



THE STRAITS TIMES INTERACTIVE

Dec 3, 2004 Fri

SEARCH | FAQ | >>

ARCHIVE TUE

LOGIN
USER ID

PASSWORD

FORGOT PASSWORD
UPDATE INFO
CLICK HERE TO TURN ON
"REMEMBER ME"

GO

CLICK TO REGISTER!

SINGAPORE

STI Home > Singapore > Story

PRINT | PDF

Dec 3, 2004

\$37m boost for Singapore animation programmes

Seven children's series will be produced for global market

By Alfred Siew

IN A big move to stimulate the computer animation industry in Singapore, the Med Authority (MDA) and local animation firm Peach Blossom Media are taking part in a year deal to create seven animation TV series for children.

The joint effort, announced yesterday at the Asia Media Festival, will create made-in-Singapore TV programmes which will be marketed to international broadcasters such as Nickelodeon and Disney.

The MDA's chief executive officer, Dr Christopher Chia, yesterday said the deal - the first of its kind between the MDA and a local animation company - will build up local talent and create openings for companies here.

'By creating opportunities for the Singapore media industry to work with international partners on international projects, we raise the profile of made-by-Singapore content, as well as open doors to new markets for them,' he said.

Singapore is a relatively new player in the worldwide animation industry that is set to grow from US\$27.1 billion (S\$44.3 billion) in 2002 to US\$33 billion by 2008, he said, citing a respected research paper known as the Roncarelli Report On The Computer Animation Industry.

advertisement · explore within this space

Adv

STORY INDEX

- Bank sues 88-her house
- Three Valuir 1
- Lower road ch:
- More break-ins and childcare c
- Hearing to adj
- Tribute to a to
- PAP leadership
- Quick News
- Plastic recyclin
- \$37m boost fo programmes
- NZ film and TV
- Only 1 win for
- In-camp traini all
- Fast Net acces

- STI HOME
- NEWS
- LATEST NEWS
- TODAY'S PAPER
- PRIME NEWS
- SINGAPORE
- ASIA
- MONEY
- WORLD
- REVIEW
- SPORTS
- ST FORUM
- OUR COLUMNISTS
- LIFE!
- SATURDAY SPECIAL REPORT
- WEBSPECIALS
- MULTIMEDIA
- INTERACTIVE ZONE
- SERVICES

'But we're confident Singapore can muscle in,' he added.

On track for ne

Of the \$37 million, the MDA and Peach Blossom are investing \$18 million, mostly to hire creative talent to work on scripting, storyboarding and design.

Only 3 in 20 h

He's deaf, but

The rest of the funds come from international broadcasters and other investors.

Sale of childre

The first project, a 26-episode series called Wild Animal Baby which will teach children about wildlife conservation, will be completed in early 2006.

Parade to raise disability issue

Animal hospita for zoo

It is based on a popular pre-school magazine by the non-profit organisation National Wildlife Federation in the United States.

Quick News

Co-produced with South Korean animation studio Sunwoo Entertainment, each episode is expected to cost US\$150,000.

Pocket money

NUS team's st winner at glob

Peach Blossom will co-produce some of the other projects with a Japanese company as well as a studio in China, said its chief executive officer, Mr Sung Lin Gun.

Case study

Peach Blossom is no fledgling animation company.

Two more 'tra SMEs

Although less than four years old, it already has chalked up some success.

Its Tomato Twins animated series was the first original Asian show to be broadcast Nickelodeon last year.

Tao Shu - The Warrior Boy, a cartoon, followed that success and now airs on the s

Mr Sung attributed these successes to their Asian flavour.

Tao Shu, for example, is set in ancient China and offers subtle lessons on life throu tribulations of a young boy during his adventures.

Peach Blossom, which is funded by local investment company W3 Infocomm Group 40 staff, in addition to its existing 20, to work on the new projects.

The company is also looking for local production houses to work on 3D animation fr

Mr Sung said he is investing in human capital instead of expensive computers as he important to work on creative processes such as lip-synching, storyboarding and di

SUBSCRIBE TO THE STRAITS TIMES PRINT EDITION TODAY. IN IT YOU GET EXCLUSIVE REPORTS, ANALYSES AND NEWS PACKAGES. DO IT BY:

SERVICES: NEWS ON PDA | WEATHER | SITE MAP | FAQ | ABOUT US | ADVERTISE | FREE E-NEWSLETTER | F.Y.I. | R



COPYRIGHT © 2004 SINGAPORE PRESS HOLDINGS LTD. ALL RIGHTS RESERVED. PRIVACY STATEMENT. TERMS & COND
BEST VIEWED IN 800X600 RESOLUTION WITH INTERNET EXPLORER 6 OR NETSCAPE NAVIGATOR 7 OR ABOVE. CO. REGN. NO. 1