

Significant EVENTS

4 SEPTEMBER 2010

Tamil Murasu unveiled new look at 75th anniversary concert

Tamil Murasu, Singapore's national Tamil language daily, celebrated its 75th anniversary with a gala concert at the University Cultural Centre.

The former President S R Nathan was the Guest-of-Honour for the "Tamils in Nation Building" concert, which featured a medley of songs from yesteryear, exhilarating drum performances, traditional folk dances and fire displays.

1 OCTOBER 2010

Staff contributed to The Straits Times School Pocket Money Fund

To mark Children's Day and The Straits Times School Pocket Money Fund's (SPMF) 10th anniversary, SPH staff showed their spirit of giving by donating their contributions collected from the commemorative Help-A-Kid coin banks to raise funds for the SPMF.

SPH had bought 4,000 commemorative coin banks for its staff to take part in the donation drive. SPH staff raised over \$18,000 for SPMF.

7 OCTOBER 2010

HWM celebrated 10th anniversary with launch of digital edition

HardwareMAG (HWM), the longest running consumer technology publication in Singapore, celebrated its 10th anniversary with a digital edition. It is the first home-grown technology publication to be made available on a digital platform.

11 OCTOBER 2010

SPH Magazines announced strategic investment in Luxury Insider Group

SPH Magazines acquired 34 per cent of Antarctica Interactive Private Limited, the holding company of the Luxury Insider Group.

The Luxury Insider Group is an integrated luxury media company which owns online publications Luxury-Insider.com, Inluxe.cn, as well as the luxury magazine Baccarat in Hong Kong. The Group is also the contract publisher for Citibank for the latter's ULTIMA magazine, a controlled circulation title for ultra high net worth individuals. The Group has offices in Singapore, Hong Kong and Shanghai.

13 OCTOBER 2010

Sphere Exhibits acquired Eastern Directories' Exhibitions

Sphere Exhibits Pte Ltd's wholly-owned subsidiary, Exhibits Inc Pte Ltd, acquired Eastern Directories' signature events - COMEX, IT SHOW, World Food Fair and Food and Beverage Fair. Key staff of Eastern Directories have also joined Exhibits Inc. Sphere Exhibits is a wholly-owned subsidiary of SPH.

4 NOVEMBER 2010

HardwareZone.com and MatchMove Games teamed up to provide gaming entertainment

HardwareZone.com teamed up with Singapore's MatchMove Games to provide gaming entertainment to its users. Under the partnership, HardwareZone.com and MatchMove Games released a co-branded games site, hardwarezone.matchmovegames.com, which is powered by MatchMove Games' gaming and social networking platform.

12 NOVEMBER 2010

New racing guide Victory Trail launched

Jointly published by the racing desks of SPH's Chinese evening dailies Shin Min Daily News and Lianhe Wanbao, Victory Trail, a tabloid-size racing guide, hit the newsstands on 12 November 2010.

This bilingual full-coloured horse racing tabloid offers race goers the latest racing news, tips by renowned tipsters local and abroad, up-to-date information on trainers, jockeys and horses, as well as activities organised by the Singapore Turf Club.

20 NOVEMBER 2010

Ammirul Emmran Mazlan received the Dollah Kassim Award presented by The New Paper

Five of Singapore's best young footballers were short-listed for the inaugural Dollah Kassim Award, named after the late Singapore football legend, who passed away on 14 October 2010.

The Dollah Kassim Award, aimed at aspiring young talent, is an initiative by The New Paper, in partnership with the Football Association of Singapore (FAS) and Singapore Pools.

National Under-15 player Ammirul Emmran Mazlan was named the winner of the Dollah Kassim Award in December 2010 at the National Football Academy's graduation ceremony.

DECEMBER 2010

Paragon's Interior Refurbishment Completed

After its façade facelift was completed in early 2010, Paragon also embarked on a refurbishment project to revamp its interior to offer a more compelling shopping experience and establish itself as a premier high-end mall on Orchard Road. Areas enhanced included the mall's flooring, ceiling works, wall cladding and railing refurbishment, lift lobbies, carpark and change of mall signages. The refurbishment project was completed in December 2010.

8 DECEMBER 2010

CATS Classified launched state-of-the-art ad-booking system

The Classified Advertisements Sales Hub (or CASH for short), the result of three years of effort by a multi-functional, cross-divisional team at SPH, was officially launched by former Chairman Dr Tony Tan.

The CASH system is an all-in-one system which is equipped to handle all types of advertisements in different languages. The new system also allows staff to better serve advertisers with greater efficiency and offer them more creative options.



CATS Classified CASH System

21 JANUARY 2011

"Lee Kuan Yew: Hard Truths to keep Singapore going" launched

The Straits Times Press launched "Lee Kuan Yew: Hard Truths to keep Singapore going", a book written by The Straits Times journalists based on interviews with Minister Mentor Lee Kuan Yew over 10 months. It was officially launched by Mr Lee Kuan Yew at the St Regis.



Launch of "Lee Kuan Yew: Hard Truths to keep Singapore going"

17 FEBRUARY 2011

SVTA launched its new web portal CARS.SVTA in style

The Singapore Vehicle Traders Association (SVTA) has launched CARS.SVTA, a new all-in-one marketplace that serves the requirements of motor dealers and car buyers with a listings and inventory module. The web portal is jointly developed by SVTA and SPH, a fitting collaboration as SVTA members' bulk of classified ads has been featured prominently in SPH. All ads listed at CARS.SVTA will be reflected on ST701.com, SPH's online version of CATS Classified.

24 FEBRUARY 2011

SPH launched brand new health magazine, Wellness No.1

Wellness No.1, a brand new English magazine focusing on health and wellness published by the Chinese Newspapers Division of SPH, was launched at the Paragon Atrium by former Health Minister Mr Khaw Boon Wan.



Launch of Wellness No.1

Significant EVENTS

7 MARCH 2011

SPHMBO's Digital Retail Network reached out to 80 per cent of Singapore

SPH MediaBoxOffice expanded its in-mall digital advertising network to several new locations, offering advertisers a medium that reaches out to 80 per cent of Singaporeans and permanent residents. With close to 200 digital screens in 23 popular shopping malls island-wide, it reaffirmed its position as the out-of-home media company with the largest in-mall digital advertising network in Singapore.

7 MARCH 2011

SPH Media Widget for advertisers and advertising agencies

SPH launched the SPH Media Widget, an interactive virtual tool that advertisers and advertising agencies can download onto their computer desktop for easy reference and access whenever they are planning their next campaign.

10 – 13 MARCH 2011

IT Show 2011 turned 10 with biggest haul of exhibitors and exhibition space

Singapore's largest IT consumer exhibition – IT Show 2011 – marked its 10th anniversary with its biggest show ever. More than 830 exhibitors took part in this mega show covering over 350,000 square feet of exhibition space. Organised by Exhibits Inc, a wholly-owned subsidiary of SPH, the four-day show was held at Suntec Singapore.

14 MARCH 2011

A taste of paradise at the Food & Beverage Fair 2011

Exhibits Inc, a subsidiary of SPH, organised the 10th edition of the Food & Beverage Fair. It was billed as the largest annual Food & Beverage event in Singapore, and was widely trusted by consumers and industry partners alike.

25 MARCH 2011

Lianhe Zaobao launched Thumbs Up Junior for primary one and two students

Lianhe Zaobao launched Thumbs Up Junior, a Chinese student newspaper, with the aim to enhance the students' proficiency in the Chinese language through materials which are outside of their regular school syllabus.



Launch of Thumbs Up Junior

APRIL 2011

Tamil Murasu's average monthly sales hit record highs

Singapore's only Tamil language newspaper, Tamil Murasu, recorded an all-time high average monthly sales in April 2011. Tamil Murasu sold 18,700 copies – a 14 per cent jump over the previous record – while the Sunday edition saw an even more impressive monthly average of 26,500 copies being sold, representing a 16 per cent spike from the previous high.

The record average monthly sales followed a steady increase since the paper's revamp in September 2010.

18 APRIL 2011

Mudah.my was Malaysia's second most visited website

Mudah.my, an online marketplace operated by 701Search Pte Ltd, a joint venture between SPH and Schibsted ASA, was the second most visited website in Malaysia, just after Facebook.

Based on the latest official rankings published jointly by the Malaysian Digital Association and ratings agency, Effective Measures, Mudah.my overtook much more established global giants, like Google and Yahoo, to clinch the second place with unique visitor counts of more than 4.5 million in March 2011.

27 – 29 APRIL 2011

BuildTechAsia 2011 made its debut

The inaugural BuildTechAsia 2011 made its debut to further drive the momentum in the region's construction industry.

13 MAY 2011

SPH media garnered strong following during General Elections 2011

SPH's newspapers and online platforms garnered a strong following during the 2011 General Election (GE2011) period, starting from Nomination Day on 27 April till the publication of post-GE analysis on 9 May. The Group's newspapers registered record increases in circulation while its online products captured impressive page views.

The evening Chinese newspapers, Lianhe Wanbao and Shin Min Daily News, had the highest percentage average daily increases of 15.8 per cent and 12.9 per cent per day respectively over the 12-day period, compared to pre-GE sales. Shin Min's 8 May edition (after Polling Day) hit a high of 186,000, a 45.3 per cent increase. Wanbao's 8 May circulation of 135,000 was a 55 per cent jump.

From 27 April to 8 May, there were some 116 million page views and some 7.9 million video views on straitstimes.com, Stomp, AsiaOne, The Straits Times RazorTV, Zaobao.com and omy.sg.

15 MAY 2011

Shape Singapore launched the country's first women-only mass yoga event

SPH Magazines organised its first Shape Yoga in the City at *SCAPE on May 15. The mass yoga session was led by Copper Crow, Country Managing Teacher for Pure Yoga, followed by refreshments and wellness talks.

21 MAY 2011

Official Opening of The Clementi Mall

The Clementi Mall, SPH's newest shopping hub, was officially opened by Mr Lim Swee Say, Minister in the Prime Minister's Office and NTUC Secretary-General, and Dr Tony Tan, former Chairman of SPH.



Official Opening of The Clementi Mall

26 MAY 2011

UW (U-Weekly) celebrated 10th anniversary with new look and content

UW (U-Weekly), Singapore's first hybrid entertainment, lifestyle and social news magazine, celebrated its 10th anniversary with a vibrant new look, newsier content and a handy compact size.

28 MAY 2011

Inaugural Indonesia GEMS 2011 offered insights into Indonesia's public-listed companies

ShareInvestor collaborated with The Business Times, KADIN (Indonesian Chamber of Commerce and Industry) and AEI (Association of Indonesian Public Listed Companies) to organise Indonesia GEMS 2011.

3 JUNE 2011

SPH's inaugural cross-media trade show a huge success

SPH held its first large scale trade event - "SPH Turns You ON!" for advertisers and marketers to experience the extensive suite of media and engagement platforms that SPH offers.

At the event, SPH also presented the Golden Cleaver Award to BBDO/Proximity together with their media agency partner PHD, which came out tops for The Pitch.

The Pitch was a new "reality" contest that challenged advertising agencies to pull out all stops and come out with their strategic and creative best. For their win, BBDO/Proximity and PHD were presented with \$20,000 in cash and \$250,000 worth of media credits from SPH.

9 JUNE 2011

Straits Times Press launched Professor S Jayakumar's book "Diplomacy – A Singapore Experience"

Straits Times Press, the book publishing arm of SPH, launched "Diplomacy – A Singapore Experience", written by Professor S Jayakumar, former Senior Minister and Minister for Foreign Affairs.

4 JULY 2011

ShareInvestor opened forum on its financial portal to all

ShareInvestor opened the forum on its financial portal, ShareInvestor.com, to non-subscribers on this day. The ShareInvestor Forum (SI Forum) is a platform for financial savvy netizens to share their investment experiences.

1 AUGUST 2011

The Straits Times' applications for the iPad and iPhone

The Straits Times launched its new application for the iPad and an enhanced application for the iPhone. The new apps helped the newspaper to extend its presence across all digital platforms, and establish greater relevance, with both readers and advertisers.

31 AUGUST 2011

Announcement on COMEX China

COMEX, Singapore's biggest IT and consumer technology exhibition, will be making its debut in Beijing, China, in 2012. It will be launched by Sphere Exhibits (Beijing) Co Ltd, a joint venture between Exhibits Inc Pte Ltd, AsiaPac Distribution Pte Ltd and AKL Beijing Limited. Exhibits Inc is a wholly-owned subsidiary of Sphere Exhibits Pte Ltd, the events and exhibitions subsidiary of SPH. COMEX China is scheduled to be held from 4 to 7 October 2012 at the Beijing Exhibition Centre. It will showcase new product categories and bring manufacturers, distributors, IT and gadget enthusiasts and consumers from all over Asia and China under one roof for the first time.