

## **Viddsee**

Showcasing short Asian films to the world

Having identified a gap in the discovery and distribution of quality Asian films in the online space, Derek Tan and Ho Jia Jian found a common motivation to take Asian short films to a larger global audience. The two met at NUS, where at that time Jia Jian was studying engineering and Derek software programming, both under the Faculty of Engineering.

Other than sharing similar background in short film-making, both also created TV content platforms after graduation. Hence it is no surprise that they were familiar with the technical aspects of setting up a platform for film content. Jia Jian's participation in the NOC-iLEAD programme also helped the duo adopt an entrepreneurship mindset when founding Viddsee. They also received start-up support in the form of a SPRING ACE grant, incubation space and mentorship through NUS Enterprise.



### **NUS Enterprise**

NUS Enterprise provides an enterprise dimension to NUS teaching and research that augments and complements the university's academic programmes. We nurture entrepreneurial talents with global mindsets, while advancing innovation and entrepreneurship at Asia's leading university.

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In the beginning, Viddsee focused on Southeast Asian films but has gradually brought in new films by collaborating with content partners in Hong Kong, Japan and Taiwan. Increasingly, Viddsee has formed new partnerships with global publishers like Yahoo! and Youtube. It is also the screening platform for various film festivals. Currently, Viddsee hosts over 900 films on its site and has over 1 million active monthly users.

In the near future, Viddsee has plans to gear up to be a regional entertainment company by growing their audience across new countries in Southeast Asia and North Asia. The start-up is also looking to increase distribution channels across various mobile devices to ensure a high quality content delivery experience to their users.

## » Milestones

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Viddsee

- 2008: Co-founder, Ho Jia Jian, attended NOC iLead programme
- 2012: Viddsee founded
- 2013: Viddsee was launched with a desktop and mobile web platform  
Started collaboration with Asian content partners
- 2014: Established partnership with Yahoo!  
Launched Viddsee mobile app for watching short films on the go and social publishing platform BUZZ
- 2015: Established partnership with Nikon to award content creators on a monthly basis

