

# Significant Events



*The launch of Lee Kuan Yew : The Man & His Ideas on October 3.*

## **September 5, 1997**

*Living* magazine was launched in Taipei, the first publication of Asia Century Publishing, a joint venture between Lianhe Publishing and Burda-Rizzoli.

## **October 1997**

The retrofitting, upgrading and redevelopment work at Paragon commenced.

The Chinese Pictoria System for electronic archival of published wire pictures was set up for the Chinese Editorial Library.

## **October 3, 1997**

The book *Lee Kuan Yew: The Man & His Ideas* was launched.

## **October 17, 1997**

The Newlink Web (including the new billing module) was commissioned to sell the news archive to more users via Internet.

Electronic commerce services to promote business transactions and provision of services on the Net were launched. For a start, it marketed 400 products from nine business partners.

Stop Press Online was launched to enable readers to subscribe to SPH publications on the Internet. It also informed readers of promotional activities of SPH newspapers and magazines.

## **November 1997**

Newlink Web was ready for SPH-wide deployment with the implementation of Netscape Enterprise Server 4.0 and various enhancements to improve stability and performance.

## **December 1997**

Lianhe Wanbao (weekend) achieved a record average daily circulation of 146,528.

The Predictive Dialler of Voice Response System for dialling out to daily contact advertisers was implemented to provide better customer service.

The Look-and-Feel of AsiaOne's

Christmas shopping website won top design awards from National Computer Board.

#### **February 4, 1998**

The 75th Anniversary logo of Lianhe Zaobao was unveiled to kick off the year's celebrations.

#### **February 14, 1998**

The Chinese Cultural Festival was officially opened by Mr Lim Boon Heng, Minister without Portfolio, at Suntec City. Altogether, 123 activities were organised during the Festival.

#### **February 24, 1998**

The SPH Group presented Andrew Lloyd Webber's musical *Joseph and the Amazing Technicolor Dreamcoat* at Kallang Theatre from February 24 to April 12.

#### **February 27, 1998**

The new *Her World Brides* magazine was launched.

#### **March 1998**

Zaobao Online monthly hits surged to 34 million, to be one of the top three popular Chinese online newspapers in the world.

The overall average daily circulation of the Group's newspapers achieved an all-time high record of 1,067,078 copies, an increase of 47,355 copies or 4.64 per cent against the same month last year.

The Straits Times and The Sunday Times achieved record average daily circulation of 395,703 and 402,209 respectively.

Tamil Murasu (weekday) and Tamil Murasu (Sunday) achieved record average daily circulation of 10,149 and 15,450 respectively.

All 1,500 personal computers in News Centre, Print Centre and Times House migrated to Windows 95.

#### **March 9, 1998**

The migration of all Coyote terminals to standard Windows-based personal computers in Times House was completed. This conversion reduced maintenance costs and allowed corporate applications to be more readily implemented for the English and Malay Newspapers Division.

#### **March 14, 1998**

*Tang Cultural Discovery*, jointly organised by Chinese Newspapers Division and Tang Dynasty City, attracted 65,000 visitors who paid only \$1 to enter the theme park on March 14 and 15.

#### **March 18, 1998**

Mrs Elizabeth Sam, Deputy President of OCBC Bank and

Deputy Chairperson of Simex, was named Her World's Woman of the Year 1997.

#### **March 23, 1998**

The new look of The Straits Times was launched.

#### **March 27, 1998**

Mr Sim Wong Hoo, Chairman and Chief Executive of Creative Technologies, was named Businessman of the Year 1997 for the second time.

#### **April 1998**

Phase Two of the Chinese Pictoria System for all relevant desks in Lianhe Zaobao was implemented.

#### **April 6, 1998**

The first Singapore Dramatist Awards, sponsored by SPH and organised by Theatreworks, was launched to encourage more creative writing in Singapore.

#### **April 20, 1998**

The rollout of Agency Intranet to advertising agencies commenced.



Mr Yatiman Yusof, Senior Parliamentary Secretary for Information and the Arts, (third from left) officially launched the *Tang Cultural Discovery* event on March 14.



*The TNP Big Walk is the biggest walk in the world.*

**April 30, 1998**

SPH through its subsidiary, Sin Chew Jit Poh, sold Aircor Building at International Road.

**May 1998**

Lianhe Wanbao (weekday) achieved record average daily circulation of 141,668 while Shin Min Daily News (weekday) achieved record average circulation of 120,929.

**May 8, 1998**

SPH through its subsidiary, Singapore News & Publications Ltd, signed the option to purchase a property at 1000 Toa Payoh North at a cost of S\$40 million, which will be the corporate headquarters.

**May 12, 1998**

A New Media Unit was set up to rationalise the online operations in the English and Malay Newspapers Division.

**May 18, 1998**

BG (NS) George Yeo, Minister for Information and the Arts, launched

the new look of Lianhe Zaobao at Mandarin Singapore.

**May 21, 1998**

Her World launched its new look and contents.

**May 24, 1998**

The New Paper Big Walk attracted

more than 69,000 participants, making it the biggest walk in the world.

**June 1998**

The new high-speed computer network at Times House was upgraded to provide better security, network monitoring and greater



*Representatives of advertising agencies took a closer look at the advantages of the new communication infrastructure.*

bandwidth requirements.

**June 5 - 28, 1998**

The Lianhe Zaobao readership promotion contest drew 650,000 entries. This was an all-time high record for contests organised by SPH.

**June 13, 1998**

RAdm Teo Chee Hean, Minister for Education and Second Minister for Defence, officiated at the opening ceremony of the annual World Book Fair at Suntec City which attracted 820,000 visitors. The presentation of the first *Inspiring Chinese Teachers Awards* to 22 teachers was also held at the launch.

**June 18, 1998**

The SPH Conservation Centre at the Singapore Zoological Gardens to house extremely rare and endangered species was officially opened. The first animal on exhibit is the endangered Proboscis Monkey from Indonesia.



*The fair drew 820,000 visitors.*

**June 20 - 21, 1998**

Four world-renowned Chinese intellectuals – Yu Qiuyu, Du Weiming, Gao Xijun and Tan Swee Hian – were invited to participate in a public forum, *Towards the Next*

*Century: A Cultural Dialogue*, as part of the 75th Anniversary celebrations of Lianhe Zaobao.

**July 1, 1998**

SAP, a system with rich functionalities and integrated solutions for accounting operations and reporting, went 'live'.

**July 19, 1998**

Berita Minggu was revamped and the new-look Malay Sunday paper achieved a 4 per cent increase in circulation to 71,000.

**July 26, 1998**

The New Paper celebrated its 10th Anniversary with a party for readers at Suntec City.

**August 1998**

AsiaOne achieved 120 million hits a month.

**August 6, 1998**

The Group proposed to reduce its share capital by 10 per cent and make a cash distribution of \$1.22 per share to shareholders.



*The launch of 1998 World Book Fair on June 13.*