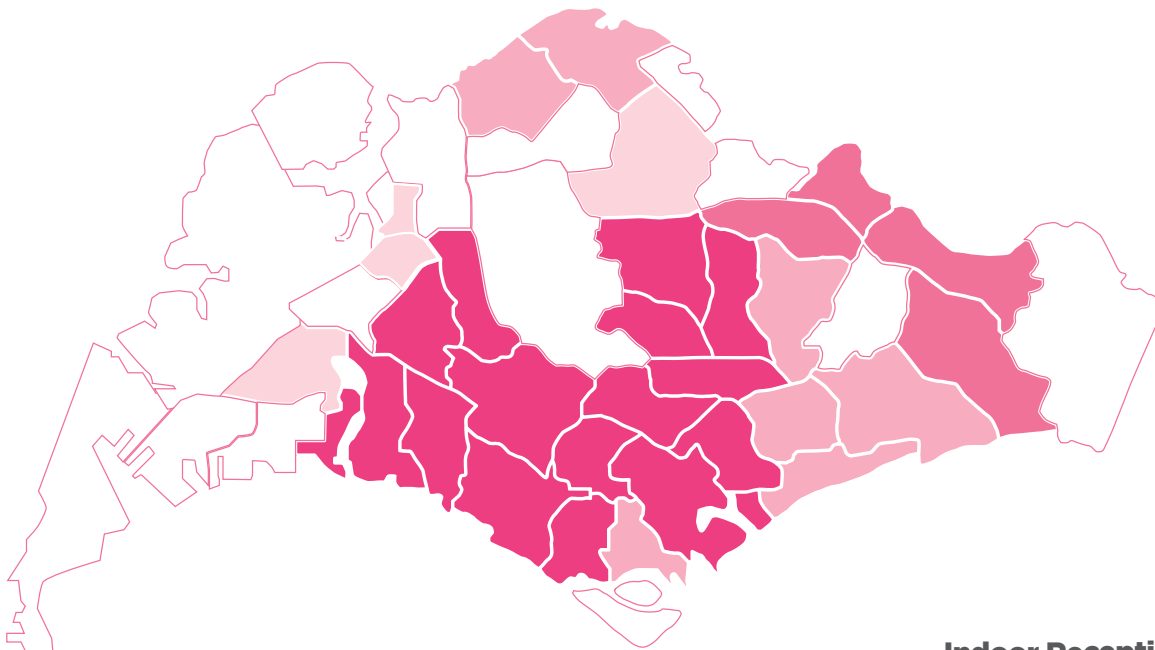




Singapore embarked on its digital switchover journey in December 2013, with MediaCorp successfully transmitting all seven FTA TV channels (i.e., Channels 5, 8, Suria, Vasantham, okto, Channel U and Channel NewsAsia) in digital format using the DVB-T2 (Digital Video Broadcasting – Second Generation Terrestrial) broadcasting standard.

During the year in review, we brought Digital TV to more residents as the network was rolled out to the estates of Clementi, Bukit Timah, Bukit Panjang, Choa Chu Kang South, Queenstown, Bukit Merah West, Bishan, Toa Payoh and Kallang, covering an estimated 36% of households in Singapore.

PROGRESSIVE ROLLOUT FROM DECEMBER 2013 TO 2016



2015 Q3

- Choa Chu Kang (North)
- Jurong West
- Yishun

2015 Q4

- Bedok
- Bukit Merah (East)
- Geylang
- Hougang
- Marine Parade
- Sembawang
- Woodlands

2016

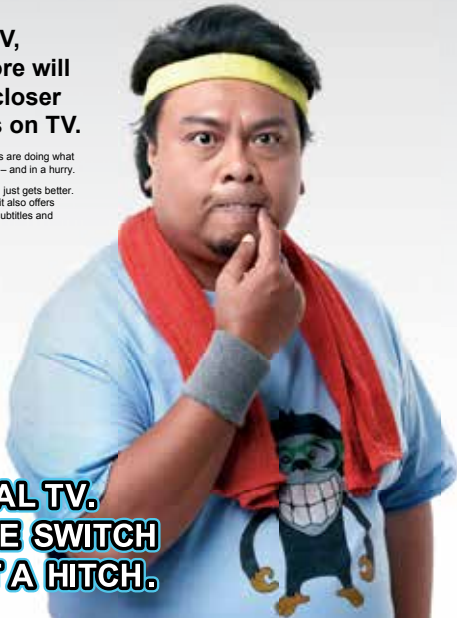
- Pasir Ris
- Punggol
- Sengkang
- Tampines

Indoor Reception Ready

- Ang Mo Kio
- Bishan
- Bukit Batok
- Bukit Merah (West)
- Bukit Panjang
- Bukit Timah
- Central Area
- Choa Chu Kang (South)
- Clementi
- Jurong East
- Kallang
- Novena
- Queenstown
- Serangoon
- Tanglin
- Toa Payoh

With Digital TV, all of Singapore will take a much closer look at what's on TV.

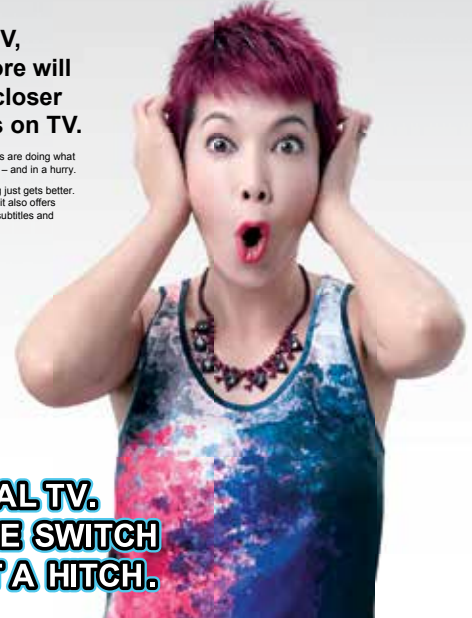
Which explains why all our artistes are doing what they can to look and speak better – and in a hurry. With Digital TV, television viewing just gets better. Superior broadcast quality aside, it also offers features such as multi-language subtitles and electronic programme guides too.



DIGITAL TV. MAKE THE SWITCH WITHOUT A HITCH.

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DIGITAL TV. MAKE THE SWITCH WITHOUT A HITCH.

You can switch to Digital TV with any of the following options:

- Existing TV + DVB-T2 digital set-top box + Antenna
- OR
- TV with built-in DVB-T2 digital tuner + Antenna
- OR
- StarHub TV or SingTel mio TV subscription

When shopping for a new TV set or set-top box, simply look out for the Digital TV consumer labels shown below:



To know more about how you can receive Digital TV, visit mediacorp.sg/digitaltv. For enquiries, email contact@mediacorp.com.sg or call 6435 6288

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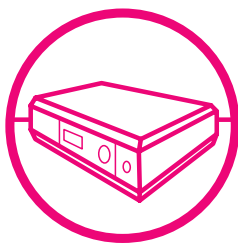


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In July 2014, MDA appointed M1 Limited to manage the rollout of its Digital TV Assistance Scheme to help eligible low-income households transit smoothly to Digital TV.

As of 31 March 2015, 17,900 eligible households have benefitted from the scheme, with each household receiving a free digital set-top box, an indoor antenna, and installation service. MDA also continues to work with grassroots leaders and voluntary welfare organisations to reach out to the elderly and persons with disabilities to help them prepare for the digital switchover.

WHAT THE DIGITAL TV ASSISTANCE SCHEME PROVIDES



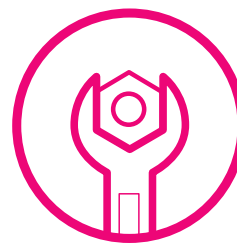
FREE DIGITAL SET-TOP BOX

+



FREE INDOOR ANTENNA

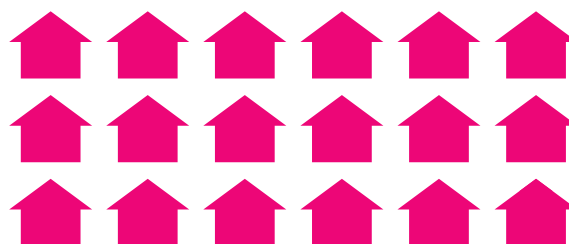
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FREE INSTALLATION

NUMBER OF DIGITAL TV ASSISTANCE SCHEME BENEFICIARIES

17,900 HOUSEHOLDS





Madam Goh (right) enjoying her TV time with friends at Thye Hwa Kwan.

During its progressive rollout of the Digital TV network island-wide, MDA implemented the Digital TV Assistance Scheme in September 2014. The objective is simple – to help low-income households make the switch to Digital TV so that they can continue to watch their favourite FTA TV programmes.

Madam Goh Choo Tee, who goes to Thye Hwa Kwan Senior Activity Centre @ AMK 257, is a beneficiary of the Digital TV Assistance Scheme. A fan of Channels 5, 8 and Suria, Madam Goh enjoys game show *Wheel of Fortune*, as well as Chinese and Malay drama series.

“I like spending my evenings watching TV. I catch the 6.30pm news on Channel 8 and continue to watch TV until bedtime at around 9pm. With Digital TV, the pictures and sounds are really good and clear. I will never go back to analogue TV anymore.”

Mdm. Goh Choo Tee

Beneficiary of the Digital TV (DTV) Assistance Scheme