

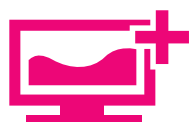
CHAPTER 2.1 PSB PROGRAMMES: SETTING NEW BENCHMARKS

POWERING
PROGRESS



Covering Singapore's four official languages and spanning a range of genres, PSB programmes are telecast across MediaCorp's seven free-to-air (FTA) channels. In the past year, these programmes have attracted some 4.5 million viewers².

To grow this number, MDA identified four key focuses to improve the quality of PSB programmes and extend their reach this past year.



**Adding the Singapore flavour
to local programmes**



**Priority for high-quality and informative
yet compelling programmes**



**More touch points and wider
accessibility for PSB programmes
in a more connected Singapore**



**Fresh, original and more
exciting programmes with the
PSB Contestable Funds Scheme**

² Source: Kantar Media

ADDING THE SINGAPORE FLAVOUR TO LOCAL PROGRAMMES

An increasingly competitive media landscape and changing consumption habits have spurred the need to make PSB content even more compelling to local viewers.

To this end, MediaCorp revamped Channel 5 in January 2015 – rolling out a succession of local content to celebrate the Singapore identity such as *The 5 Show*, an info-tainment programme that explores issues close to the hearts of Singaporeans. Channel 8 also revamped its weekday evening programming belt in October 2014 with two new programmes – *Hello Singapore* (狮城有约), an hour-long news and current affairs talk show, and local long-running drama *118* which offers a light-hearted social commentary on current topics in Singapore.

Other well-received PSB programmes include *The Journey: Tumultuous Times* (信约:动荡的年代), the second season of Channel 8's nation-building trilogy; Channel 5's *Mata Mata: A New Era*, on post-independent Singapore in the late 1960s to 1970s; okto's *The School Bell Rings 2*, featuring Singapore in the early days seen through the eyes of students at Bukit Timah Junior School; and Channel U's *Find Me a Singaporean 4* (稀游记), a popular returning series about Singaporeans living and working all over the world.

Suria has exciting new local content too. One key show is *R&D*, a local drama series highlighting issues faced by young Malay couples and newlyweds. The series engaged its viewers across multiple media platforms, such as “live” radio discussions on topics featured in the TV episodes.

Vasantham continued to feature shows that tackled emerging social issues, such as *Sundaram Kudumbathinar* (*Sundaram's Family*), a drama on the challenges of two single parents who get married and live together with their children.



PRIORITY FOR HIGH-QUALITY AND INFORMATIVE YET COMPELLING PROGRAMMES

With an average investment of almost S\$200 million per year to raise the quality of productions, locally produced documentaries and current affairs programmes have enjoyed an improvement in their quality and viewership. Special feature documentaries have also been a highlight as we celebrate Singapore's 50th birthday in 2015. Channel NewsAsia's *Days of Disasters* and *Raffles Revealed* relived momentous events that shaped modern Singapore, and explored Singapore's history through the untold stories of our founder, Sir Stamford Raffles.



Dr. Julian Davison tells the tales of Sir Stamford Raffles that most of us never knew.

FRESH, ORIGINAL AND MORE EXCITING PROGRAMMES WITH PSB CONTESTABLE FUNDS SCHEME (PCFS)

Launched in July 2012, the PCFS supported the creation of fresh PSB content by enabling any media company to bid for PSB funding. Through the Scheme, MediaCorp and StarHub have commissioned 40 PSB programmes.

In FY2014, StarHub commissioned more than 70 hours of PSB content for its two pay-TV channels, E-City and SuperSports Arena, with genres spanning entertainment, info-tainment, kids and variety programmes. The PSB programmes were broadcast on these two channels from February 2015.

The programmes will also be available to the public for free on StarHub Go (formerly known as 'StarHub TV Anywhere') six months after their telecast.



My Secret App (我的宝贝机密), produced by StarHub with MDA's support, premiered on 26 May 2015.

The PCFS has introduced a new level of competition within the broadcast sector, with MDA working with more platform partners to bring high-quality, highly-engaging content to Singaporeans.

MY SECRET APP



My Secret App (我的宝贝机密), produced by StarHub with MDA's support, premiered on 26 May 2015.

MEN IN KINDERGARTEN



Created by Threesixzero Productions, *Men in Kindergarten* is an infotainment programme that is screened on StarHub's channels in 2015.

ZOOMOO'S GOT BRAINS AND PURSUIT OF CHAMPIONS



Zoomoo's Got Brains by Beach House Pictures and *Pursuit of Champions* by Threesixzero Productions are also among the offerings under PCFS.

MORE TOUCH POINTS AND WIDER ACCESSIBILITY FOR PSB PROGRAMMES

As more Singaporeans consume content online and on mobile platforms, MDA is helping to make more PSB programmes accessible beyond the TV screen.

By extending our support to new media platforms such as MediaCorp's Toggle, viewers can now watch locally produced content on the go and across multiple devices for free.



As of December 2014, MediaCorp's Toggle has garnered more than 680,000 registered users and generated more than 1.86 million video views.



StarHub also offers mobile access to PSB programmes through its StarHub Go application.

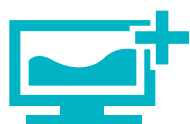
CHAPTER 2.1

PSB PROGRAMMES: SETTING NEW BENCHMARKS

TOUCHING
LIVES



News, drama, sports, children's programmes, and infotainment shows – all of these have reflected and shaped Singapore culture, and have continued to do so in the past year. With MDA's support, broadcasters like MediaCorp and independent production houses have brought even more quality PSB programmes to Singaporeans this year.



**Adding the Singapore flavour
to local programmes**



**Great documentaries and current
affairs programmes for all**



**Creating must-watch PSB
programmes**



**Bringing great TV content to where
Singaporeans are**

ADDING THE SINGAPORE FLAVOUR TO LOCAL PROGRAMMES

Singaporeans were treated to a slew of quality PSB programmes this past year:



The 5 Show, hosted by Chua Enlai and Yasminne Cheng, keeps local current affairs interesting with entertaining studio and outdoor segments.



Channel 8 drama *3 Wishes* starring Thomas Ong and Huang Biren topped the viewership charts of MediaCorp Channel 8 dramas for 2014, and won the accolade of Top Rated Drama Serial at the Star Awards 2015.



Set against the backdrop of a Tiong Bahru coffeeshop, *118* features current issues faced by characters the local audience can relate to.



Mata Mata: A New Era tells the story in the post-independent Singapore in the late 1960s to 1970s.



Sundaram Kudumbathinar discusses tough topics and taboos among other issues.



R&D is a local drama series highlighting issues faced by young Malay couples and newlyweds.

GREAT DOCUMENTARIES AND CURRENT AFFAIRS PROGRAMMES FOR ALL

Larger budgets from PSB funding meant that Singaporeans were treated to more high-quality made-in-Singapore documentaries this past year. Programmes such as *Raffles Revealed* and *Days of Disasters* were met with rave reviews from viewers islandwide.



Channel NewsAsia's Days of Disaster – a reminder for us to stay vigilant.

CREATING MUST-WATCH PSB PROGRAMMES



“The PSB Contestable Funds Scheme (PCFS) challenges producers to relook at how content is being consumed on a variety of platforms. For example, the online version of our award winning series *Who Killed The Lead?* (侦凶) was crafted to capture the short attention span of the online audience, while the longer duration episodes featured on TV.

In this year’s *Crescendo* (起飞) produced under the PCFS, we were able to produce several online elements to complement the TV series – giving the audience a deeper look into the Chinese music industry. Viewers can even join in a real concert as part of the finale – creating a complete viewing experience.”

Molby Low

Chief Creative Officer

WaWa Pictures

CREATING MUST-WATCH PSB PROGRAMMES



WaWa Pictures' *Who Killed The Lead?* (侦凶) was the winner of Best Digital Fiction & Non-Fiction Programme/Series, 19th Asian Television Awards 2014.

With the PCFS, broadcasters MediaCorp and StarHub now enjoy greater support to produce original content for Singaporeans. And, Singaporeans can look forward to a wide array of quality, original content.

From informative programmes for pre-schoolers to shows that offer a peek into the future, there's something on TV for everyone.



ZOOMOO'S GOT BRAINS

"Which animal is bigger than a rat, smaller than a deer – and has stick-thin legs?" Test yourself with *Zoomoo's Got Brains*, a PCFS brain teaser series for preschool kids.



PURSUIT OF CHAMPIONS

Follow our local athletes and see how far they go in pursuit of their dreams.



MY SECRET APP

How can futuristic apps help us with our relationships? Singaporeans got a first-hand look.

BRINGING GREAT CONTENT TO WHERE SINGAPOREANS ARE



Toggl allows users to view entertainment news, catch up on MediaCorp programmes and even catch selected MediaCorp programmes first on Toggl-it-First. Viewers may also watch live-streams of local programmes on Channel 5, Channel 8 and Channel NewsAsia, and enjoy exclusive original content on Toggl.

“The new Toggl brings to viewers a wider range of entertainment and lifestyle content. Whether you have a few minutes or a few hours, there will always be something exciting at Toggl to entertain you.”

Anil Nihalani

Head of Connected Media
MediaCorp

With Toggl available on iOS, Android devices, Smart TVs and Microsoft Xbox One, there are now more ways to enjoy quality PSB shows!