

ANNEX A

Economic Development Board's Industry Highlights

The Economic Development Board, together with its partner agencies the Infocomm Development Authority and the Media Development Authority, aims to make Singapore the region's media hub.

The intention is to promote Singapore as a compelling location for media companies across the entire industry value chain; creating a self-reinforcing, inter-dependent ecosystem that will continuously attract talent, ideas, capital and enterprises to create international products and services from Singapore.

Singapore's vision to become the region's media hub, combining both production and regional business responsibilities, is being realised with enterprises setting up, expanding and extending their operations in Singapore. With our technological capabilities and global reach, Singapore is primed to develop the media industry into an unparalleled success.

Below are examples of international companies with presence in Singapore spanning across the Publishing & Information Services, Broadcast & Production and Games & Animation sectors.

PUBLISHING & INFORMATION SERVICES

Wiley Services Singapore

Established in 2005, this is the first publishing services project in Singapore on a global scale, and also from the world's number 3 Scientific, Technical and Medical (STM) & Academic Journal publisher Wiley-Blackwell. Wiley Services Singapore was established as the Global Publishing Services HQ to support all Blackwell Publishing entities globally in the area of journals and books printing & distribution, customer services, IT support and production management.

Ink Publishing Pte Ltd

Established in 2006, Ink Publishing from UK is the world's leading in-flight magazine publisher, with titles that include Bangkok Airways Fah Thai, Cebu Pacific Smile, China Airlines Sky Boutique, China Airlines Sky Couch, Jetstar Airways Jetstar, Siem Reap International Airways Sarika and Tiger Airways Tiger Tales. Ink is also the publisher of Time Out Singapore magazine, a deal brokered in Singapore by the EDB. Based in Singapore, Ink is able to leverage the fast-growing airline industry in the region.

Reader's Digest Asia

Reader's Digest relocated its Regional HQ for English language products from Hong Kong to Singapore in 2006 after being in Hong Kong for 40 years. This is testament to Singapore's English language editorial capabilities and attractive business environment. In February 2008, Reader's Digest also partnered with Discovery Asia in Singapore, to launch Discovery's first magazine (Discovery Magazine) which has already outsold its first print run.

Reuters Asia Pte Ltd

Reuters, the leading Media and Financial Information Services company, has 900 staff in Singapore today as it continues to expand its HQ here. Its main activities include a world editorial desk, Asia-Pacific IT service centre, 1 of the 3 global data centres, global pictures desk and newly established Reuters Communications Services which is the global product charter for communications technologies in enterprises.

Cengage Learning

Previously Thomson Learning, consolidated its Regional HQ in Singapore and launched a new Chinese Language Teaching product charter here. First educational publisher to develop Chinese Language Teaching products here on a global scale.

BROADCAST & PRODUCTION

HBO

HBO was the first Cable and Satellite Broadcaster to establish its Regional HQ in Singapore in 1993. It employs some 130 staff in programming, promotions, technology and operations, finance and administration, legal and human resources, sales and marketing. HBO Asia manages five channels (HBO, HBO SIGNATURE, HBO HITS, HBO FAMILY and CINEMAX).

CNBC

CNBC Asia Pacific is headquartered in Singapore and provides eight hours of live Asia-produced programming every business day. Live market action, interviews and analysis from Europe and the US complements Asian coverage to deliver a mix of local, regional and global business news, relevant to viewers across Asia Pacific. In Asia Pacific, CNBC is distributed via satellite, cable and terrestrial broadcast networks, as well as broadband. CNBC content is also distributed on the 3G platform through selective markets.

ESPN STAR Sports

ESPN STAR Sports (ESS) was established in Singapore in 1996 as a 50:50 joint venture between two of the world's leading cable and satellite broadcasters, ESPN Inc. and STAR. Headquartered in Singapore, ESS has seventeen customized networks spanning 24 countries delivering the world's premier sports programming to over 310 million viewers in Asia. ESS today is the largest international cable and satellite broadcaster based in Singapore. With a completely digitized production office, ESS is well-positioned to lead Asia in the area of new media content distribution.

AETN All Asia Networks

A joint venture of A&E Television Networks (AETN) and ASTRO ALL ASIA NETWORKS plc (ASTRO). Headquartered in Singapore with operations in Kuala Lumpur, Malaysia, AETN All Asia Network builds and operates branded channels and services throughout South East Asia, Hong Kong and Taiwan. The company will launched The History Channel and Crime & Investigation Network in the region in 2007.

SPE Networks

SPE Networks – Asia is the leading broadcaster in Asia, bringing viewers the best television shows from around the world and exciting original productions through 5 channels – AXN (action & adventure shows & #1 US dramas), Animax (Japanese animation & unique youth content), SET (female-targeted lifestyle shows), PIX and PIX THRILLER (on demand movies).

Darlow Smithson Productions

Darlow Smithson Productions is a multi-award winning company producing high quality factual programmes for broadcasters worldwide, with a focus on ambitious docudramas, series and documentaries for theatrical release. TV subsidiary of IMG Media, it has established a production hub in Singapore.

Mark Burnett Productions Asia

Genting International and Mark Burnett Productions partnered to form Mark Burnett Productions Asia (MBPA) which covers all of Asia except Japan and the Middle East, and will herald the age of new exciting television content for this region. Besides continuing MBP's successful run in producing TV series for Asia, MBPA will hold the exclusive license to produce and distribute these programs to multiple media platforms that range from broadcast, the Internet to mobile television. Audiences in Asia can expect not only new entertainment content, but also to join in the programs or shows, many of which will be produced in Asia. The new company will also develop original television shows for Asia that will be licensed for format productions throughout the world.

GAMES & ANIMATION

Electronic Arts

The world's leading developer and publisher of interactive entertainment, has based its Asia Regional Headquarters and localization studio in Singapore. The studio customises popular EA games for the Asian markets, distributing them in at least five different languages.

Koei

A leading Japanese game company, established its first overseas game development studio in Singapore to produce the first made-in-Singapore Massively Multiplayer Online Role Playing Game (MMORPG) titled "Romance of the Three Kingdoms Online", launched in Japan in Feb 2008.

Ubisoft

Ubisoft is a global Top 3 developer and publisher of videogames, with over 4000 employees and 18 studios around the globe. In February 2008, Ubisoft announced that will be opening its first South East Asian games studio in Singapore in mid-2008. When this studio reaches full headcount of 300 persons, it will be the region's largest games studio.

Anark

Anark, a US games middleware/technology company, developed a game user-interface middleware in Singapore. The middleware, "Gameface", is currently being employed for development of top games on the latest next-generation console and PC game platforms.

Gevo Entertainment

Formerly a games studio of Genki (Japanese game company). It has since gone independent of Genki, and is developing games for Nintendo's platforms (i.e. DS, Wii). Studio has extensive working experience with Japanese publishers on various game projects.

Boonty

A French casual game developer and distributor. Presence in Singapore encompasses its Asia RHQ, advanced casual game studio and game hosting in Singapore.

Seasky Netjoy

Chinese mobile game developer using Singapore as its International HQ to reach markets outside of China.

Lucasfilm Animation Singapore (LAS)

LAS is Lucasfilm's 1st 3D animation studio outside USA and is currently the largest in Singapore. It occupies a 63,000 square feet facility and expects to hire about 300 employees by end-2008. LAS' working model is unusual in that employees have a chance to work on projects for all three platforms – TV, film and games. LAS has also embarked on an in-house training programme aptly named the Jedi Masters Programme (JuMP).

Southern Star Singapore

Southern Star Singapore is an animation studio set up by the Southern Star Group, Australia's largest independent television production and distribution group. The studio produces the very successful children's animation series, The Adventures of Bottle Top Bill. This TV-animated series has won the DigiCon Territorial Award.