



## **MEDIA RELEASE**

### **SINGAPORE'S NATIONAL YOUTH FILM AWARDS RETURNS FOR THE FOURTH YEAR WITH NEW AWARD CATEGORY AND PARTNERSHIP WITH HOOQ**

*Singapore, 21 March 2018* – The National Youth Film Awards (NYFA), returning for the fourth year, today announced their partnership with HOOQ – Asia's largest video-on-demand service. In 2018, NYFA continues its quest to recognise excellence in filmmaking and celebrate Singapore's youth film talents with a brand new award category – the Open Youth Category, in addition to the Media Student Category. Participants in both categories will compete for a total of 26 individual awards representing various aspects of the film industry. These awards accord recognition to youths who are highly skilled in their respective fields across the spectrum of filmmaking. Open for submissions until 18 May 2018, the awards will be assessed by a jury comprising professionals from the media industry.

Among the highlights of NYFA 2018 is the addition of an exciting new prize to the Awards. The winning films will be showcased on HOOQ, a video-on-demand service started up by media powerhouses Sony Pictures Television, Warner Bros. and Singtel. HOOQ currently operates in the Philippines, Thailand, India, Indonesia and Singapore with tens of millions of customers enjoying over 20,000 movies and TV series from Hollywood blockbusters to top rated Asian series and HOOQ original productions. HOOQ offers NYFA award winners the platform for their films to be featured alongside international hits fresh from the cinemas. As co-presenter of NYFA 2018, HOOQ brings a new dimension to the Awards with its international distribution of the winning films to a wider audience.

"We are very excited to be partnering with NYFA and to give young Singaporean filmmakers a bigger stage to showcase their works. It will be the first time that winning films from 2018 and preceding 3 years, will be available for viewers here in Singapore, but more importantly, we would like to bring more Singapore-made films into the region to showcase the talent from our little island", said Adrian Teo, Singapore Country Manager of HOOQ.

#### **Call for Submissions**

Since its inception in 2015, NYFA is regarded as a distinguished film award for media students from various institutes of higher learning and media schools in Singapore, thus contributing to the development of talent and capacity building in the local media industry. Media students are welcome to submit Live Action, Animation or Documentary films no longer than 20 minutes in length individually or in a team to compete for one or more of a total of 26 awards, including Best Documentary, Best Writing in Animated Film, Best Performance (Male & Female), Best Color Grading, and Best Camerawork. Other awards include Best Sound, Best Production Design, Best Cinematography, Best Screenplay, Best Direction, and Best Picture.

Having received over 700 film submissions for its Media Student Category since NYFA's first edition in 2015, the introduction of the Open Youth Category is an acknowledgement of the vast talent pool of youth filmmakers in Singapore that lies beyond the schools. The new Open Youth Category offers an unprecedented opportunity for youths aged between 15–35 years old, with or without formal media training, to compete in this nationally recognised film award. Open Youth Category participants will be able to submit films for Best Sound, Best Production Design, Best Editing Best Cinematography, Best Screenplay, Best Original Music, Best Actor, Best Actress, Best Direction and Best Picture. [For the full list of awards please refer to **Annex A**].

“Over the last three editions of NYFA, we have observed the growing number of youths involved in filmmaking who fall outside the definition of media student. The new Open Youth Category will now enable all our youth film talents, regardless if they are students or not, to compete on a national platform. By doing so, we continue to establish a benchmark of national excellence in filmmaking and expand upon NYFA's role in the development of young talents in the local film industry,” said Mr Goh Kok Wee, Executive Director, \*SCAPE.

### **Jury**

A jury panel consisting of 17 renowned names in the local media industry will assess the film submissions and decide the winners. New members join six returning members of the jury for NYFA 2018, adding new perspectives to the process. [For the full list of jury members and their biographies please refer to **Annex B**].

### **Award Prizes**

In addition to the highlight prize of the distribution network offered by HOOQ, NYFA winners will also stand to win cash prizes starting at \$1,000 and up; selected professional film courses worth \$15,000; Warner Bros. Studio Tour Hollywood, including air ticket and accommodation; exclusive management contract with Beam Artistes and fast track access to film grant applications with Honour Singapore and concrete opportunities to work with film professionals.

### **Film Conference**

As part of NYFA's commitment to support and develop youth talents in filmmaking, a two-day conference will be organised on 11 and 12 May at \*SCAPE. Including talks, workshops, product showcases and film screenings, the event is aimed at introducing youths to the different facets of the film industry from its creative aspects to the commercial, such as film distribution and sales, as well as diverse career opportunities in the industry.

### **Sponsors**

NYFA 2018 is co-presented by HOOQ. Other sponsors include Adobe, Aputure, Audio Technica, Avid Technology, Beam Artistes, Blackmagic Design, Cathay Photo, FUJIFILM, Haque Centre of Acting & Creativity, Mages Institute of Excellence, Red Giant, Screenwriter's Association, Synology and 3D Printing Hub.Asia.

NYFA is organised by \*SCAPE and supported by National Youth Council and Sinema. Submissions to NYFA 2018 are open from now until 18 May 2018. For more information please visit: [www.scape.sg/nyfa/](http://www.scape.sg/nyfa/)

NYFA is organised by \*SCAPE and supported by National Youth Council and Sinema. Submissions to NYFA 2018 are open from now until 18 May 2018. For more information please visit: [www.scape.sg/nyfa/](http://www.scape.sg/nyfa/)

**For media enquiries, please contact:**

Phish Communications  
Shirlene Noordin  
Tel: 6344 2953/90671255  
Email: [shirlene@phish-comms.com](mailto:shirlene@phish-comms.com)

Carinda Kao  
Tel: 6344 2932  
Email: [carinda@phish-comms.com](mailto:carinda@phish-comms.com)

Daniel Pei  
Tel: 6344 2960  
Email: [Daniel@phish-comms.com](mailto:Daniel@phish-comms.com)

###

**About \*SCAPE**

\*SCAPE Co. Ltd is a non-profit organisation with its mission and vision rooted in support of youth, talent and leadership development and exists to serve and support youths to live their dreams and realise their full potentials. It offers a holistic network of programmes, communities, partners and facilities for youths to explore, create and strive.

**About HOOQ**

Built in Asia for Asia, HOOQ is Asia's first premium video-on-demand service to launch across the region. HOOQ is a start-up joint venture established in January 2015 by Singtel, Sony Pictures Television and Warner Bros. HOOQ delivers over 10,000 Hollywood, regional and local movies and TV shows to customers anytime, anywhere by enabling them to stream and download on their Internet device or platform of choice.

HOOQ was also named Best Mobile App in the Media, Film, TV or Video category at the GSMA's Global Mobile (GLOMO) Awards 2016 in Barcelona. HOOQ currently operates in the Philippines, Thailand, India, Indonesia and Singapore with a population footprint of over 1.7 billion people. For more information, visit [www.hooq.tv](http://www.hooq.tv).

**About NYC**

NYC believes in a world where young people are respected and heard, and have the ability to influence and make a difference to the world. Together with their partners, they develop future-ready youth who are committed to Singapore by instilling in them a heart for service, resilience and an enterprising spirit.

**About Sinema**

Sinema Media is a consultancy and project management company focusing on film and media initiatives. Sinema Media's mission is to promote and advocate the consumption of Made in Singapore films both locally and internationally. Notable projects include

independent community theatre, Sinema Old School (2007 - 2012), Sinema TV (2011 - Current), a national film award that identifies youth film talent from Institute of Higher Learning, National Youth Film Awards and National Arts Council's Singapore Writers Festival Fringe Event, Utter 2014 and 2016.