



**Impact of New Media on  
Public Broadcasting**

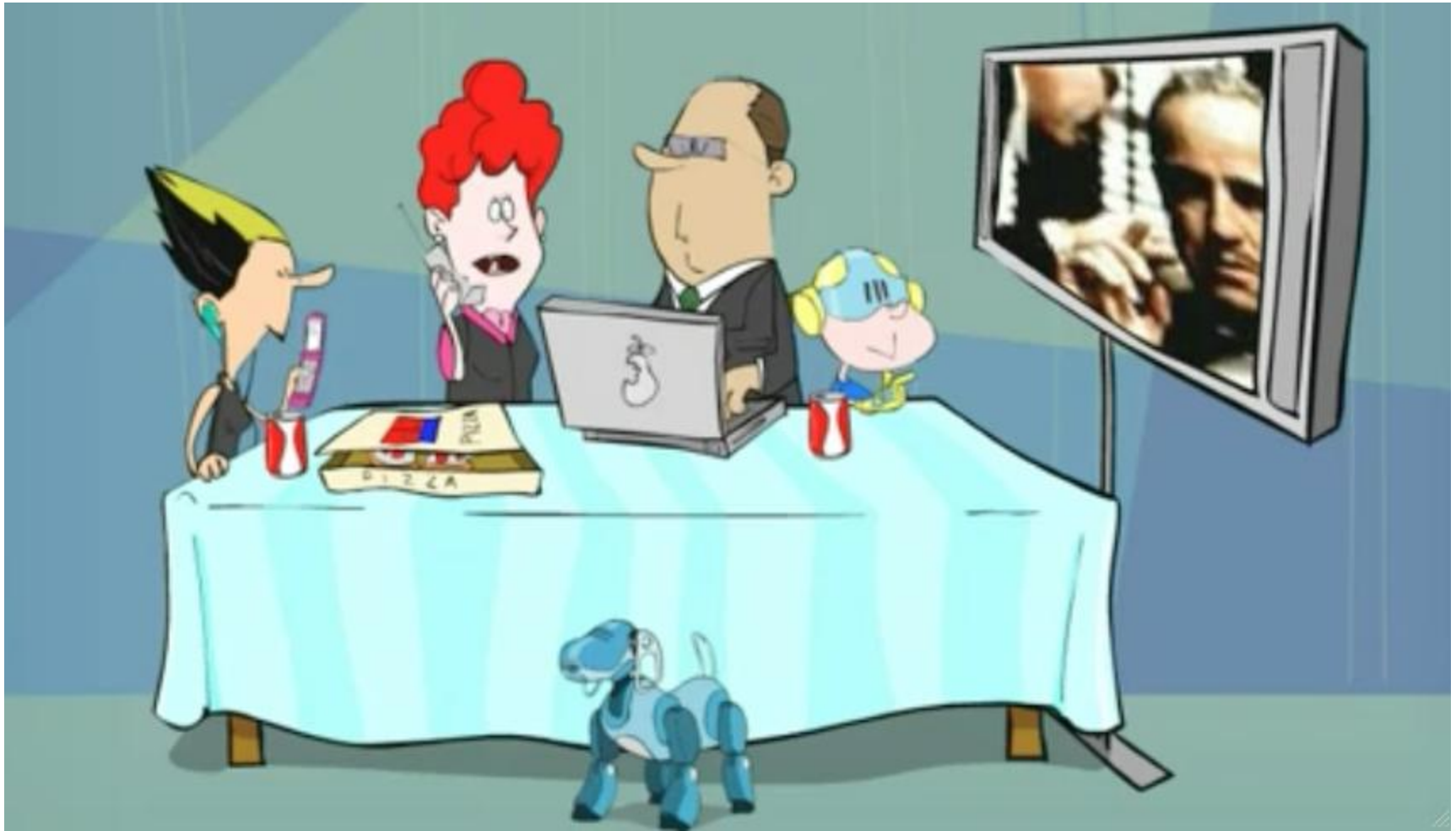
**PBI 2011**

# Technology and the Family



Picture source: YouTube – [www.eliezerc.com](http://www.eliezerc.com)

# Technology and the Family – Fragmented Audiences



Picture source: YouTube – [www.eliezerc.com](http://www.eliezerc.com)

# The Internet - Opportunities



# The Internet - Opportunities



- Catch-up TV
- Drew 24.5 million streams within first 6 months
- Recorded 1.6 million Unique Visitors

# Audience Engagement: Web Originals



## Let's Play Love

### Successful first web drama:

- 3 sponsors
- TV + Online bundled sponsorship
- More than 680,000 video streams over 4 weeks
- More than 170,000 unique visitors
- Drama is subsequently aired on FTA, Ch U

# The Internet - Opportunities



The screenshot shows the XINmsn video player interface. At the top, there is a search bar with the text "find videos" and the Bing logo. Below the search bar is a navigation menu with options: HOME, TV PROGRAMMES, MOVIES, NEWS, ENTERTAINMENT, LIFESTYLE, SPORTS, and MY PLAYLIST (0). The main content area is titled "Catch-Up TV" and features a large video player showing a woman smiling while holding a baby. Below the video player, there is a description for "Precious Babes 三个女人一个宝 Episode 15" and a "Watch now" link. To the right of the main video player, there is a vertical list of four smaller video thumbnails with titles: "Precious Babes...", "On the Beat 5...", "Buffetlicious...", and "Your Hand in Mine...".

400,000  
Unique Visitors

6,000,000  
Video Streams

# The Internet - Opportunities



channelnewsasia.com



Monthly pageviews of over 24 million

Monthly unique visitors 1.6 million

Website can also be viewed on iPad, Galaxy Tab, BlackBerry Playbook

Apps on iOS, Android, BlackBerry

# The Internet - Opportunities

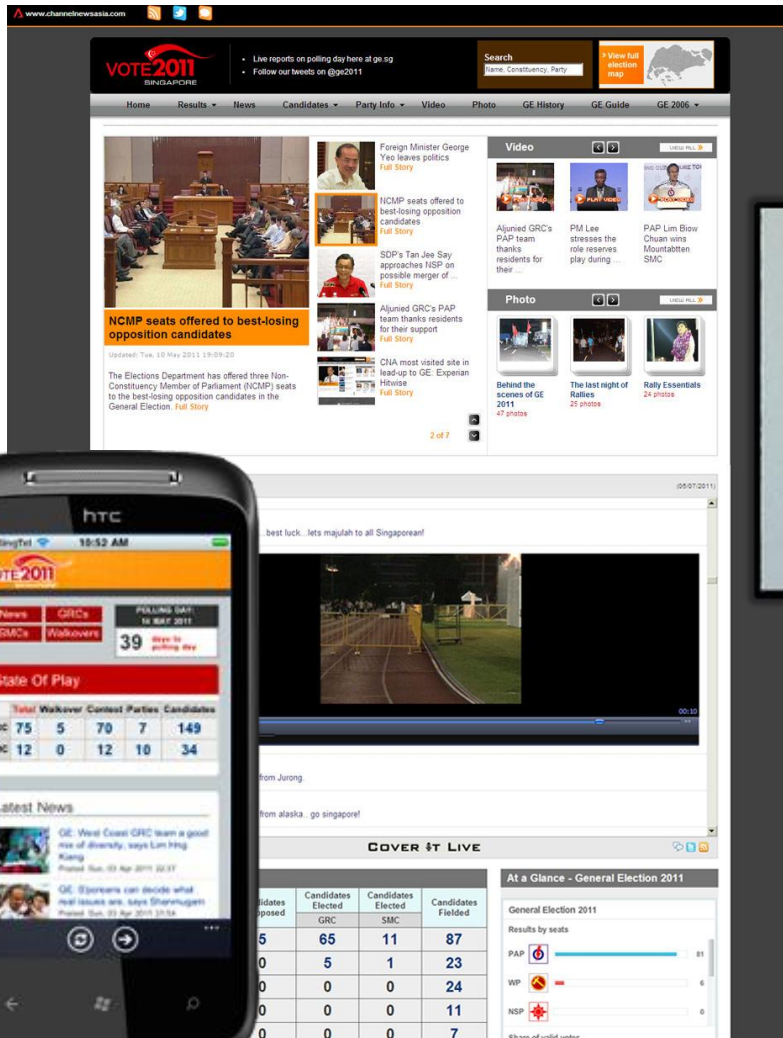
## Facebook & Twitter

Presence as a news feed



# Audience Engagement

**Singapore General Election**  
 Dedicated Twitter feed [ge2011](#) to tie in with the website [ge.sg](#)



The image shows a desktop view of the Channel NewsAsia website's 'VOTE 2011' section. The main headline reads 'NCMP seats offered to best-losing opposition candidates'. Below this, there are several news snippets with 'Full Story' links, including 'Foreign Minister George Yeo leaves politics', 'NCPM seats offered to best-losing opposition candidates', 'SDP's Tan Jee Say approaches NSP on possible merger of ...', 'Aljunied GRC's PAP team thanks residents for their support', and 'CIA most visited site in lead-up to GE: Ex-parliamentary member'. There are also sections for 'Video' and 'Photo' with various election-related content.

Overlaid on the bottom left is a mobile phone displaying the 'VOTE 2011' app. The app shows a 'State of Play' section with a table of candidates and a 'Latest News' section with a snippet about the West Coast GRC team.

Total	Walkover	Contest Parties	Candidates
GRC	75	5	70
SMC	12	0	12

Candidates Elected	Candidates Elected	Candidates Fielded
GRC	SMC	
5	65	11
0	5	1
0	0	0
0	0	0
0	0	0
0	0	7

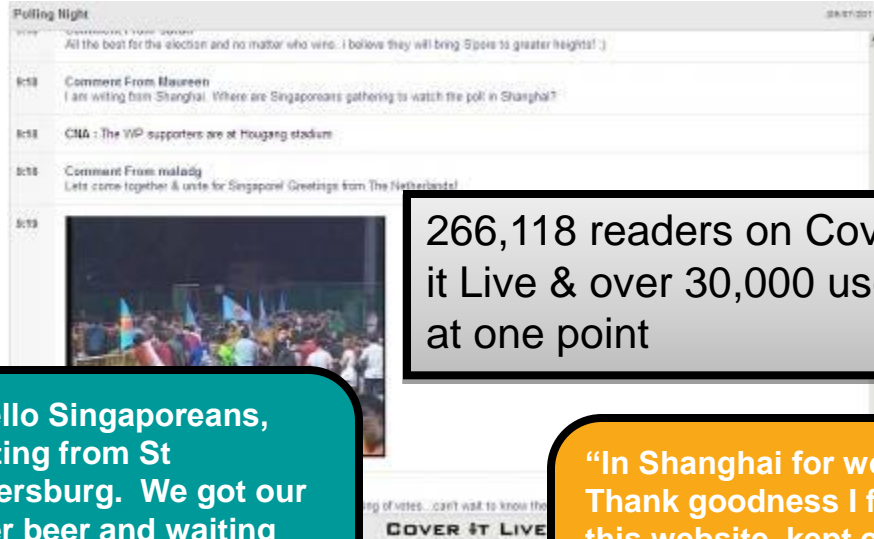


*"I am a Singaporean watching live streaming from an OIL RIG offshore Ghana. Waiting in anticipation" (Gary Nadhan)*

*"Cloudy Saturday morning in Chicago....believe the sky will be blue later....watching CNA on Ipad..." (DesDragon)*

*"Watching from NTU Hostel!! Thank you CNA for live stream!!! (Dan)"*

# Audience Engagement



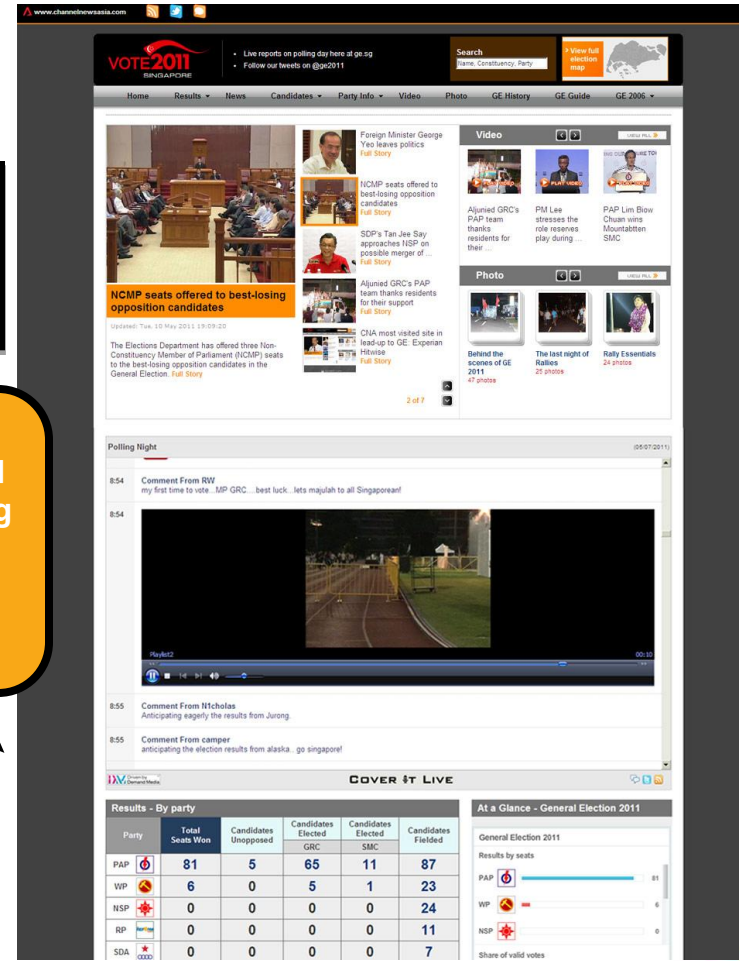
266,118 readers on Cover it Live & over 30,000 users at one point

“Hello Singaporeans, writing from St Petersburg. We got our tiger beer and waiting anxiously for the outcome.” (100plus)

“In Shanghai for work! Thank goodness I found this website, kept calling my friends in Singapore to find out the results! “ (Warren)

For those still working hard at CNA, Today....to bring these updates - a very big ty!!!! (Ipsit1)

Thank you, www.ge.sg, I appreciate the very prompt results. Thank you for keeping overseas Singaporeans updated. THANK YOU! =D (LC)



Party	Total Seats Won	Candidates Unopposed	Candidates Elected GRC	Candidates Elected SMC	Candidates Fielded
PAP	81	5	65	11	87
WP	6	0	5	1	23
NSP	0	0	0	0	24
RP	0	0	0	0	11
SDA	0	0	0	0	7

**Over-The-Top, the future of TV...**



**...stay tuned.**

*MEDIA CORP*

**Thank you**