

Programme Title: The Money Tree (Working Title)
Produced by: Straits Times TV

FAST FACTS

Genre:	Current Affairs, Investment education programme
Presenter:	Michelle Quah
Editorial Board:	Bob Ng, TV Supervising Editor, The Straits Times Jennifer Lewis, Editor, The Straits Times TV Ignatius Low, Deputy Money Editor, The Straits Times Leong Chan Teik, Senior Correspondent, The Straits Times Quak Hiang Whai, News Editor, The Business Times
Objectives:	Educational programme to teach the fundamentals of investments To equip investors with the right set of questions To raise the level of sophistication amongst those already in the market
No. of Eps:	8
Tx Details:	September 18 – November 6, 2003 Every Thursday, 7:30pm

TOPICS

- Episode 1: CPF-linked investments
- Episode 2: Risk and Return
- Episode 3: Investment concepts and strategies
- Episode 4: Self Managed Funds vs Professionally Managed Funds
- Episode 5: Fund Managers – Who are they and what do they do
- Episode 6: All the funds out there (the different types of funds)
- Episode 7: Financial Advisers
- Episode 8: Things to monitor

STRAITS TIMES TV

The Straits Times TV unit is the broadcast arm of the 158-year-old newspaper, The Straits Times. It produces the nightly 9:30pm **Channel i News** for Channel i and the weekly current affairs discussion programme, **i On the News**. Its latest production was **The JI Testimonies** which featured exclusive material of three operatives who had given evidence at the trial of alleged Jemaah Islamiah spiritual leader, Abu Bakar Bahir.

Programme Title: Smart Investment 理财有方 (Working Title)
Produced by: BiG IDEA NETWORK PTE LTD

FAST FACTS

Genre:	Documentary / Drama
Presenters:	Evelyn Tan and Gou Liang
Objectives:	To educate the investing public and potential retail investors and promote public awareness of the investment and fund management industry To provide information regarding the intricacies of investing using various investment products To provide the 'ABC's' of investing and addressing recent public concerns over marketing of unit trusts to the elderly or uninformed customers
No. of Eps:	8
Tx Details:	October 5 – November 23, 2003 Every Sunday, 10:30pm

TOPICS

- Episode 1: Building Awareness
- Episode 2: The Importance of Starting Early
- Episode 3: Risk and Returns
- Episode 4: Diversification and Asset Allocation
- Episode 5: Life Cycle Stages and Financial Goals
- Episode 6: Common Myths and Scams
- Episode 7: Doing It Yourself
- Episode 8: Measuring Performance

BiG IDEA NETWORK PTE LTD

A visual communications and media solutions group with a proven track record in the creation and production of local TV programmes. Recent key projects include: Living with SARS, Absolutely Singapore! and tele-movie - No Place Like Home: Popiah and Me.