



Multimedia Development Corporation (389346-D)  
2360 Persiaran APEC, 63000 Cyberjaya,  
Selangor Darul Ehsan, Malaysia.

T +603 8315 3000 F +603 8315 3115

## For Immediate Release

22 October 2013

# MSC Malaysia Intellectual Property Creators Challenge and TBS Digicon6 Competitions Highlights Top Players in Local Creative Multimedia Industry

*Competitions to boost home-grown creative talent through RM1 million in grants*

**KUALA LUMPUR, 22 OCTOBER 2013** – Multimedia Development Corporation (MDeC) today announced the winners of two competitions to enhance local creative talent: MSC Malaysia Intellectual Property Creators Challenge (IPCC) 2013 and the 15th Tokyo Broadcasting System (TBS) Digicon6 (Digital Contents Animation & Movie awards) Malaysian leg. The IPCC and Digicon6 competition and collectively attracted more than 153 entries, showcasing the best of Malaysia's talents in the creative content industry, encompassing animation, casual games and digital interactive comics.

The MSC Malaysia IPCC 2013 is a platform targeted at boosting the number of locally created intellectual properties (IP) by funding multimedia companies and individuals with creative talent to take their ideas to the next level. This unique competition is open to amateurs and professionals from the creative multimedia industry, allowing them to submit and pitch their creative content ideas, which then gives them a chance to receive funding for their winning ideas. Alternatively, the 15<sup>th</sup> TBS Digicon6 Malaysian Leg is a competition aimed at local content creators who have already taken their digital content ideas to the next level, which will ultimately lead to them competing at the regional level in Tokyo.

MSC Malaysia, through its strategic initiatives, is striving to turn the creative multimedia industry into one of the main engines of growth for Malaysia by engaging creative multimedia companies and individuals to spearhead the use of digital technologies to produce high quality creative content.

At this year's IPCC, 22 projects were awarded grants across three categories—animation, casual games, and digital interactive comics. A total of almost RM1 million in grants were disbursed in order to move the winners' ideas past the conception stage and onto a platform where they can produce world-class content that leverages upon Malaysia's rich historical, cultural and social elements. The grant recipients in each of the categories will also receive consultancy from industry heavyweights that will further help them turn their ideas into reality. Additionally, finalists will also be granted access to MSC Malaysia Animation and Creative Content Centre's (MAC3) facilities.



[www.digitalmalaysia.my](http://www.digitalmalaysia.my)



[www.msomalaysia.my](http://www.msomalaysia.my)

For the 15<sup>th</sup> TBS Digicon6 competition, The One Academy took home both first and second place titles, with the Dead Pixel group coming in first with their 'Death in D Minor' animation, while Team LELO came in at a close second with their 'ZZZ' animation. The third place prize was awarded to the Autumn Lane Animation group for their 'The Silent Note' animation. The first place winner was awarded RM 3,000.00 in prize money as well as a return trip to Tokyo for the regional leg of the Digicon6 competition, while the second and third place winners were rewarded with prize money respectively.

Speaking at the opening address of the awards ceremony, En. Kamil Othman, Vice President of MDeC said, "We are delighted to see the level of entries that we received for the both the MSC Malaysia IPCC 2013 and the 15<sup>th</sup> TBS Digicon6 Malaysian leg competitions. This is a solid testament to the increasingly sophisticated creative content that our local talents are able to produce. MDeC continues to support the efforts of these outstanding individuals by providing as much training and development resources as possible. With an increasing focus on the creative multimedia industry at an international level, it is imperative that our local players are able to remain competitive and be at the forefront of the latest digital content in the industry."

"There is a huge economic potential in the creative industry and MDeC has tapped on well-positioned strategies to ensure that the industry prospers through such initiatives. These platforms are collectively aimed at unearthing and enhancing the capabilities of local talents in developing new intellectual property while helping to spur the growth of creative multimedia industry under the MSC Malaysia Creative Multimedia Content Initiative (M-CMCI)" he continued.

The MSC Malaysia IPCC and Digicon competition has been a successful platform for content creation and acceleration for local talents where locally owned intellectual properties can be identified and developed. Since the first IPCC in 2006, over 190 individuals and companies have received a total of approximately RM7.8 million in financial support in addition to training and development programmes. MDeC hopes that both established and budding digital content producers will work together to further enhance the creative multimedia ecosystem in Malaysia. This will ensure that the local creative industry can continue to produce world-class content and make the country a regional hub for digital content.

-End-

## **IPCC 2013 Grant Recipients List**

### **Category: Animation**

*(Each grant recipient is awarded RM50,000 in grants)*

1. **Animasiku Enterprise** - Abu and Otak : The Secret Science Club
2. **Sarkas Bisu Studio** - Go Team Go!
3. **Metal Brain Studio** - Adventure of Jamie Boy
4. **Bear Rest Studio** - Diconauts
5. **Blind Spot Studios** - Food Dojo
6. **Matteblackbox Studio** - Herman
7. **The R&D Studio** – Nobodies

### **Category: Casual Games**

*(Each grant recipient is awarded RM50,000 in grants)*

1. **Kurechii Studio** – Chicky Duo
2. **Trinity Studio** – S.U.P.E.R Defenders
3. **Simple Craft** – Office Hustle
4. **The Divers** – Sunken Treasure
5. **Touch & Grow** – TOGO
6. **Team Joust** – Joust Kings
7. **Voidlab** – Cumetry
8. **The A Team** – Colov
9. **Team Bit** – PX World
10. **Wigu** – Doctor Life

### **Category: Digital Interactive Comic**

*(Each grant recipient is awarded RM25,000 in grants)*

1. **Mimi Mashud** – Kuala Terengganu in 7 Days - A Travelogue-Comic
2. **Minicious Ent** – All Star Kid
3. **Rudy Studio** – Teman Rimba
4. **Sabun Team** – Keluarga Aman
5. **Applecrackers** – Code Capture

**For media enquiries, please contact:**

**Nadiah Syed Nahar / Radha Warriier**  
**PR Unit, Corporate Communications & Marketing**  
**Multimedia Development Corporation (MDeC)**  
**Tel: +603-8315-1820**  
**Email: s.nadiah@mdec.com.my /**  
**radha@mdec.com.my**

**Lauren Lim or Conrad Bateman**  
**Account Executives**  
**Text 100 Malaysia Sdn Bhd**  
**Tel: +603-2282-2152**  
**Email: lauren.lim@text100.com.my**  
**conrad.bateman@text100.com.my**

**About Multimedia Development Corporation (MDeC), MSC Malaysia and Digital Malaysia**

The Multimedia Development Corporation (MDeC) was incorporated in 1996 to strategically advise the Malaysian Government on legislation, policies and standards for ICT and multimedia operations as well as to oversee the development of the Malaysian Multimedia Super Corridor (now MSC Malaysia), the platform to nurture the growth of Malaysian Small and Medium Enterprises (SMEs) in the IT industry whilst attracting participation from global ICT companies to invest in and develop cutting edge digital and creative solutions in Malaysia.

In 2011, MDeC's mandate was broadened by the Prime Minister to include driving Malaysia's transition towards a developed digital economy by 2020 through Digital Malaysia. In 2012, Digital Malaysia was official unveiled as the nation's transformational programme to achieve this aim. Founded on three strategic thrusts, Digital Malaysia will create an ecosystem that promotes the pervasive use of ICT in all aspects of the economy, connect communities globally and enable them to interact in real time, to increase the country's Gross National Income, enhance business productivity and improve standards of living.

For more information, please visit [www.mdec.my](http://www.mdec.my) , [www.mscomalaysia.my](http://www.mscomalaysia.my) and [www.digitalmalaysia.my](http://www.digitalmalaysia.my)