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# CHAPTER 2

## TELLING THE BEST SINGAPORE STORY YET

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- 2.1 PSB PROGRAMMES: SETTING NEW BENCHMARKS
- 2.2 A YEAR OF EXCEPTIONAL PSB PROGRAMMES
- 2.3 GETTING SINGAPORE READY FOR DIGITAL TV
- 2.4 ENHANCING THE VIEWING EXPERIENCE FOR THE HEARING IMPAIRED



**Made-in-Singapore TV content has been winning and wowing local audiences over the past few years. From quality TV content now accessible across multiple media platforms, especially mobile, to ground-breaking new TV programmes, it's easy to see why our broadcast content producers are creating more buzz than ever.**



**“We enjoy sharper pictures and improved sound quality as a result of our switch to Digital TV, and with so many good-to-watch shows too... With the digital set-top box, we can also now find out about the programme line-up easily.”**

**Mdm. Leng Sow Wah and husband Mr. Ng Hong Pat**  
Beneficiaries of the Digital TV (DTV) Assistance Scheme

These days, Singaporeans have even more reason to tune in to locally-made programmes. Supported by MDA, local content has been steadily improving in quality. Local content producers have also been working hard to create more compelling and engaging Public Service Broadcast (PSB) programmes. Together, such content has been crucial in helping to strengthen the Singapore spirit and identity.



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*Find Me a Singaporean 3*



*Sundaram Kudumbathinar*



*Mata Mata*



*R&D*



*Raffles Revealed*