

# INFOCOMM MEDIA INDUSTRY TRANSFORMATION MAP (ITM)

Empowering the digital edge for our nation

**SG:D**  
EMPOWERING POSSIBILITIES

**IM** INFOCOMM  
MEDIA  
DEVELOPMENT  
AUTHORITY

## OVERVIEW

### ICM SECTOR AS A GROWTH MULTIPLIER FOR OUR NATION

#### 2015–2020 TARGETS:



**6%** nominal value-added growth (Compound Annual Growth Rate)



To create more than **13,000** new PMET jobs



More than **210,000** ICM sector workers

The Infocomm Media Sector is enabling Singapore's digital transformation, harnessing the benefits that come with this digital economy:



**Good jobs**



**Stronger businesses**



**Better quality of life**



## DRIVERS

### 3 KEY DRIVERS FOR DIGITAL TRANSFORMATION

1





#### GUIDING COMPANIES ACROSS SECTORS TO ADOPT TECH

- **Industry Digital Plans for SMEs**  
Step-by-step guidance for SME to adopt digital tech solutions:
  - Industry Digital Guides
  - Sector-specific pre-approved digital solutions
  - Skills Frameworks
  - Spurring growth through sector-wide projects
- **SMEs Go Digital Programme**  
Helping SMEs digitalise at each stage of growth with pre-approved solutions, support from SME Digital Tech Hub and partnerships
- **Cross-Sector Innovative Initiatives**  
Bringing sectors together with solutions that boost productivity and catalyse digitalisation

**SG:D** | SMEs GO DIGITAL

2

#### EXPLORING NEW GROWTH AREAS BY LEVERAGING FRONTIER TECH

- Propelling growth through frontier technologies such as:
  -   
CYBERSECURITY
  -   
IMMERSIVE MEDIA
  -   
INTERNET OF THINGS
  -   
ARTIFICIAL INTELLIGENCE & DATA ANALYTICS
- A holistic approach to building a vibrant Artificial Intelligence (AI) ecosystem and a leading AI hub
  - Nurture talent
  - Promote adoption by businesses and transform industries
  - Grow tech capabilities
  - Pro-innovation regulations

3

#### STRENGTHENING A VIBRANT CORE OF ICM PROFESSIONALS & COMPANIES

- Growing Local Digital Champions
  - Preparing our people for the digital economy  
Depth and breadth of support including training and professional development to equip our people with ICM skills
  - Enabling companies to grow with enhanced global recognition through Accreditation@SGD
- Tapping in to new market opportunities with strategic business partnerships

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ACCREDITED

GET STARTED ON YOUR JOURNEY OF DIGITAL TRANSFORMATION TODAY. FIND OUT MORE AT [WWW.IMDA.GOV.SG/SGDIGITAL](http://WWW.IMDA.GOV.SG/SGDIGITAL)