



FACT SHEET

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cyberpioneerTV & Facebook

1. cyberpioneerTV

The cyberpioneerTV YouTube channel was launched in December 2008. As part of MINDEF's efforts to connect and engage with viewers, the YouTube channel was established to serve as a platform for introducing and sharing defence videos with audiences from both local as well as the international community.

With almost 400 videos related to the Singapore Armed Forces (SAF), cyberpioneerTV offers a variety of defence videos mainly produced by the Defence Media Centre (DMC), MINDEF Public Affairs Directorate. Since it was launched, the channel has garnered more than 11 million views and 22,000 subscribers.

The videos on the channel cover a range of topics, from introducing viewers to life as a National Serviceman, to showcasing military hardware, trainings as well as operations in the SAF.

"Every Singaporean Son" (ESS), a web-based reality-styled mini-series, is one of the more successful projects on the cyberpioneerTV channel. The 18-episode web series showcased the real-life journey of a section of recruits going through their Basic Military Training in Pulau Tekong.

MINDEF Public Affairs

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Following the success of the series, two other ESS series were produced for cyberpioneerTV:

1) A 6-episode follow-on series titled *Every Singaporean Son – The Epilogue* which featured six of the original recruits in the later stages of their National Service journey; and

2) *Every Singaporean Son II – The Making of An Officer*, a 21-episode series which documented the journey of a section of officer cadets as they underwent army officer cadet training in the Officer Cadet School, SAFTI Military Institute.

2. cyberpioneer Facebook

The cyberpioneer Facebook page was launched in March 2010. It has garnered more than 35,000 fans. The primary objective of this initiative was to connect and engage with Singaporeans to strengthen their commitment to our defence.

Through the cyberpioneer Facebook page, MINDEF provides regular updates comprising videos, photos, contests and other content to allow members of the public to have a better understanding on what the SAF does. Members of the public can also interact with MINDEF through comments and queries posted on the page.

In addition to increasing public awareness of the training and operations in the SAF, the cyberpioneer Facebook page also serves as an avenue for MINDEF/SAF to clarify misconceptions and debunk online hoaxes.

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