

For Immediate Release

MSC Malaysia IPCC and DIGICON competitions continue to spur Creative Content industry talent growth and development

Creation of over 1,097 jobs and registration of 349 Intellectual Property (IPs) to date attributed to MDeC's Creative Multimedia Cluster initiatives

Cyberjaya, 20 September 2012 – The focus on the best local creative talent continues as the leading annual Malaysia creative industry showcase events including the 14th TBS DigiCon6 Malaysian Leg, the MSC Malaysia Intellectual Property Creators Challenge (IPCC) Animation Super Pitch 2011/2012 finalists and the IPCC Grant recipients were all announced last night.

Vice President of the Multimedia Development Corporation (MDeC), Kamil Othman, said “The Creative Multimedia Cluster continues to be a leading growth area within the MSC Malaysia, as it recorded total revenue of RM6.1 billion with export sales amounting to RM363.43 million last year”.

“Such an achievement would not be possible without industry insight, and who else better to provide input and sound advice, than the market leaders themselves,” quoted Kamil. The event was organised by MDeC, the lead agency and driver of MSC Malaysia's National ICT Initiative.

The 14th TBS DigiCon6 competition, which saw a 25% increase in the number of submissions, is a collaborative effort between MDeC and the Tokyo Broadcast System (TBS). The competition is also assisted by other partners namely MAXIS, Animation Society of Malaysia (ANIMAS), Juice Magazine and the Educational partners, The One Academy, Multimedia University, Lim Kok Wing University of Creative Technology and University Kuala Lumpur.

A public voting platform was also provided by MAXIS via www.mylaunchpad.com.my, which allowed the public to gauge and decide in the selection of the TBS DigiConn6 Malaysian Leg top 10 finalists.

Kamil explained that the annual TBS DigiCon6 Awards is a competition which recognises and rewards talented digital content creators throughout Asia. For this year's competition, entries were received from Japan, China, Hong Kong, India, Korea, Taiwan, Thailand, Philippines, Singapore and Malaysia.

He said the grand prize winner of the Malaysian Leg TBS DigiCon6 Awards will be fully sponsored by TBS to attend the 14th TBS DigiCon6 Awards ceremony, scheduled to be held on November 16, 2012 in Tokyo, Japan, while the second and third prize winners' flight tickets will be sponsored by MDeC.

The evening also witnessed the announcement of MSC Malaysia Intellectual Property Creators Challenge 2012 winners. IPCC is a platform created to boost the number of locally created IPs. The competition received a tremendous response and brought in 129 applications.

Finalists of the MSC Malaysia IPCC Super Animation Pitch 2011/2012 meanwhile were tested on their market readiness by the panel of judges. The panel included representatives from the local and regional broadcasters; Media Prima, Astro Ceria, Tokyo Broadcasting System, MNC Pictures (Indonesia), Nickelodeon and Disney Channel.

Kamil said 11 finalists were selected from the list of 20 entrants. He said the pitching session served as a platform for exposure and connection with potential buyers and broadcasters locally and internationally. “MDeC has been a strong supporter in growing the Creative Content Industry and through the MSC Malaysia Intellectual Property Creators

Challenge, it is hoped that good quality creative content can be developed to meet the local and global market demand,” concluded Kamil.

At the same event, 30 projects were also selected to receive the IPCC 2012 Grants disbursement which totaled RM 1,375,000.

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About MSC Malaysia

MSC or Multimedia Super Corridor Malaysia is the national initiative formed by the Malaysian Government and managed by the Multimedia Development Corporation (MDeC) for the purpose of advancing the Malaysian Information and Communications Technology (ICT) industry. Established in 1996, MSC Malaysia has provided an ideal and conducive platform to nurture Malaysian Small and Medium Enterprises (SMEs) to become world-class organizations whilst attracting participation from global ICT companies to invest and develop cutting edge digital and creative solutions in Malaysia. For more information, please go to www.msomalaysia.my

About Multimedia Development Corporation (MDeC)

The Multimedia Development Corporation is a unique organization established to direct and oversee MSC Malaysia, the national ICT development initiative, by advising the Malaysian Government on legislation and policies, developing industry-specific practices and setting the standards for multimedia and digital operations. MDeC is also responsible for promoting MSC Malaysia locally and globally, whilst providing strategic support to MSC Malaysia Status Companies. For more information, please visit www.mdec.my