

Creatives Assembly 2022: Content Development Pitch

Frequently Asked Questions (FAQs)



About the Content Development Pitch

Q. What is so different about this Content Development Pitch as compared to previous Call-For-Proposals (CFP) exercises?

A. *Unlike the previous CFPs where we commission a full series, the winner of this pitch will receive a development budget of anything up to SGD250K to produce a pilot.*

Q. Will the concepts stand a chance to be developed into a full series?

A. *The winning concept will be commissioned as a pilot. After the pilot is produced successfully, Mediacorp will enter into further discussions with creatives to pursue the commissioning of a full series should Mediacorp see merit in the project.*

Q. Can we submit unscripted concepts for the 2022 Content Development Pitch?

A. *We are only looking for scripted concepts for the 2022 Content Development Pitch.*

Q. Can we submit kids concepts for the 2022 Content Development Pitch?

A. *We are not looking for kids content genres for the 2022 Content Development Pitch (but look out for the upcoming Creatives Assembly 2022 call-for-ideas event happening on 3 November 2022).*

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

A. *The Commissioning Team will notify all creatives on the outcome of the submissions second half of Oct 2022. If successful, shortlisted submissions will be invited to pitch their concepts live in front of the industry to an esteemed panel of judges live during Creatives Assembly 2022 on 3 Nov 2022, where the winner will be awarded the commission.*

Q. Is there only 1 winner for this pitch?

A. *Yes. 3-5 top scoring concepts will be short-listed for the LIVE pitch that will take place on 3 November 2022 during Creatives Assembly where only 1 will be awarded anything up to SGD250K of development budgets to produce the pilot. However, this does not prevent Mediacorp from continuing conversations on other projects with high promise, apart and aside from the competition.*

Q. Are there any delivery deadlines for the winning pitch?

A. *Yes. The winning team should be committed and able to deliver the pilot to Mediacorp no later than 31 May 2024.*

Q. If we miss this Content Development Pitch, will there be more call-for-ideas/proposals in the year ahead?

A. *Yes! Come join us on 3 November 2022 at the Mediacorp Campus for our Creatives Assembly 2022 event.*

Content-Related

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

A. *No. We are looking for brand new ideas for this Content Development Pitch.*

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 in order to facilitate a discussion with us and relevant partners.*

Q. In terms of co-production opportunities, who is responsible for reaching out to these partners?

A. *As the content creator, you are responsible for the upfront conversation with the proposed partner at the point of submission.*

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 3 broad criteria of:*

- *Creativity (50%)*
- *Story (30%)*
- *Execution (20%)*

Q. Who will be part of the evaluation panel?

A. *The evaluation panel will be made up of but not limited to Mediacorp's Content Commissioning Team. The 3-5 concepts with the highest scores will be invited to pitch live to a panel of professional judges from the media industry on 3 November during Creatives Assembly 2022.*

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

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

Q. Will Mediacorp be open to share the reason for rejecting proposals with the applicants concerned?

A. *Results of all successful and unsuccessful submissions will be communicated to creatives. Given the large volume of submissions, we might not be able to provide reasons for each and every concept submitted. However, if you feel strongly about a particular concept and would like to seek feedback from the commissioning team, you may write in to commissioning@mediacorp.com.sg and our commissioning editors will get back to you.*

Submission Details

Q. What is the submission process?

A. *Simply proceed to mediacorp.sg/commissioning to submit your concepts to us via our digital submission form. The submission window starts from 5th September 2022, 1200 hrs and ends on 30th September 2022, 2359 hrs. 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 additional materials. However, do note that the details provided within the Submission Form fields will be our 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. You **do not** need to 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 Company / Production House. Can I still submit my proposal?

A. *All submissions must be made through a locally registered Company that is an adoptee of the Tripartite Standard on Procurement of Services from Media Freelancers (TS Media Freelancers). If not one yourself, please consider partnering a Company that fulfils the above criteria.*

Q. Can I send concepts submitted to Mediacorp via this Content Development Pitch, to other networks concurrently?

A. *Yes, but please let us know should you do so.*

Q. What language(s) can we use in the submission form?

A. *It is mandatory for all fields to be populated in the English language, but you are welcome to elaborate on your concept in Chinese, Malay or Tamil through additional materials uploaded onto a cloud/shared drive.*

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

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.*