

MEDIA | INDUSTRY DIGITAL PLAN

A Guide for Small and Medium Enterprises (SMEs) to Assess
Their Digital Readiness and Opportunities to Go Digital



In support of:



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A decorative graphic in the top right corner of the purple header. It features a network of white lines connecting various media-related icons: a camera, a play button, a game controller, a film strip, and a pair of headphones. The icons are arranged in a circular, interconnected pattern.

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01 OUR MEDIA INDUSTRY

Singapore's Media industry is made up of diverse sub-sectors that contribute to the development of a vibrant media ecosystem.



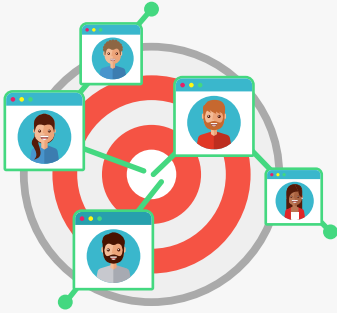
Source: Department of Statistics; Ministry of Manpower; Accounting and Corporate Regulatory Authority (ACRA) (as at November 2018)

02 INDUSTRY TRENDS AND OPPORTUNITIES

Globally, Media industries are transforming.



Technology Disruption



As technology advances, data becomes critical for personalisation and hyper-targeting of audiences.

Audience Fragmentation



With more digital platforms and mobile devices entering the market, audiences have more choices.

Intensified Competition



Amid disruption of value chains for media, some businesses thrive, while others face tough challenges.

Source: Ovum Digital Economy 2025

INDUSTRY TRENDS AND OPPORTUNITIES

Amid the challenges, there are opportunities to create growth and access new markets.



SHRINKING
MARGINS &
REVENUE LEAKAGE



RISING COSTS
& LOW BUSINESS
COST-EFFICIENCY



NARROWING WINDOWS
FOR DELIVERY ACROSS
MULTIPLE PLATFORMS

ACTION PLAN

Address Productivity – Improving the Bottomline



Streamline Operations,
Optimise Resources



Increase Discoverability
of Content/Services



Integrate Platforms
for Productivity



EXTRACTING VALUE
FROM REPURPOSED
CONTENT



SUSTAINING RETURN
ON INVESTMENT OF
CONTENT ACQUISITION/
PRODUCTION



DIVERSIFYING
NEW REVENUE
STREAMS

ACTION PLAN

Create New Value – Growing the Topline



Innovate New Ways to Monetise
Intellectual Property (IP)



Leverage Tech for
New Growth Areas



Access New Markets

Source: Ovum Digital Economy 2025

INDUSTRY TRANSFORMATION MAP

The Infocomm Media Industry Transformation Map (ICM ITM), launched in 2017, aims to build a strong ICM core with capabilities in frontier technologies, within our ecosystem. With increased usage and reliance on technology by the industry and businesses to drive growth, pervasive digitalisation and technological transformation will also serve as a growth multiplier for other industries in the economy.



Click [here](#) or scan this QR code for more details on the Infocomm Media ITM

03 SMEs GO DIGITAL

Makes going digital simple for SMEs.

Aligned to the ITM, the Industry Digital Plan (IDP) is part of the SMEs Go Digital Programme that provides SMEs with step-by-step advice on the digital technologies to use at each stage of their growth.



SMEs Go Digital comprises the following:

CTO-as-a-Service

Assess your digital readiness, explore digital solutions and request for digital advisory and project management services.

INDUSTRY DIGITAL PLANS (IDP)

Step by step guide on digital solutions and training required at each stage of your business growth.

PRE-APPROVED SOLUTIONS

Proven off-the-shelf digital solutions pre-approved by IMDA to meet your business needs. Government grants, e.g. Productivity solutions Grant (PSG), are available for the adoption of these solutions.

START DIGITAL

Foundational digital solutions for new SMEs to get a head start in going digital.

GROW DIGITAL

Leverage Business-to-Business (B2B) and Business-to-Consumer (B2C) e-commerce platforms to go international, without a physical presence overseas.

ADVANCED DIGITAL SOLUTIONS

Advanced and integrated digital solutions to help you strengthen business continuity and build longer term resilience.

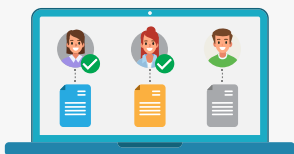
04 DIGITAL ROADMAP

This digital roadmap serves as a guide for SMEs to follow on your digital journey.

Getting Ready for the Digital Economy

Stage 1
Streamlined Operations,
Optimised Resources

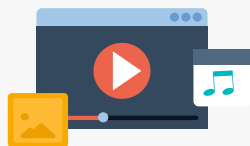
Resources



Real-time Production/
Project Management



Freelance Workforce
& Vendor Contract/
Billing Management



Digital Media Assets
Management & Optimisation

Growing in the Digital Economy

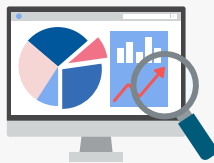
Stage 2
New Markets, Connected
Ecosystem



Community Management
& Business Lead Generation



Trusted Shared
Creative Services



Predictive Analytics for
Market Expansion
& Content Localisation

Leaping Ahead

Stage 3
Trusted Content, Intelligent
Business



Blockchain-enabled Digital
Rights Management
& Monetisation



Artificial Intelligence-enabled
Content Creation



Targeted, Personalised
& Immersive Experiences

Business Capabilities

Customer Relationship Management, Enterprise Planning, Human Resources/Staff Appraisal, Payroll, Contract and Quotation, e-Invoice and Inventory Management

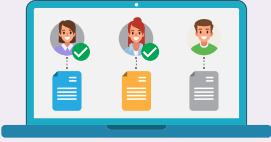

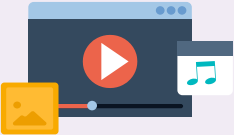
Note: This roadmap will be updated as digitalisation of the industry progresses and new technologies are introduced to the industry.

GETTING READY FOR THE DIGITAL ECONOMY

Stage 1

Streamlined Operations, Optimised Resources

Streamlined and integrated business processes to enhance productivity and efficiency.




Digital Solution	Solution Description	Benefits
 Real-time Production/ Project Management	Track schedule, resources, budget, risk and communications across production/project lifecycle in real-time and on-the-go (mobile).	<ul style="list-style-type: none">• Enhanced collaboration with stakeholders• Optimised resources, productivity and revenue• Improved risk management
 Freelance Workforce & Vendor Contract/ Billing Management	Manage and streamline business contracts and billing management of production/project workforce, vendors and freelancers.	<ul style="list-style-type: none">• Optimised budget and cashflow management• Improved controls of vendor contract and billing operations• Increased satisfaction of workforce and freelancers
 Digital Media Assets Management & Optimisation	Automate tagging and indexing of metadata for media IP and assets to enable faster search and retrieval of relevant content for reuse, repurposing and monetisation.	<ul style="list-style-type: none">• Improved monetisation of current media assets• Optimised search and retrieval of relevant media content• Increased revenue opportunities

GROWING IN THE DIGITAL ECONOMY

Stage 2

New Markets, Connected Ecosystem

Connected media ecosystems for access to new markets that maximise business value.




Digital Solution	Solution Description	Benefits
 <p>Community Management & Business Lead Generation</p>	<p>Monitor 360-degree customer interactions to enhance insights, satisfaction, and personalise offers. Drive social media presence, deliver engaging content and build community influence and reach. Chatbots can be used for fielding customers' queries.</p>	<ul style="list-style-type: none"> • Increased customer satisfaction and retention • Greater brand awareness and reach • Optimised revenue returns
 <p>Trusted Shared Creative Services</p>	<p>Provide on-demand access to trusted sources of shared creative services & talent.</p>	<ul style="list-style-type: none"> • Improved efficiency of transaction interaction • Increased sales from new market opportunities • Enhanced overall user experience
 <p>Predictive Analytics for Market Expansion & Content Localisation</p>	<p>Leverage algorithms (including machine learning, etc.) to identify content trends and predict the likelihood of content success in new markets.</p>	<ul style="list-style-type: none"> • Augmented insights on future trends • Reduced risks • Optimised investments in media content

LEAPING AHEAD

Stage 3

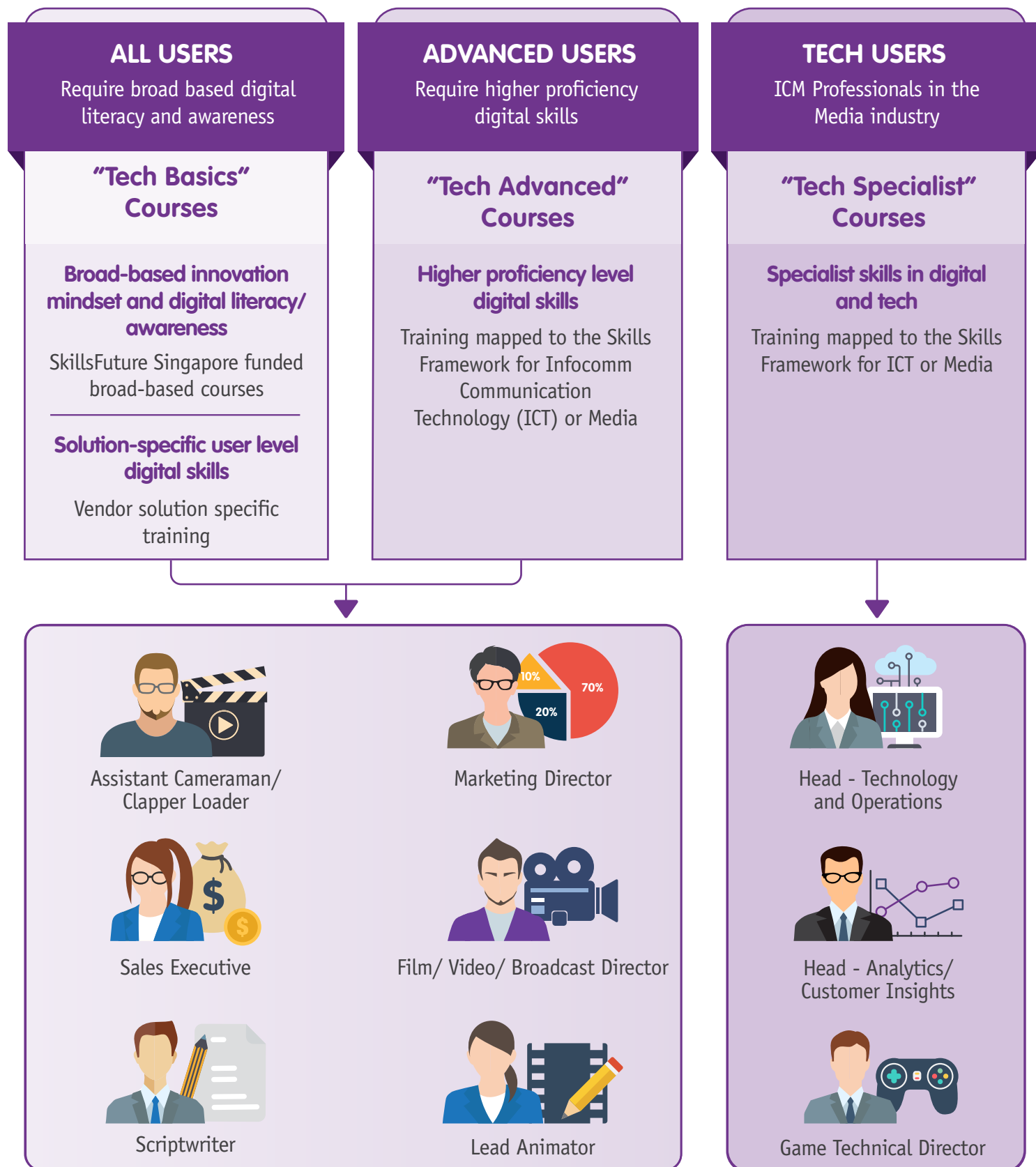
Trusted Content, Intelligent Business

Advanced technology to strengthen trust and deepen transaction intelligence.

Digital Solution	Solution Description	Benefits
 Blockchain-enabled Digital Rights Management & Monetisation	Leverage blockchain technology to prevent unauthorised redistribution of digital media, and control the use and copying of content.	<ul style="list-style-type: none">• Reduced revenue leakage• Strengthened protection and artistic control for copyright holders
 Artificial Intelligence-enabled Content Creation	Deploy Artificial Intelligence (AI) to create and augment compelling media content.	<ul style="list-style-type: none">• Enhanced media creation capabilities to augment media professionals• Increased new media opportunities and revenue streams• Reduced manual efforts to index and categorise media content
 Targeted, Personalised, & Immersive Experiences	Leverage predictive analytics and immersive media to create targeted, personalised content and experiences.	<ul style="list-style-type: none">• Enhanced revenue opportunities with personalised offers• Enriched customer experience• Increased customer engagement

05 DIGITAL SKILLS NEEDED

Digital skills are required for all media job roles, to varying levels of proficiency. Job roles may require upskilling to support your digitalisation journey.



DIGITAL ROADMAP ON TRAINING



	Getting Ready for the Digital Economy Stage 1	Growing in the Digital Economy Stage 2	Leaping Ahead Stage 3
"Tech Basics" Courses Require broad based digital literacy and awareness	Media Tech I: <ul style="list-style-type: none"> • Skillsfuture for the Digital Workplace • Innovation Mindset (1, 2) • Intro to Project Management (1, 2) • Intro to Revenue Management <div> ○ ○ </div>	Media Tech II: <ul style="list-style-type: none"> • Unleashing Innovation • Intro to Social Media Management (1, 2) • Intro to Data Analytics (1, 2) <div> ○ ○ </div>	Media Tech III: <ul style="list-style-type: none"> • Intro to Blockchain (1, 2) • Intro to AI (1, 2) • Intro to Immersive Media (1, 2, 3) <div> ○ ○ </div>
Vendor solution specific training			
"Tech Advanced" Courses Require higher proficiency digital skills	<ul style="list-style-type: none"> • Certified Associate in Project Management • Hands-On Data Protection Officer Training Programme • Digital Sculpting for Artist • Squared Online Certificate in Digital Marketing <div> ○ ○ </div>	<ul style="list-style-type: none"> • Professional Scrum Product Owner • Intermediate Visual Effects and Motion Graphics with After Effects <div> ○ </div>	<ul style="list-style-type: none"> • Sound Editing Masterclass • Film Directing Masterclass • Practical Foundations in AI with Python • Certification in IT Project Management <div> ○ </div>
"Tech Specialist" Courses Specialist skills in digital and tech	<ul style="list-style-type: none"> • Adobe Premiere Pro for Experienced Editors • CCC Big Data Foundation <div> ○ </div>	<ul style="list-style-type: none"> • Final Cut Pro X: Professional Post Production • Introduction to Python Programming • Data Science I <div> ○ </div>	<ul style="list-style-type: none"> • Professional Certificate in Interactive Environments – AR/ VR Approach • Blockchain Networks <div> ○ </div>

Training programmes aligned to Skills Framework and emerging area under SkillsFuture Series and TechSkills Accelerator (TeSA)

Training Delivery (Legend): ○ Classroom ○ Blended Learning ○ Micro-Learning

06 GET STARTED TODAY

You will be supported at every stage of your digital journey.

1 | Is your business digital-ready?

Find out if you are digital-ready by using the IDP resources at www.imda.gov.sg/media-idp or scan the QR code.



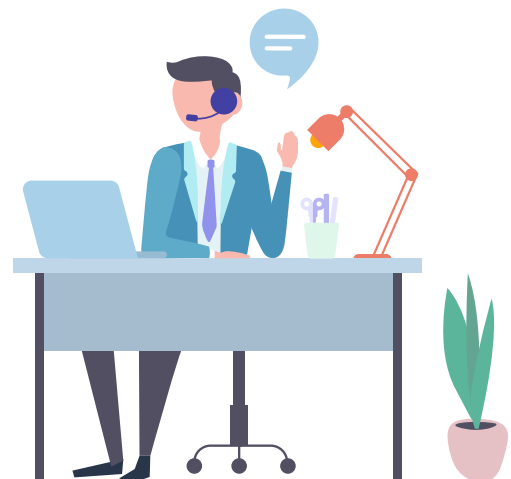
2 | How do you get started?

- Tap on [CTO-as-a-Service](#) to complete your Digital Readiness Self-Check in the web app and select from the recommended digital solutions that best meet your business needs.
- Visit the [GoBusiness Gov Assist](#) website to contact solution providers to purchase and implement digital solutions. If funding support is required, apply for [Productivity Solutions Grant \(PSG\)](#).



3 | Where can you get help?

- Tap on [CTO-as-a-Service](#) for digital consultancy and project management services.
- Visit [SME Centre](#) if you require business advisory.



07 ADDITIONAL INFORMATION

FOR SMEs

Digital Consultancy & Solutions

CTO-as-a-Service

go.gov.sg/CTOaaS

SMEs Go Digital

<https://www.imda.gov.sg/SMEsGoDigital>

GoBusiness Gov Assist

<https://govassist.gobusiness.gov.sg/productivity-solutions-grant/>

Be Safe Online Handbook

https://www.csa.gov.sg/~media/csa/documents/publications/be_safe_online/be_safe_online_handbook.pdf

Business Advisory

SME Centres managed by Trade Associations

- Association of Small and Medium Enterprises (ASME)
- Singapore Chinese Chamber of Commerce & Industry (SCCCI)
- Singapore Indian Chamber of Commerce & Industry (SICCI)
- Singapore Malay Chamber of Commerce & Industry (SMCCI)
- Singapore Manufacturing Federation (SMF)

<https://www.enterprisesg.gov.sg/smecentre>

Enterprise Infoline: +65 6898 1800

FOR INDIVIDUALS

Capability Upgrading and Career Facilitation

Course Directory

<https://www.myskillsfuture.gov.sg/content/portal/en/training-exchange/course-landing.html>

Skills Framework

<https://www.skillsfuture.gov.sg/skills-framework>

Foundational Digital Skills for Future Economy

<https://www.skillsfuture.gov.sg/digitalworkplace>

TechSkills Accelerator (TeSA)

<https://www.go.gov.sg/TeSA>

WSG's Careers Connect

<https://www.wsg.gov.sg/career-services.html>

e2i Centres

<https://e2i.com.sg/app>

FOR ICM VENDORS

SMEs Go Digital

<https://www.imda.gov.sg/icmvendors>

This Digital Roadmap is part of the SMEs Go Digital programme
For programme information and feedback: <https://imda.gov.sg/SMEsGoDigital>

#SGDIGITAL

Singapore Digital (SG:D) is a nation-wide movement to unify Singapore's digitalisation efforts. Whether it is help for different industries to start their digitalisation journeys, or creating new ecosystems, opportunities and capabilities for the future, SG:D is set to take us ahead as a leading digital global node. The :D smiley face icon in the logo signifies the optimism of Singaporeans advancing together with digital innovation. As we progress into the digital economy, it is all about the people – the heart of all we do.



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