



MEDIA RELEASE

Ngee Ann Polytechnic nurtures next generation of media content creators with new programme and industry partnerships

Singapore, 1 December 2022 — Ngee Ann Polytechnic (NP) has forged industry partnerships with mm2 Entertainment and Mothership in conjunction with the launch of its new Common Media Programme (CMP), aimed at bolstering its position as a leading tertiary institution that nurtures the next generation of multi-platform media content creators.

Today, content is delivered through an increasing number of digital platforms to devices such as smartphones, tablets and computers. Content is also consumed over a variety of linear (e.g. radio, television and film) and non-linear platforms (e.g. social media, interactive games, metaverse). These developments have heralded a transmedia business model built on telling stories across multiple media platforms. It is therefore necessary to equip students with the multi-platform knowledge and skill sets to create, market and distribute content to audiences via a wide range of channels and platforms.

NP's Common Media Programme to start students on the path to develop multi-platform media skills

The new Common Media Programme (CMP) by NP's School of Film & Media Studies (FMS), with its first intake in April 2023, aims to nurture the next generation of multi-platform media practitioners. With a curated series of modules that includes storytelling techniques, motion graphics and video production, CMP is poised to give students the multi-platform grounding they need before they enter one of FMS's three diploma courses: Film, Sound & Video, Mass Communication, and Media Post-Production.

Over one semester, CMP students will be exposed to different media skill sets to orient them towards a multi-platform mindset and build foundational skills needed to create transmedia content. In the following two and a half years, the course curriculum will reinforce the foundation by deepening the students' skill sets through industry-relevant programmes such as project collaborations with industry partners, internships, masterclasses, etc.

Industry partnerships to hone emerging skills for multi-platform content creation and distribution

To develop multi-platform media skill sets – including media data analytics and strategies to leverage the creator/influencer economy – FMS has embarked on industry partnerships that allow students to immerse in the media industry, learn from experts who are shaping its transformation, as well as participate in hands-on learning through working on real-world projects.

Mothership, Singapore's leading youth-focused digital news platform, for example, will present students with the opportunity to learn about "digital-first journalism" and how today's audiences can be engaged through storytelling. With FMS's partnership with Mothership, students may build their transmedia storytelling skills through relevant industry exposure. Specifically, they will gain experience in reporting on trends and issues that resonate with youths in Singapore, and sharpen their story angling competency to better engage audiences.

Regional media and entertainment company **mm2 Entertainment** (mm2) will offer students the opportunity to be involved in the creation and distribution of short films through its regional **mPlay Asia** streaming platform, as well as a feature-length film as part of the partnership. This will help students gain practical work experience and hone the skill sets needed for the new media landscape. Students will learn how to market and distribute content to local and regional audiences, as well as develop an understanding of how content platforms bring value to advertisers and content creators. Specialists from mm2 will also co-develop curriculum by offering relevant projects and co-assess students' work, allowing students to acquire the competencies they need for their future careers as multi-platform media practitioners.

Apart from the two new partnerships, FMS has also expanded its existing collaboration with Mediacorp to further drive efforts to nurture the next generation of media professionals. Mediacorp's content creator network Bloomr.SG will look to offer lessons and project assignments to NP students, while there will be opportunities for them to work with Mediacorp in the areas of content creation, social media marketing, journalism, as well as in editorial functions.

The Director of NP's School of Film & Media Studies, Ms Jacqueline Tan, said: "With the rise of converged media, media professionals must learn to harness the power of multiple platforms to engage audiences with their content. With the Common Media Programme and our partnerships with Mediacorp, mm2 Entertainment and Mothership, FMS will open doors for our students to acquire the multi-platform media skills they need to flourish in the dynamic media industry of tomorrow."

Mr Chang Long Jong, Group CEO of mm2 Asia, said: "The School of Film & Media Studies at NP is one of the first media schools in Singapore, and many of our colleagues and business associates have passed through its doors. We are very proud to be working with FMS and NP to develop and support the next generation of media talents. This collaboration is a part of mm2's Youth To Youth (Y2Y) initiative that aims to partner and empower young media talents to make relevant and engaging content that speak directly to youths. Students will get to work with other young media talents and companies under this initiative, with opportunities for cross-pollination of ideas, career advancement and exposure to regional and international markets."

Mr Josiah Ng, Senior Executive Producer, Mothership, said: "Mothership is excited to partner FMS to nurture a new wave of media talents who will help Singapore remain competitive and contribute to various cultural conversations across multiple platforms. This will be especially important as the rapidly-changing media space becomes even more fluid. Our youths have important stories to tell and Mothership hopes to empower the next generation with the media fluency to do so."

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About Ngee Ann Polytechnic

Ngee Ann Polytechnic started in 1963 and is today one of Singapore's leading institutions of higher learning with over 13,000 enrolled students in close to 40 disciplines. It seeks to develop students with a passion for learning, values for life, and competencies to thrive in a global workplace. The polytechnic also supports Continuing Education and Training (CET) through its CET Academy, which offers a wide range of part-time programmes and short courses. It works closely with industry partners to curate programmes for emerging skills, develop talent pipeline for the industries and help adult learners stay agile in today's rapidly changing global economy. For more information, please visit www.np.edu.sg

About the School of Film & Media Studies

The School of Film & Media Studies (FMS) was established in 1989. It was the first tertiary institution in Singapore to offer a full-time Diploma in Mass Communication (MCM). In 1993, the school scored another local first by offering the Diploma in Film, Sound & Video (FSV). Both courses continue to be offered today with the course curriculum aligned to industry needs and latest developments. In 2020, FMS launched its Diploma in Media Post-Production (MPP). FMS has an alumni network of over 7,000. For more information, please visit www.np.edu.sg/fms

About mm2 Entertainment

mm2 Entertainment (a wholly owned subsidiary of mm2 Asia Ltd) is Singapore's leading media entertainment and content company with regional offices in Kuala Lumpur, Taipei, Hong Kong, Shanghai, Beijing and the United States.

In 2017, mm2 Asia Ltd became the first local film production company to be listed on SGX-ST Mainboard. mm2 Entertainment produces content for a multitude of platforms: movies, TV and web series, telemovies, commercial short films and formats. We offer comprehensive film-making services, ranging from the inception of an idea, to financing, sponsorship, production, marketing and distribution. We make things happen. (www.mm2entertainment.com)