

PBI Conference 2011

View From the Bridge: Public Broadcasting Strategies in the Digital Age



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PSB Plays Role in Shaping Singapore Identity and Furthering Social Interests

PSB VISION:

Foster a connected society through **quality, engaging and informative** public service content with reach and impact

PSB MISSION:

Inform, educate and engage Singaporeans by supporting the development of a range of quality content that fulfill PSB objectives



PSB OBJECTIVES

Promote core social values

Celebrate our culture and heritage

Promote racial & religious harmony

Promote the Singapore Identity

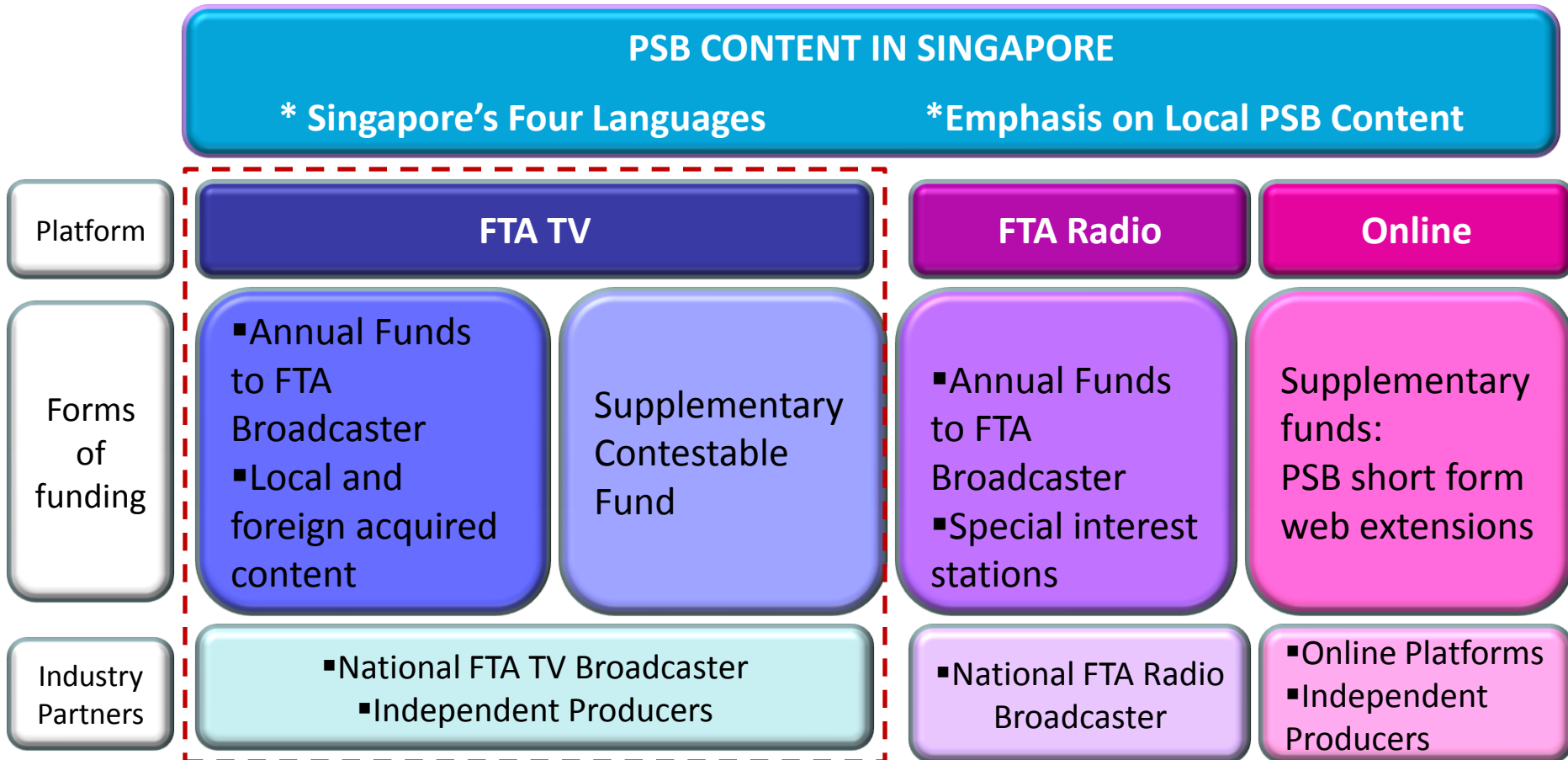
Foster an informed society

Stimulate knowledge and learning



FTA TV Key PSB Platform with Over 4,000 Hours of Funded PSB A Year

- About 10% of total transmission hours across the 7 FTA TV channels comprise funded PSB
- FTA Radio supplements PSB provision; recent introduction of PSB online



Collectively, More Than 90% of the Population Aged 4+ Watched Original PSB TV Productions in the Past Year



Source: MediaCorp (refers to funded PSB only in Apr 2010 to Mar 2011)



Introduction of PSB Online To Extend Reach

- Moderate but growing response: over 700,000 views for web-only videos



The screenshot shows the msn video interface. At the top, there's a search bar with 'find videos' and a 'bing' logo. Below the search bar is a navigation menu with categories: HOME, TV PROGRAMMES, ENTERTAINMENT, MOVIES, NEWS, LIFESTYLE, SPORTS, and MY PLAYLIST (0). The main content area is titled 'Catch-Up TV' and features a large banner for 'RenovAID'. The banner includes the text: 'RenovAID returns for another season with a new presenter at its helm. Join host Belinda Lee on RenovAID as we help renovate the homes of five needy families - each with its distinct challenges. Find out what solutions our designers have up their sleeves to problems ranging from elderly-proofing a home to making space work for a large family. Visit RENOV AID website for more information. EXCLUSIVE online series : We visit 7 families profiled in Season 1 to see how they're coping almost a year since their lives have been transformed by the makeover of their living space.'

The video player shows a scene from 'RenovAID Season 1' featuring 'Lim Chai Lai & Wife'. The video progress bar indicates 0:02 / 3:01. Below the video player, there's a section titled 'UP NEXT' with five video thumbnails: 'Mdm Ng', 'Julia & Jaswan', 'Teck Wee & Grandparents', 'Mdm Rokiah', and 'Suryani and Grandma'. The video player also shows a star rating (5 stars) and the 'MEDIACOF' logo.

Below the video player, there's a caption: 'Mr Lim & Wife (Rabbit)'. The text reads: 'The Renovaid team is shocked to see the clutter back in this house- Mrs Lim, aka Rabbit, has been bringing home unwanted things. With his ailing physical condition is Mr Lim is able to cope with any housework? Date: 2/11/10 Views: 25585 Video by: RenovAID: A Look Back to Season 1'.

- Catch-Up of TV episodes online

- Short-form web-only video content



Today's Media Landscape - Challenge of Keeping PSB and the Singapore Voice Relevant

Over **340** Channels by local operators in Singapore



MEDIACORP



Over **4,500** TV Channels** and
Billions of Videos Clips
over Internet



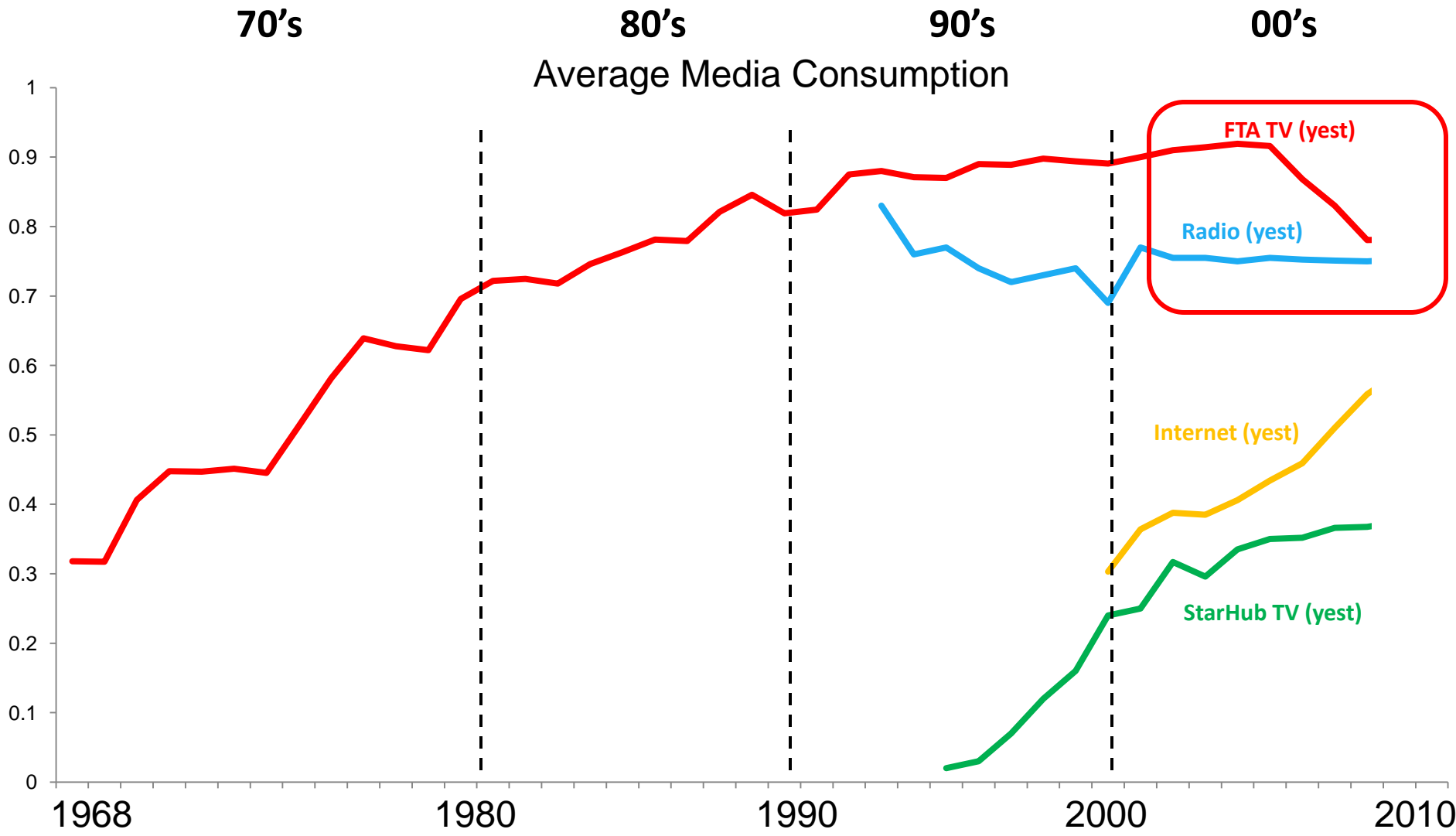
**: From Internet TV software



FTA, Cable TV and IPTV Channels

Audience Fragmentation

– Reach of Local Media Declining Since Mid 2000s



Singapore Youths Spend More Time Watching Online Videos

- About 15 hours a month compared to Internet audience average of 10.5 hour

Demographic Breakdown of Video Viewers*
Total Audience Singapore, Age 15+ (April 2010)

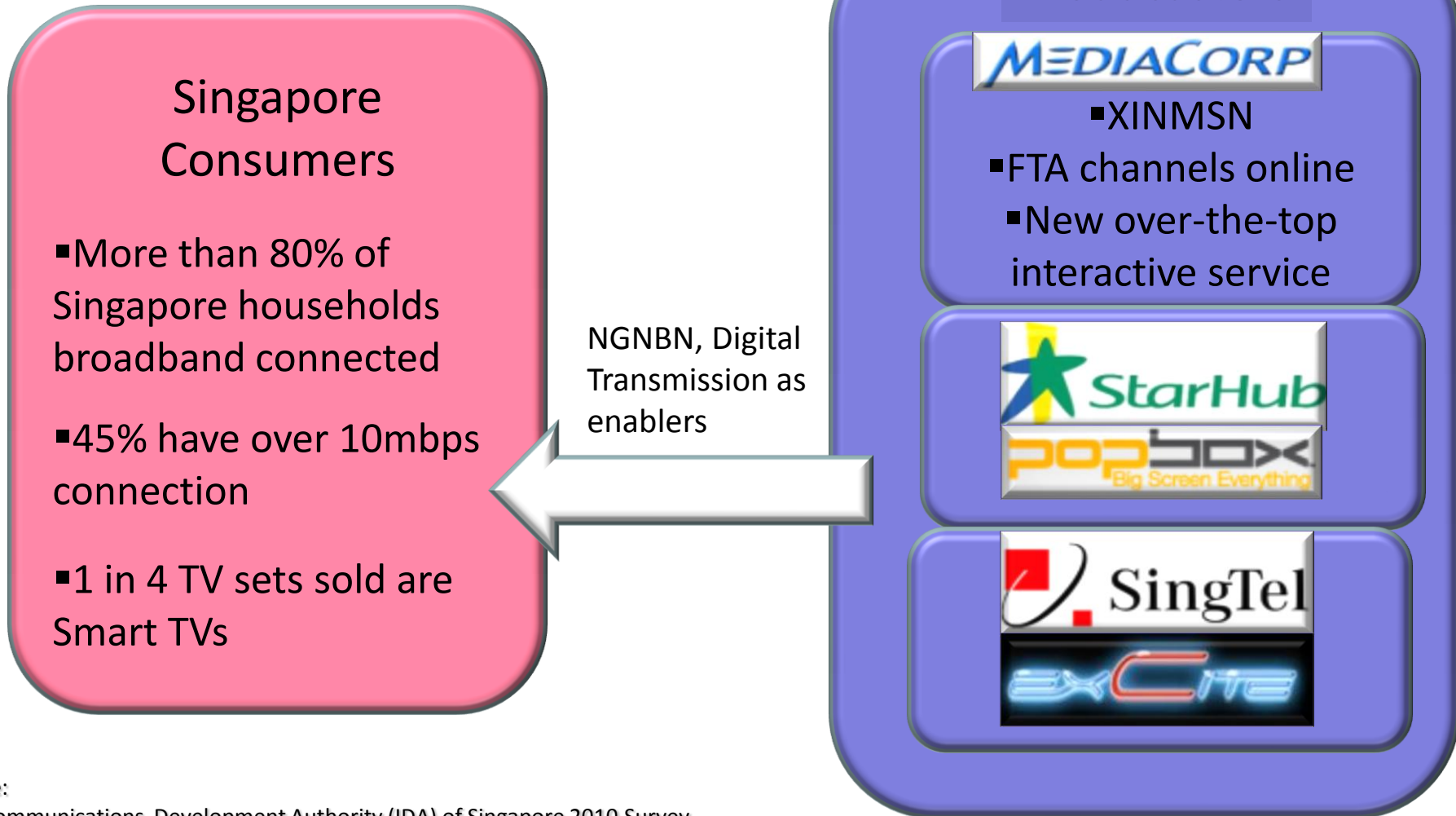
	Total Internet			
	% Composition Unique Viewers	Minutes per Viewer	Videos per Viewer	Minutes per Video
Total Audience	100.0	631.9	130.0	4.9
Persons: 15-24	21.7	910.4	192.1	4.7
Persons: 25-34	24.6	544.7	103.4	5.3
Persons: 35-44	26.2	473.4	102.5	4.6
Persons: 45-54	18.5	601.6	118.9	5.1
Persons: 55+	9.0	720.0	155.8	4.6

**Based on home and work locations and excludes visitation from public computers such as Internet cafes or access from mobile phones or PDAs.*

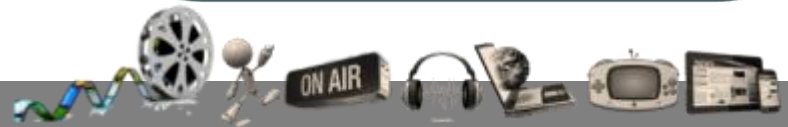
Source: www.comScore.com (comScore Video Metrix, figures in April 2010)



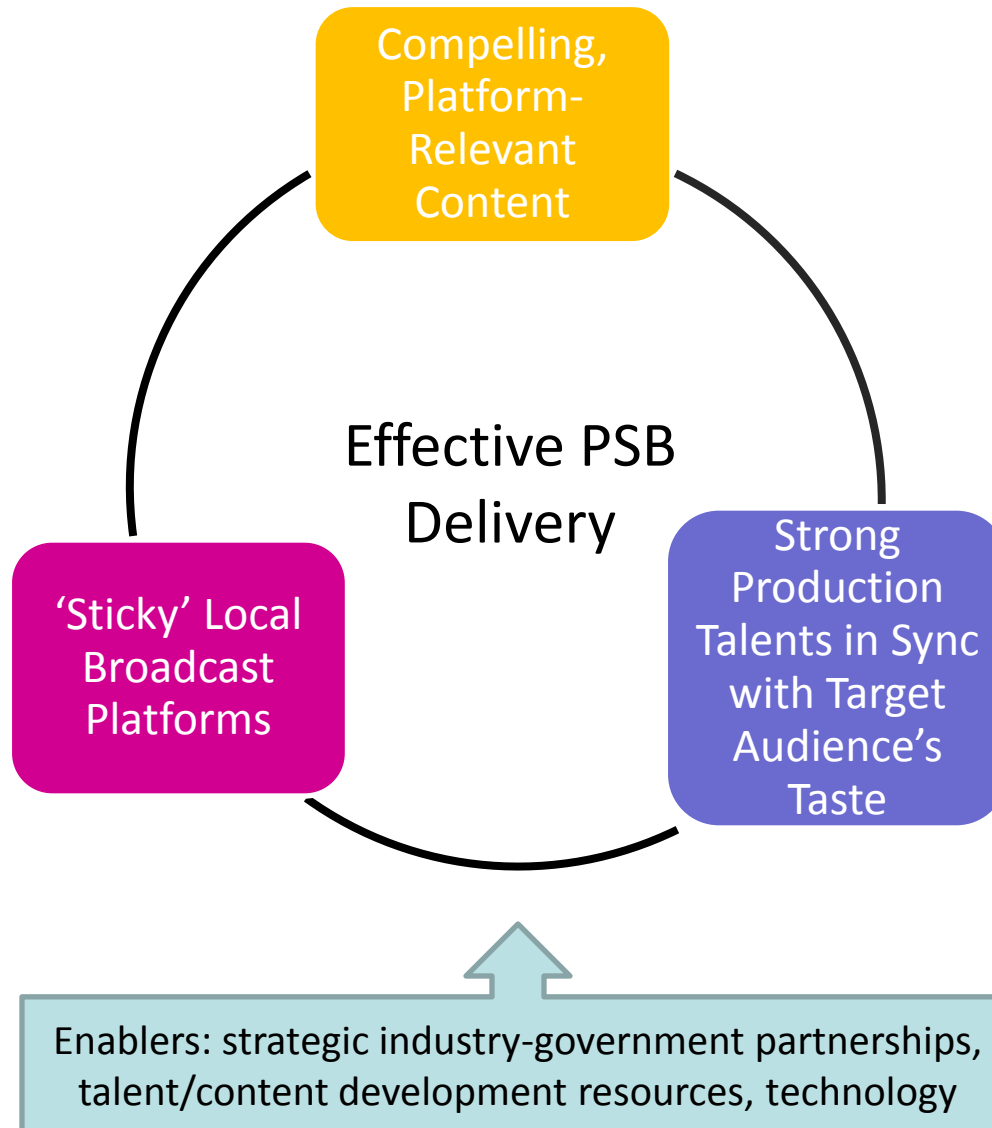
Turning Challenges to Opportunities – Riding the Digital Wave



Source:
Info-Communications Development Authority (IDA) of Singapore 2010 Survey
IDA 2011 Data from Operators



Leverage New Technologies but Emphasis on the Fundamentals of Effective PSB Delivery



Thank You

