

CREATIVES ASSEMBLY 2022

Content Development Pitch

THE CONTENT DEVELOPMENT PITCH

As part of Mediacorp's Creatives Assembly 2022*, we launch a NEW initiative, the **Content Development Pitch**, where we search for the most innovative concepts that we'd like to further develop through the commissioning of a pilot.

The best idea will be awarded **up to \$250,000** of development budget to produce a pilot.

For this inaugural launch, we are calling for proposals in the **scripted genre**. If you have ideas for the next ground-breaking scripted series, we are looking at you to submit your concepts through this call-for-ideas/proposals.

THE LIVE PITCH COMPETITION

On 3 Nov 2022, during the Creatives Assembly event, shortlisted finalists will be invited to battle it out and pitch LIVE in front of the industry, to an esteemed panel of judges. Results will be announced on the spot, and the winner will be awarded up to SGD250k worth of development budgets to produce a pilot.

Wow us. Be BRAVE. Be BOLD.

Carpe Diem!



THE DETAILS

WHAT WE SEEK TO COMMISSION



Format:
Pilot



Genre:
Scripted



Duration:
Open



Target Audience:
Open



Winning Concept:
Up to SGD 250K of
Production Budget

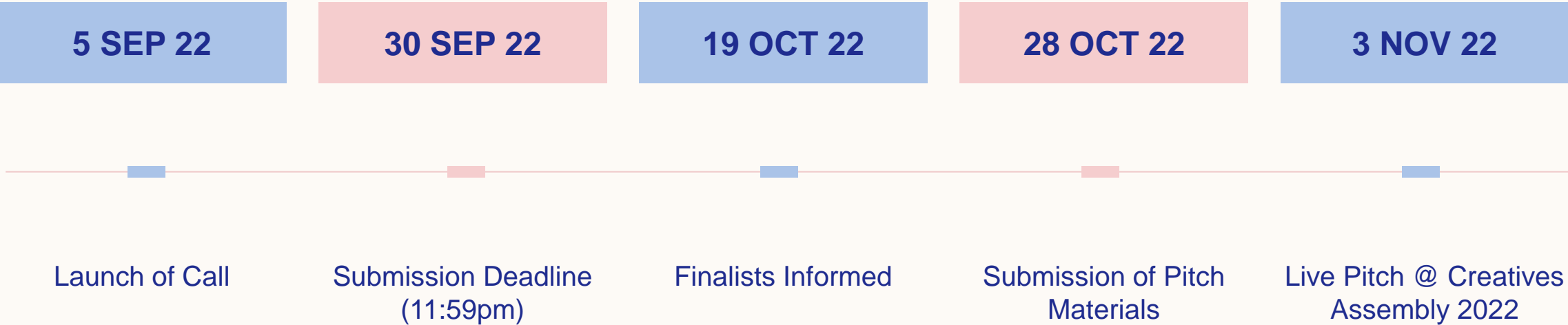


Qualification:
Any company that is
an adoptee of the
Tripartite Standard
on Procurement of
Services from Media
Freelancers (TS
Media Freelancers)



Bonus points for
concepts with
collaborations /
partnerships
between creatives

TIMELINE



THE SUBMISSION

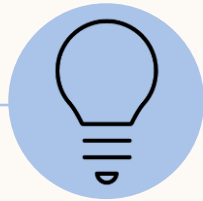


ALL PROPOSALS TO BE SUBMITTED VIA THE **SUBMISSION FORM*** FOUND ON THE
COMMISSIONING PORTAL

www.mediacorp.sg/commissioning

* Please ensure that all mandatory fields of the form are populated.

SCORING CRITERIA



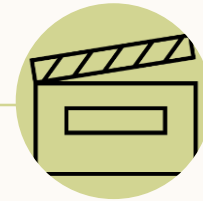
CREATIVITY 50%

- Is the concept unique?
- Is the concept refreshing?
- Is the concept ground-breaking?
- Does the concept push boundaries?



STORY 30%

- Is the story comprehensive?
- Is the story relevant?
- Does the story resonate?
- Does the story have strong dramatic content?
- Is there enough conflict?
- Are the characters memorable?



EXECUTION 20%

- Does the creative team have the ability to execute the idea?
- Do key creatives have sufficient experience?
- Can the team pull the idea off within the proposed budget?

THANK YOU

For enquiries, please contact

Mediacorp Content Commissioning

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