



## **CALL FOR COLLABORATION**

---

### **3G Content and Services**

---

**24 June 2005**

## Table of Contents

1	INTRODUCTION .....	3
2	BACKGROUND .....	3
3	OBJECTIVES .....	3
4	SCOPE .....	4
5	PROJECT FUNDING.....	5
6	CONSORTIUM REQUIREMENTS .....	5
7	TIME LINE AND SELECTION PROCESS.....	6
8	PROPOSAL SUBMISSION.....	9
	ANNEX A: TERMS AND CONDITIONS FOR CFC.....	11

## 1 INTRODUCTION

The Call For Collaboration (CFC) on 3G Content and Services (“3G CFC”) is part of a series of CFCs under IDA’s Wired With Wireless Programme. This CFC aims to bring the local wireless industry together to develop and launch innovative content and services for 3G terminals, thereby accelerating the adoption of 3G in Singapore. The target audience of this CFC includes mobile operators, application developers, content providers, content aggregators, system integrators and equipment vendors.

## 2 BACKGROUND

All three mobile operators in Singapore have commercially launched their 3G services. They have also exceeded their rollout obligations imposed by IDA, having achieved at least 98% street-level coverage at the end of Dec 2004. Thanks to 3G, consumers in Singapore today pay as much as 30% less for wireless data, make face-to-face video calls at the same price as voice calls, and enjoy a wealth of premium streaming video content on their handsets.

Nevertheless, it is important to appreciate that 3G is much more than just 2G with higher data throughput and video telephony. With 3G, mobile operators now have the network capacity to offer users interactive, multimedia content and services. Furthermore, 3G networks incorporating the IP Multimedia Subsystem (IMS) enable sophisticated, media-rich communications applications to be created and launched more easily. Clearly, 3G presents a significant opportunity for introducing new services that not only boost ARPU but also increase user productivity, giving rise to ripple effects that contribute to overall economic growth and competitiveness.

## 3 OBJECTIVES

The 3G CFC has the following two main objectives:

- a. To bring to market innovative 3G content and services. To many 3G mobile operators, both in Singapore and overseas, the main driver of 3G usage is downloading or streaming video content. However, IDA believes there are many other types of 3G content and services that will draw consumers and enterprises to 3G, and for which these users are prepared to

pay a premium. Through this CFC, IDA aims to incentivise the development and launch of new 3G content and services that fully exploit the capabilities of the 3G platform.

- b. To grow the 3G mobile data services market in Singapore. The success of the 3G CFC will increase the demand for mobile data services in Singapore, thus leading to higher 3G usage and consequently higher ARPUs for the three mobile operators. Additionally, the CFC is expected to create new business opportunities and jobs along the mobile data services value chain, benefiting players such as content developers, system integrators and equipment vendors as well.

## 4 SCOPE

IDA intends the 3G CFC to be open, broad-based and flexible. The following types of content and services are potential areas for development under the CFC, but IDA will also consider proposals that fall outside of these categories.

- a. Online multimedia, multiplayer gaming
- b. Social interaction (e.g. instant multimedia messaging, video chat, mobile matchmaking)
- c. Multimedia content delivery (e.g. on-demand video clips, interactive greeting cards)
- d. Surveillance and remote monitoring (e.g. home, weather or traffic cameras)
- e. Mobile marketing and sales (e.g. push advertising, online shopping)
- f. Location-specific information delivery (e.g. buddy finder, restaurant finder, traffic information, tourist information)
- g. Enterprise solutions (e.g. mobile sales force enablement)

The content and services developed under the CFC need not be exclusively for 3G. However they should exhibit characteristics (e.g. media-rich,

bandwidth-intensive) that suggest that they are best experienced on a 3G network.

## 5 PROJECT FUNDING

IDA recognizes the risks associated with developing and launching 3G content and services at a time when 3G penetration in Singapore is still relatively low. Therefore IDA is prepared to co-fund the initial investment necessary to undertake promising projects.

The funding level for the selected projects will be determined upon assessment of the impact and scope of the projects. All terms and conditions of any such approved funding shall be agreed upon between the selected participants and IDA. Typically, IDA's funding will partially cover the cost of manpower, professional services, training, hardware, software, intellectual property licensing fees, and marketing.

## 6 CONSORTIUM REQUIREMENTS

### 6.1 Formation of Consortia

Companies come together to form consortia to participate in the CFC. Each consortium, which can comprise any number of companies, submits a single, consolidated project proposal describing several discrete sub-projects with a well-defined theme (e.g. "networked entertainment", "personal productivity"). There is no limit on the number of consortia a company may be part of. Each consortium must fulfill the following prerequisites:

- a. The consortium must consist of at least one company registered in Singapore with the Accounting & Corporate Regulatory Authority (ACRA);
- b. The proposed projects must be developed and implemented in Singapore wholly or in part.

### 6.2 Prerequisites For Consortium Leaders

To facilitate project management, IDA requires that a consortium leader, which must be a company registered in Singapore, be appointed to manage the consortium's project and liaise with IDA. The consortium leader submits the consortium's proposal on behalf of its participants.

To ensure that consumers ultimately benefit from the CFC, IDA requires that each consortium be led by a mobile operator or an operator-independent entity with the ability to make 3G content and services available to and bill end-users directly. The consortium leader is responsible for ensuring that the content and services developed by the consortium are ultimately made available to end-users.

### 6.3 Categories of Consortium Participants

There are two categories of participating companies, Type 1 and Type 2. Type 1 companies incur costs directly to complete the proposed project. Therefore, they are eligible to claim incurred costs from IDA. However, Type 1 companies are not allowed to charge other Type 1 companies in the same consortium for costs incurred in the project. Type 1 companies must be registered with the ACRA in Singapore.

Type 2 companies charge Type 1 companies in the same consortium for the provision of products and/or services. Type 2 companies are not eligible to claim incurred costs from IDA.

## 7 TIMELINE AND SELECTION PROCESS

### 7.1 Timeline of Events

The milestones of the 3G CFC are given in the following table:

<u>Date</u>		<u>Event</u>
24 Jun 2005	(Fri)	Announcement of CFC
5 Jul 2005	(Tue)	Public Briefing
22 Jul 2005	(Fri)	Last Day for Enquiries
12 Aug 2005	(Fri)	Proposal Submission Deadline
24 Aug 2005*	(Wed)	Notification of Shortlisted Participants (Preliminary Shortlist)
31 Aug 2005*	(Wed)	Presentation by Shortlisted Participants
1 Sept 2005*	(Thurs)	Presentation by Shortlisted Participants
Sept 2005*		Award of Projects

\* To be confirmed.

## 7.2 Public Briefing

All interested companies are invited to attend the 3G CFC Public Briefing to learn more about the CFC. This briefing will be given by IDA.

The details of the briefing are as follows:

Date : **5 July 2005 (Tuesday)**  
Time : 10:00 am  
Venue : IDA Singapore  
Level 14  
8 Temasek Boulevard, Suntec Tower 3  
Singapore 038988

All parties interested in attending the public briefing must register by sending an email to [cfc@ida.gov.sg](mailto:cfc@ida.gov.sg) by 1 July 2005. Please include the following information in the email:

Email Subject

“3G CFC Public Briefing”

Email Body

Attendee's

1. Name
2. Designation
3. Department
4. Organization
5. Contact Number

## 7.3 Selection Process

A high-level Evaluation Committee appointed by IDA will evaluate the submitted proposals and decide which consortia to support based on the merit of their proposals. There is no cap on the number of supported consortia. However, only the best proposals that meet the Committee's stringent criteria will receive funding.

In assessing the proposals, the Evaluation Committee will use the following criteria:

- a. Risk, cost and revenue sharing model (i.e., is the business model equitable to all parties in the consortium?)
- b. Value proposition to consumers (i.e., is the application useful? Entertaining? Easy to use?)
- c. Product or implementation innovation (i.e., is this a new idea? Does it leverage new technology?)
- d. Contribution to industry development (i.e., how does the project benefit the industry on the whole? Does it leverage the strengths of local content developers? Is there foreign technology transfer to local players? Will there be upgrading of skill sets? Can the product be exported?)
- e. Marketing strategy (i.e., how will potential users be enticed to use the service?)
- f. Overall probability of success (i.e., how likely will the service be commercialized? Are there significant technical, political or regulatory hurdles to overcome?)

#### **7.4 Selection of Projects**

Only complete proposals will be considered. Shortlisted applicants will be required to make a presentation (at their own cost) to the Evaluation Committee and answer questions on their proposals posed by the Evaluation Committee.

#### **7.5 Award of Projects**

Depending on the quality of the submissions, IDA reserves the right not to award any project or to award multiple projects. Participants of selected consortia for this CFC will be notified privately by IDA, and the terms of the project, project milestones, and co-funding terms will be negotiated and agreed upon among the parties prior to the award of the projects. Note that IDA will not publish any details about the submitted proposals or the make-up of the participating consortia, regardless of whether they are selected for funding, until the consortia are ready to trial or launch their projects.

## 8 PROPOSAL SUBMISSION

### 8.1 Format of Submissions

Submissions shall be based on the 3G CFC proposal template that can be found on the IDA website ([www.ida.gov.sg](http://www.ida.gov.sg)) under Wireless > Call For Collaboration > 3G Content and Services CFC.

### 8.2 Submission Instructions and Deadline

One (1) hardcopy and one (1) softcopy (on CD-ROM) of the consortium's proposal must reach IDA no later than 1100 hrs on 12 Aug 2005. All proposals must be clearly marked "**CALL FOR COLLABORATION ON 3G CONTENT AND SERVICES**" and addressed to:

Infocomm Development Authority of Singapore  
8 Temasek Boulevard  
#14-00 Suntec Tower 3  
Singapore 038988

You may also submit your proposal in person at the IDA reception desk on the 14th floor of Suntec Tower 3. **Late submissions will not be entertained.**

### 8.3 Contact Information

Enquiries regarding this CFC should be addressed to [cfc@ida.gov.sg](mailto:cfc@ida.gov.sg). You may also wish to contact the following officer for more information:

Mr Yong Kuan Loong  
DID: (65) 6211-3867  
Fax: (65) 6211-2220

No enquiries regarding this CFC will be entertained after **22 Jul 2005**.

## **ANNEX A: TERMS AND CONDITIONS FOR CALL FOR COLLABORATION**

The following terms and conditions shall apply to parties submitting proposals in response to the Call For Collaboration on 3G Content and Services. These terms and conditions are found in Part 1 of the Proposal Form and are reproduced here for ease of reference.

### **1. Interpretation**

The following words and expressions shall have the meanings hereby assigned to them except where the context otherwise requires:

“Call For Collaboration” or “CFC” shall mean the invitation to companies to collaborate to develop and deploy 3G content and services.

“Consortium” refers to the group of Participants that have agreed to jointly respond to the Call For Collaboration and participate in the Project.

“Collaboration” shall mean the joint design, development and implementation of the Project by Participants in a Consortium.

“IDA” shall mean the Info-communications Development Authority of Singapore, a statutory board created pursuant to the Info-communications Development Authority of Singapore Act (Chapter 137A) of the laws of the Republic of Singapore with its principal office at 8 Temasek Boulevard, #14-00 Suntec Tower 3, Singapore 038988.

“Participants” shall mean the organisations that have submitted a proposal in response to the Call For Collaboration, and “Participant” shall mean any one of such Participants.

“Proposal” shall mean the documents submitted by the Participants in response to the Call For Collaboration.

“Project” shall mean the single, consolidated proposal for the development of a suite of 3G content and services submitted by the Consortium leader as described in the Call For Collaboration.

Words importing the singular shall also include the plural and vice versa where the context requires.

**2. Validity of Proposal**

The Participant shall use its best efforts to ensure that the information as represented in the Proposal is true, accurate and complete at the time of its submission.

**3. Documentation**

The IDA reserves the right to retain a copy of the Proposal without being liable for the costs of such documents, notwithstanding the fact that the Proposal is not accepted at the end of the evaluation.

**4. Organization background and business experiences**

The Proposal shall contain information about all Participants' capital resources, manpower resources, assets, production capacity, which information shall be submitted together with the Proposal to enable the IDA to ascertain the Participants' capacity to fulfill the Proposal.

**5. Additional information**

Notwithstanding the provisions in clause 2 of these Terms and Conditions and subject to the provisions in clause 6, from time to time, the IDA may require the Participant to furnish additional information with respect to the Project or the Collaboration. The Participant shall use its best efforts to supply the information in a timely manner.

**6. Canvassing**

The Participant shall not engage in any form of canvassing, and in the event that any canvassing is discovered after the Proposal has been accepted by the IDA, the IDA shall be entitled to rescind the acceptance.

## **7. Confidentiality**

(a) The Participant undertakes not to divulge or communicate to any person, firm or company any confidential information however acquired concerning the Project for the Collaboration without first having obtained the prior written consent of the IDA.

(b) For the purpose of the Collaboration, all information furnished by the IDA shall be deemed confidential unless otherwise indicated.

(c) These obligations of confidentiality do not apply to information that:

(i) is or becomes publicly available without breach of confidentiality; or

(ii) is released for disclosure with the written consent of the IDA.

## **8. Copyright**

Copyright of the Call For Collaboration documents shall vest in the IDA.

## **9. Demonstration of claimed capabilities**

The Participants shall, at the request of the IDA, conduct such demonstrations and presentations to substantiate the claims in the Proposal to IDA's reasonable satisfaction. The costs and expenses arising from or in connection with any such demonstrations and/or presentations shall be borne solely by the Participants.

## **10. Agreement**

In the event the Participant is selected for the Call For Collaboration, it may be required to enter into an agreement with the IDA, the terms and conditions of which shall be negotiated and decided between the parties at a later date.

## **11. Disclaimer**

(a) The IDA shall have the absolute discretion to accept or reject any submission made without being liable to give any reason therefor. IDA

reserves the rights to retain the proposals submitted by all parties without liability for the costs of such documents.

(b) The Participant acknowledges and agrees that itself and all its associated persons, bodies and organisations who participate in the project and/or the Call For Collaboration, whether directly or indirectly, do not do so as the servants or agents of the IDA, and the IDA shall not be responsible for any acts or omissions of them or any of them. The Participant hereby releases the IDA, its servants and agents from all liability for personal injury or loss of or damage to property or any loss or damage of any other kind whatsoever which the Participant may sustain by reason of any act or omission of the Participant and its servants and agents or of such persons, bodies and organisations aforesaid their servants and agents.

## **12. Indemnity**

The Participant shall indemnify, keep indemnified and defend the IDA against any claim where the Participant's Proposal infringes any third party's (i) patent; (ii) copyright; (iii) trademark; or (iv) trade secret. The Participant shall indemnify, keep indemnified and defend the IDA, its officers, directors, and employees against any costs, expenses, or liability directly or indirectly arising out of or relating to any claim from any third party based on the IDA's use or possession of the Participant's Proposal.

## **13. Limitation of liability**

IDA shall not have any liability to the Participant under the Call For Collaboration to the extent that any infringement or claim thereof is based upon any content in the Participant's Proposal.

## **14. Default**

(a) IDA may terminate this agreement and withdraw any further funding to the Participant upon thirty (30) days' prior written notice, in the event that: (i) any of the Participants fail to observe any of its obligations herein; (ii) any of the Participants admits in writing its inability to pay its debts generally as they become due; or make a general assignment for the benefit of creditors; or institute proceedings to be wound up, or consent to the filing of a winding up petition against it; or be adjudicated by a court of competent jurisdiction as being insolvent; or seek reorganization or consent to the filing of a petition seeking such reorganization; or has a decree entered against

it by a court of competent jurisdiction appointing a receiver liquidate, trustee, or assignee in bankruptcy or in insolvency covering all or substantially all of its property or providing for the liquidation of its property or business affairs; or (iii) any of the Participants withdraws from the Consortium without IDA's prior written approval.

(b) IDA further reserves the right to recover any or all funding disbursed to the Participants in the event this agreement is terminated.