

Scenes:

The frame for the opening shot is set with the backdrop of brightly lit room and translucent curtains rustling in the background. A young woman is positioned in-front on the curtains with her hands feeling her pregnant stomach. This was shot to provide a general idea of what the rest of the video was going to be about from the very beginning.

Outdoor backdrop with top half of the national symbol of Singapore, the Merlion in focus to show the relevance of the news piece in Singapore's context.

Outdoor backdrop with a close up of a couple embracing the stomach of a pregnant woman.

First element of human infographics with an animated silhouette of a man, woman and child along with relevant statistics to show the percentage of people having difficulties with conceiving.

Second element of human infographics with an animated silhouette of a man, woman and child along with other relevant statistics to show the emotional status of people and their child-bearing efforts.

Interior shot of the first interviewee (Sharrif) standing against a black backdrop. A mid-shot is used to showcase both his face as well as his arm movements to present the footage in a conversational manner.

Script:

V.O. (PRELAP):

Fertility rates in Singapore is at an all-time low in two decades.

V.O. (PRELAP)(CONT'D):

Singapore's total fertility rate been declining even though marriage rates have remained constant

V.O. (PRELAP)(CONT'D):

And that is a cause for concern as most young couples want to start a family early.

V.O. (PRELAP)(CONT'D):

58% of Singaporeans claim that they have come across people with difficulties when trying to have their first child

V.O. (PRELAP)(CONT'D):

And close to 40% of young couples trying for a child are not happy with the progress of their current child-bearing efforts.

SHARRIFF (INTERVIEWEE 1):

A majority of Singaporean couples are marrying between the age of 28 and 30 and even though they are marrying later they still plan on having children to complete their family.

Scenes:

Element of graphics with an animated line chart to show how total fertility rate corresponds with age for men and women, highlighting the relevant findings of the statistics.

Interior black backdrop with a medium close-up shot of the Shariff to emphasise on the message being shared.

Interior mid shot of Shariff against a black backdrop elaborating further on highlighted message.

Interior mid shots of the second interviewee (Mohit) who is seated and having a conversation with the camera being positioned at an angle to reduce monotony from the first interview.

Outdoor backdrop of a young Singaporean couple having a conversation about their future after a romantic bike ride.

Indoor backdrop of the young woman from the first shot running her hands across the crib of her unborn child.

Script:

SHARIFF (CONT'D) (V.O.):

However, difficulties in conceiving children increases every year as couples delay plans as aging is a key factor affecting fertility.

SHARRIF (CONT'D):

Fertility health is not commonly discussed at home or in the community as it's seen as a taboo topic.

SHARIFF (CONT'D):

This lack of conversation results in a lack of awareness and oftentimes, couples who seek medical assistance are too late.

MOHIT (INTERVIEWEE 2):

It's not surprising that close to 70% of Singaporean couples trying to conceive are confident that infertility is treatable with medical assistance.

MOHIT (CONT'D):

Unfortunately, this is not the case for most of the population. The success rates of the births from assisted reproduction technologies remain less than 50% and this rate decreases with age.

V.O. (PRELAP):

Singapore needs to address this issue by improving awareness on fertility health

V.O. (PRELAP)(CONT'D):

to better prepare young couples for the journey ahead.