

MDA Digital Advertising CFP

8 Sep 2010

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IDM Programme Office

A National Strategic Programme:

To Build a Sustainable Vibrant IDM Industry that is fueled by **World Class R&D** and **Entrepreneurship**.

Goals & Initiatives of IDMPO

Programmes

Goals

Fuel a Vibrant Media Sector

15-20% CAGR

FutureScape

Sustain
CAGR
15-20%

Establish Singapore as a
Preferred location for IDM R&D

A Compelling Advantage

i.ROCK

Orchestrate
R&D
Breakthru

Help Pioneer the Next
Generation Media

100M Global Users

i.JAM

Igniting
Grassroots
Innovation

Harnessing IDM
Transforming Learners

IDM in
Education

Transforming
Learning
Through IDM

Future of Media Partner Network

Marshalling the Local Industry

Rich Media Publishing



Mobile Media



Games & Virtual Worlds



160
Partner
Companies

20%
Of Companies
in IDM Sector

~950m
Combined
Userbase

Objectives of CFP

To support the R&D and Commercialization of new innovative IDM applications, services and platforms
=> Catalyse the development of the digital advertising eco-system.

Areas: **Analytics, Digital Advertising applications, Payment, or Interactive TV**

Serve as enablers for the 3 IDM sub-sectors of Rich Media, Mobile Media & Virtual Worlds.

Areas of Focus (examples)

Analytics

- Video/ Audio
- Social Media (sentiment analysis,...)

Interactive TV

- IPTV / Web TV
- Social TV
- TV Games

Digital Advertising

- Online
- Mobile
- In-Game
- Interactive Out-of-Home

Payment Solutions

- Mobile Payment
- Micro Payment

Example Projects Funded

Analytics



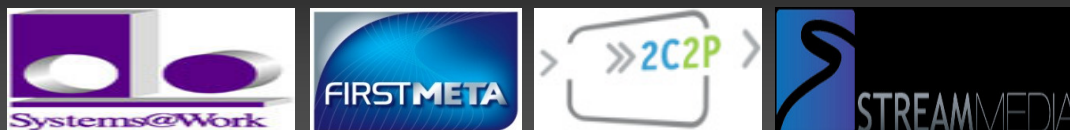
Digital Advertising



Interactive TV



Payment Solutions



Types of Projects

- **i.JAM (Microfunding)**
 - For startups to develop new and innovative IDM ideas
- **Futurescape (R&D)**
 - For Industry R&D leading to breakthroughs that can result in innovative IDM applications & services
- **New Media (Commercialisation)**
 - For scaling-up of commercially viable IDM applications & services
 - Have potential to take a leading position regionally or globally

Types of Funding for Companies

- Earmarked further **\$30M** Funding for Digital Advertising CFPs over the next 3 years
- Funding Schemes
 - **i.JAM (Microfunding)**: funding for Start-ups to develop innovative ideas in IDM (\leq \$50K)
 - **FutureScape (R&D)**: Co-funding for SMEs, Large companies & MNCs (\leq 50% of R&D costs)
 - **New Media (Commercialisation)**: Co-Funding for scaling up of existing IDM apps & services (\leq 30% of commercialisation costs)
- Period of the Call: **8 Sep 2010 to 31 Oct 2010**

Offerings by MDA

FUNDING

Grants
up to \$50k

Co-Funding
up to \$1M

Co-Investment
up to \$10M

PARTNER NETWORK

Future
Mobile

Future
Media

Future
Worlds

DEMAND DRIVERS

SiTF

SingHealth

SCCL

NHB

SingTel

Nokia

Apple

HP

R&D

8 International
Research Centres

8 Local
IDM Centres

EVENTS

i.Jamming

Conferences

iMatch

COMMON SERVICES

3D SG

Webcams

Datasets



Thank You

www.idm.sg/cfp/

