reality, Investigative, Travel, Home & Living

Opportunities outside of video platforms

✓ Collaborate with IHLs to promote content

IHL
Engagement

Audio
Extension

✓ Expand content verticals and reach new audiences through audio assets

✓ Collaborate with Mediacorp and other media network on co-investment of IPs

Co-Productions

Social Media /
Third Party
Platform
Extensions

✓ Expand IP across third-party platforms for greater reach

Concept Parameters & Formats

1. All formats are welcome, including self-contained series, pilots or content with strong transmedia elements.
2. Content can be in any or all of the 4 official languages. You may select primary and secondary languages.
3. Target Audience: Mass | Youth (13-24) | Millennials (25-39) | Mature (40-55)
4. Including video references with your concept is encouraged.
5. Commissioned series to be hosted on FTA, meWATCH & other digital Mediacorp platforms (e.g., Mediacorp YouTube channels)

| | |
|---------|--|
| Formats | <u>LONG FORM</u> <ul style="list-style-type: none">• Do you prefer building your format over a series?• Formats between 11mins to 60mins |
| | <u>SHORT FORM</u> <ul style="list-style-type: none">• Content made for digital audience!• Formats between 3 to 5mins (E.g., Short Stories, Factoids, Entertainment News) |
| | <u>ONE-OFF SPECIALS</u> <ul style="list-style-type: none">• We are open to content told over single episode (E.g., documentary >60mins) |



What are we looking for?

What are we looking for?



| Genre/Language | Description |
|------------------------------|--|
| Arts & Heritage | Showcase an insightful journey and enhance appreciation for our local arts and heritage. |
| CSR / Human Interest Stories | Inspirational real human-interest stories. Focus on diversity and inclusion, feature minorities and underprivileged. |
| Food & Culinary | Showcase interesting food cultures, culinary traditions and uncover stories of those who create these delicacies and flavorful dishes. |
| Home & Living | Provide design ideas, practical tips, useful hacks to improve / upgrade their homes and living. |
| Health & Wellness | Health format that demystify health related issues that audience may have. |
| Reality Formats | Reality format with refreshing execution and concept that will be the talk of the town. |
| Social / Investigative | Investigative format that showcase true societal or community issues. |
| Travel | Interesting and inspiring travel format series that will make audience want to pack their bag for a VTL vacation. |
| Game Shows | Riveting and exciting game formats. Refreshing execution and concept. Anything that will make our audience on the edge of their seat. |

What are we looking for?

| Genre/Language | English | Chinese | Malay | Indian |
|------------------------------|---------|---------|-------|--------|
| Arts & Heritage | | ✓ | ✓ | ✓ |
| CSR / Human Interest Stories | ✓ | ✓ | ✓ | ✓ |
| Food & Culinary | ✓ | ✓ | | ✓ |
| Home & Living | ✓ | ✓ | | ✓ |
| Health & Wellness | | ✓ | | |
| Reality Formats | | ✓ | ✓ | ✓ |
| Social / Investigative | | ✓ | | ✓ |
| Travel | ✓ | ✓ | | ✓ |
| Game Shows | ✓ | ✓ | ✓ | ✓ |

Content Genre Overview

All submissions must state the primary language for any of the content genres selected as per the respective language requirement. You may indicate interest to submit concept for the other languages if not indicated in the above table under secondary language.

What are we looking for?

- ✓ Looking for a modern, irreverent and comedic youth skewed digital series around the topic of love.
- ✓ Recommend to draw inspiration from digital content creators rather than familiar reality game show formats.



Game Show
(Dating)

Travel &
Food

- ✓ Content that combines food and travel. Be unafraid to consider content that showcases the fun and quirky side of life on the road. We'd like the content to appeal to our MASS audience on TV and we're open to treatments such as hosted, un-hosted or something completely different.



English

Home & Living

CSR / Human
Interest Stories

- ✓ Home & Décor / Green Living content that appeals to a digital audience. We're looking to entertain and provide tips or inspiration into design, practical home hacks that can improve living arrangements.
- ✓ No restrictions on how the content is treated.

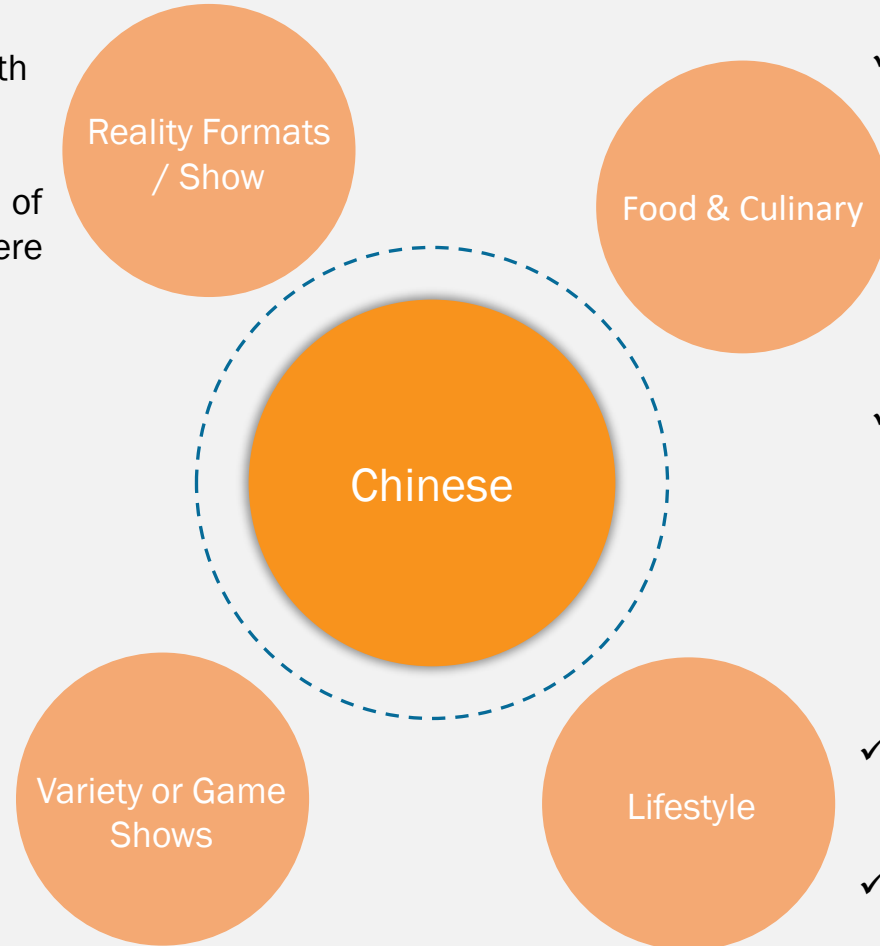
- ✓ Feel good human-interest stories with a keen understanding for inclusivity for persons with disabilities (PwDs) or the vulnerable. Content should have mass appeal, in other words, it should attract all ages.

What are we looking for?

- ✓ Talent discovery
- ✓ Romance & Dating - Romance reality format with refreshing execution and modern concept that will be the talk of the town.
- ✓ Celebrity-driven - We want to have a glimpse of our celebs unknown and personal side. Is there never-ending drama in their life?



- ✓ Riveting and exciting game formats. Refreshing execution and concept. Anything that will make our audience on the edge of their seat. Celebrities are preferred.
- ✓ Light-hearted formats with celeb appeal that audience can just tune in and let it roll.



- ✓ Food - Showcase interesting food cultures, culinary traditions and uncover stories of those who create these delicacies and flavorful dishes.
- ✓ Cooking - Unscripted series. Let our viewers see and feel the passion of food enthusiasts out there.



Combine food / culinary with other genres like travel

- ✓ Home & Décor / Green Living - Provide design ideas, practical tips, useful hacks to improve / upgrade their homes and living.
- ✓ Travel - Aspirational and inspiring travel reality series that will make audience want to pack their bags for a VTL vacation.

What are we looking for?

- ✓ Inspirational real human-interest stories. Focus on diversity and inclusion, feature minorities and underprivileged.



CSR / Human Interest Stories

Chinese

Arts & Heritage

- ✓ Showcase an insightful journey and enhance appreciation for our local arts and heritage.
- ✓ Can be combined with other genres to higher entertainment value.



Social Issues

- ✓ Current, informational, analytical. Gives our audience insight on the latest social trends, phenomenon locally, regionally or around the world.
- ✓ Mixed themes like investigative documentary or documentary drama that will enhance the appeal of the title is preferred.

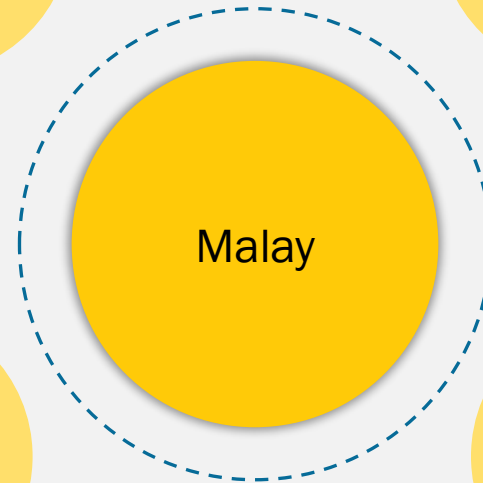
What are we looking for?



- ✓ Format that gives an insightful journey to appreciate our local arts and heritage.



- ✓ Gameshow format with refreshing execution and concept that involves the public, celebs or both.



- ✓ Entertaining celebrity-driven reality format with refreshing execution and concept that will be the talk of the town. We'd like the content to appeal to our MASS audience on TV.



- ✓ Inspirational and real human-interest story driven by a celebrity. Focus on diversity and inclusion, that features minorities and underprivileged. We are open to overseas CSR-related stories. We'd like the content to appeal to our MASS audience on TV.

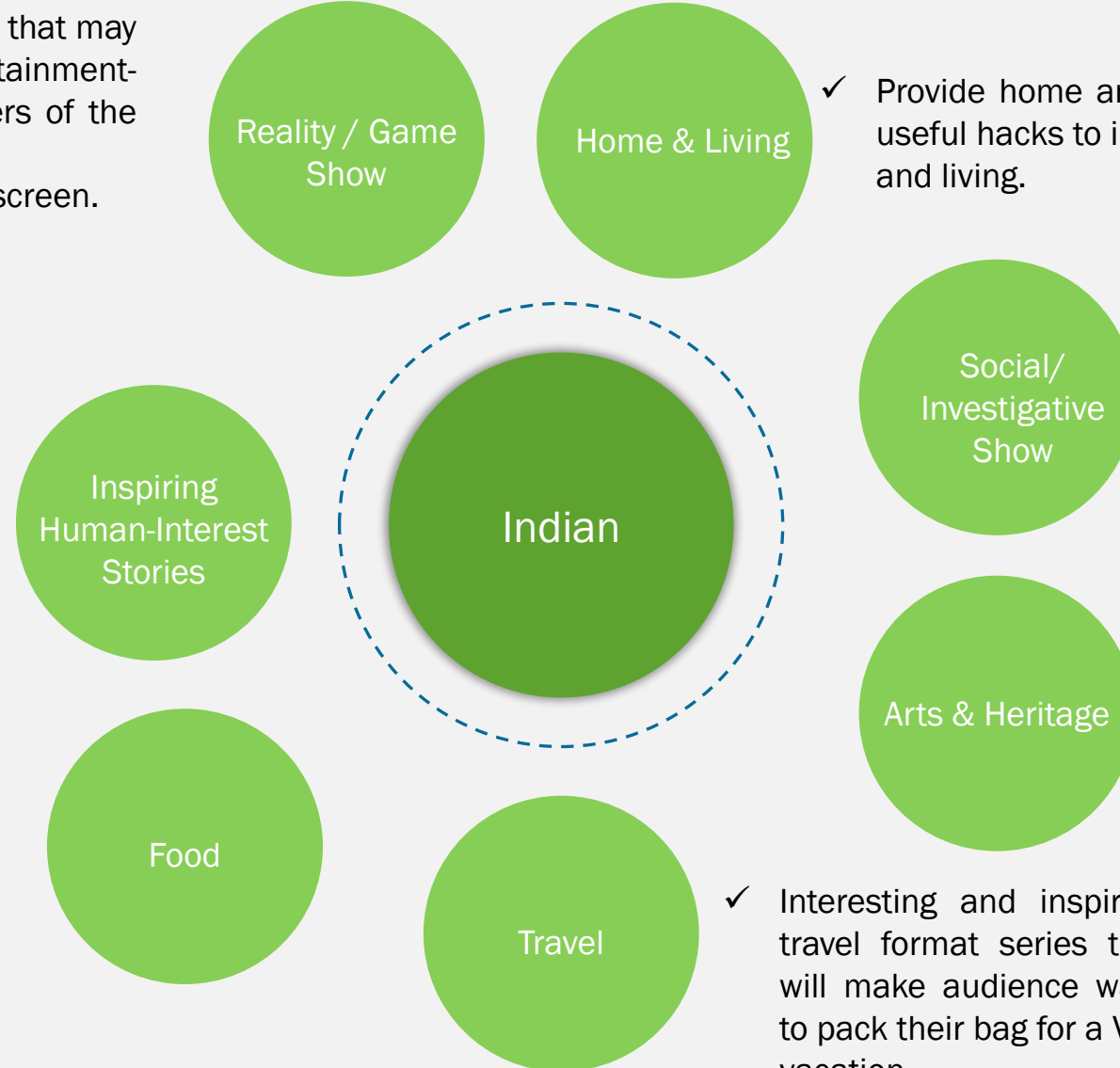


What are we looking for?

- ✓ Gameshow - Fun and quirky formats that may lend itself to cinema trivia or entertainment-skewed segments involving members of the public and/or celebrity-driven.
- ✓ Talent discovery – onscreen and offscreen.



- ✓ Feel good real human-interest story with inclusivity for the mentally, physically disabled or the underprivileged.
- ✓ Showcase interesting food cultures, culinary traditions and uncover stories of those who create these delicacies and flavorful dishes
- ✓ May explore food within reality formats.



- ✓ Provide home and décor ideas, practical tips, useful hacks to improve / upgrade their homes and living.



- ✓ Investigative format that showcase true societal or community issues.
- ✓ Format that gives an insightful journey to appreciate our local Indian arts and heritage.
- ✓ Interesting and inspiring travel format series that will make audience want to pack their bag for a VTL vacation.

How do we RATE ideas?

40%

Creativity

- How unique and innovative is your concept and treatment?
- Are the challenges distinct?

30%

Engagement

- What about your concept will keep the audience glued to the screen?
- Will it appeal to our primary audience?

20%

Budget

- Do the demands of the concept execution justify the proposed budget?
- COVID-19 related expenses to be factored into submission

10%

Key Creatives

- Who are the key creatives/personnel who will be central to delivering the desired outcome?
- Will the cast resonate with the audience?

Timeline



Key Information

UNSCRIPTED CFP LAUNCH : 18 MARCH 2022

CFP DEADLINE: 18 APRIL 2022

SUBMIT AT: <https://www.mediacorp.sg/business/commissioning>

***Note:**

All submissions to be done via the portal, email submissions will not be accepted.

Do take note of the CFP timeline and let your creativity flow now to avoid missing the submission deadline.

All production houses/content creators must be adoptees of the TSMF (Tripartite Standard on Procurement of Services from Media Freelancers) in order to submit proposals to Mediacorp.

Send enquires to commissioning@mediacorp.com.sg

What does it mean to be an adoptee of the TSMF?

Tripartite Standard on Procurement of Services from Media Freelancers (TS Media Freelancers) is jointly developed by Infocomm Media Development Authority (IMDA) with Tripartite Partners Ministry of Manpower (MOM), National Trade Union Congress (NTUC), Singapore National Employers Federation (SNEF) and supported by Tripartite Alliance for Fair and Progressive Employment Practices (TAFEP).

The TS Media Freelancers is intended to encourage fair and progressive employment practices by companies and to provide better support for media freelancers.

By implementing these standards, companies will distinguish themselves as progressive hirers that freelancers look for.

How to Apply:

- Submit Tripartite Standards Form to <https://www.tal.sg/tafep/getting-started/progressive/adopt-tripartite-standards>
- Acceptance to become an adoptee may take up to 2 weeks
- For enquiries, email ts@tafep.sg
- Attach either adoptee list with your company name highlighted or acceptance email from TAFEP if list has not been updated by submission

Useful Links:

<https://www.imda.gov.sg/imtalent/programmes/ts-for-media-freelancers>

<https://www.tal.sg/tafep/getting-started/progressive/adopt-tripartite-standards>

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