

## AN OVERVIEW OF THE LOCAL MEDIA LANDSCAPE

### Press

There are nine (9) daily newspapers in Singapore:

English – The Straits Times, Business Times, The New Paper (free commuter newspaper), TODAY (fully digital)

Chinese –Lianhe Zaobao, Lianhe Wanbao, Shin Min Daily News

Malay – Berita Harian

Tamil – Tamil Murasu

Singapore Press Holdings (SPH) is the main newspaper publisher in Singapore.

### Radio

MediaCorp Radio owns and operates thirteen (13) radio stations which broadcast in four (4) different languages over the airwaves. It also operates XFM 96.3 which broadcasts in Japanese, French, German, Korean and Hindi to the expatriate communities in Singapore.

The thirteen (13) radio stations are:

938LIVE, 987FM, CLASS 95FM, GOLD 90.5FM, LUSH 99.5FM, SYMPHONY 92.4FM, CAPITAL 95.8FM, LOVE 97.2FM, Y.E.S. 93.3FM, RIA 89.7FM, WARNA 94.2FM, OLI 96.8FM and EXPAT RADIO 96.3XFM.

Additionally, SPH Radio operates One FM 91.3, Kiss 92FM and UFM100.3 and SAFRA Radio operates 883JiaFM and Power98FM.

### Television

MediaCorp is Singapore's largest terrestrial broadcaster. It owns and manages the entertainment channels Channel 5, Channel 8 and Channel U as well as the Malay entertainment and information channel Suria. It also owns and manages okto and Vasantham.

Channel 5 and Channel 8 offer viewers round-the-clock English and Mandarin mass entertainment and information programmes respectively. Channel U is a Chinese news and entertainment channel for young adults and working professionals.

Channel NewsAsia (CNA) was launched in March 1999 to provide an English language channel dedicated to providing an Asian perspective of the news to viewers. It covers political, social, environmental and economic issues of Southeast Asia, East Asia and South Asia with its own bureau in these regions. CNA is a network of MediaCorp News.

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## TIPS ON WORKING WITH THE MEDIA

### Recommended Timeline to Send News to Different Media Platforms

- Dailies (eg. The Straits Times) and Broadcast (eg. 938Live): 4 days – 3 weeks
- Weeklies (eg. 8 Days): 2 – 3 weeks
- Monthlies (eg. lifestyle magazines): 2.5 – 3 months
- Online (eg. TODAY): 2 days – 2 weeks

### Recommended Timeline to Disseminate Media Invitations

- 2 weeks prior to event date, but good to call or email media to pre-empt them a month to 6 weeks before your event date, to do a soft-booking on their calendar.

### Media Preference for Personal Hard-hitting Stories

- With consumers increasingly conscious of time spent online, there is a shift of focus to 'more meaningful' content.

### Consumers will increasingly obtain their news from Instagram and Facebook vs Newsfeeds

- Stories will be the main way people share important information with one another.
- Stories are used daily by 150 million people on Facebook, 190 million on Snapchat, and 300 million on Instagram.

### Audio may play an increasingly important role

- Many publishers are launching daily news podcasts, hence, it is predicted that audio may become a more popular medium of content consumption in the near future.

### Online Video Format as Key Medium to Disseminate Stories

- Online videos with bite-sized content e.g. video interviews and visuals with short text overlay, is a key medium to reach out to consumers.

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**KEY LOCAL MEDIA CONTACTS**

**Singapore Press Holdings**

All News Desk contacts can be found here – <https://www.sph.com.sg/contact-us/for-media/media-contacts/%20>

Art Desk contact – [start@sph.com.sg](mailto:start@sph.com.sg) / Tel: (65) 6319 5591 / Fax: (65) 6319 8272

**MediaCorp**

Channel News Asia – [singaporedesk@mediacorp.com.sg](mailto:singaporedesk@mediacorp.com.sg) / Tel: 6251 7671 / Fax: 6251 5628

TODAY – [today@mediacorp.com.sg](mailto:today@mediacorp.com.sg) / Tel: 6236 4888 / Fax: 6534 4217

MediaCorp Radio – [radionews@mediacorp.com.sg](mailto:radionews@mediacorp.com.sg) / Tel: 6539 7485 / Fax: 6256 9533

**SAFRA**

Radio – [news@safraradio.com.sg](mailto:news@safraradio.com.sg) / Tel: 6373 1948 / Fax: 6373 1918

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