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RESULTS OF THE NEXT GENERATION INTERACTIVE MULTIMEDIA APPLICATIONS AND SERVICES PLATFORM OPERATOR REQUEST FOR PROPOSAL

The Infocomm Development Authority of Singapore (IDA) and Media Development Authority of Singapore (MDA) launched the Request For Proposal (RFP) for the Next Generation Interactive Multimedia Applications and Services (NIMS) Platform Operator in September 2010. The intent of the RFP was to develop and deploy, on a nationwide basis, an open access video delivery platform and a common featured set-top box (CF STB) capable of supporting the provision of interactive video services from multiple retail service providers.

It was envisaged that with the availability of such a platform, consumers would have greater convenience in accessing their desired video content, applications and services on the TV, not being required to have multiple set-top boxes (STBs). The resultant CF STB would also facilitate a more vibrant and competitive ecosystem for interactive multimedia, applications and services that would encourage the pervasive adoption of the CF STB. While there was little precedence that IDA, MDA and industry could refer to, the RFP exercise would enable the exploration of how such an outcome could be achieved.

The RFP received three bids from M1 Limited, SingNet Pte Ltd and StarHub Ltd respectively, which had to take into consideration the various commercial and operational aspects of the prevailing industry environment.

After extensive clarifications with the bidders and a thorough evaluation of the bid submissions received, IDA and MDA have decided not to award the RFP as none of the bids, as submitted, is likely to achieve the desired outcomes of minimising inconvenience to consumers accessing multimedia content, applications and services from multiple providers through the putting in place of an open access platform for the industry players, and pervasive adoption of a CF STB.

While the consultation on Project NIMS has been completed, IDA and MDA will continue to collaborate with industry players to develop the infrastructure and capabilities of our interactive multimedia industry ecosystem.

IDA and MDA thank the bidders for their active participation in the RFP, as well as other industry players that have contributed to the various dialogues and consultations leading up to the RFP.

ISSUED BY INFOCOMM DEVELOPMENT AUTHORITY OF SINGAPORE AND MEDIA DEVELOPMENT AUTHORITY

About Infocomm Development Authority of Singapore
The Infocomm Development Authority of Singapore (IDA) is committed to growing Singapore into a dynamic global infocomm hub. IDA uses an integrated approach to developing infocommunications in Singapore. This involves nurturing a competitive telecoms market as well as a conducive business environment with programmes and schemes for both local and international companies. For more news and information, visit www.ida.gov.sg.

About Media Development Authority of Singapore
The Media Development Authority of Singapore (www.mda.gov.sg) promotes the growth of globally competitive film, television, radio, publishing, music, games, animation and interactive digital media industries. It also regulates the media sector to safeguard the interests of consumers, and promotes a connected society. For more news and information, visit www.mda.gov.sg.

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