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**SPEECH BY DR LEE BOON YANG, CHAIRMAN,
SINGAPORE PRESS HOLDINGS AT LIANHE ZAOBAO
90TH ANNIVERSARY GALA DINNER HELD ON FRIDAY, 6
SEPTEMBER 2013 AT 8.00PM AT THE SHANGRI-LA
HOTEL, THE ISLAND BALLROOM**

1 President Dr Tony Tan and Mrs Tan, Emeritus Senior Minister Goh Chok Tong and Mrs Goh, Cabinet Ministers, Members of Parliament, Your Excellency, Ladies and Gentlemen, Good Evening.

2 I am very pleased to see so many friends here with us today. Thank you for joining us tonight to celebrate a very happy occasion. In particular I wish to express our sincere appreciation to President Dr Tony Tan and

Mrs Tan for gracing this event. Lianhe Zaobao, the Chinese flagship newspaper of Singapore Press Holdings, is celebrating its 90th anniversary. This is a highly significant milestone in the history of Singapore newspapers.

Zaobao Over The Years

3 Lianhe Zaobao itself was formed in March 1983 as a result of a merger between Nanyang Siang Pau and Sin Chew Jit Poh, two of Singapore's oldest Chinese newspapers. Inheriting the best traditions of news reporting from both Nanyang and Sin Chew, Zaobao has grown from strength to strength over the years,

distinguishing itself as a respected and trusted voice for Chinese Singaporeans on community, national and international issues. Zaobao has become an important institution for nation-building. Based on the Nielson Media Index 2012, it is the most widely read Chinese newspaper in Singapore with a readership of 764,000.

4 Zaobao's reach has extended beyond Singapore. Today its online version Zaobao.com is one of the most read foreign news website in China. Currently Zaobao.com has a monthly unique audience of 10 million people and daily pageviews of 4 million, of which 85% comes from China.

Zaobao's Corporate Social Responsibility Efforts

5 Zaobao has also played its part in educating younger generations of Singaporeans with a clutch of publications focused on inculcating their interest in reading newspapers and the Chinese language. Zaobao's corporate social responsibility efforts have reached out to all Singaporeans. Hence Zaobao has been a strong supporter of the President's Challenge to raise fund for the under-privileged. Zaobao has played an active role in promoting arts and culture. As the highlight of this year's 90th anniversary celebrations, Zaobao presented a mega outdoor performance, Nine Songs (九。歌) at the Fort Canning

Park on 30 and 31 August. Presented by more than 40 leading local artists, the two day, free admission event was well attended. The audience was treated to a tapestry of dance, music, theatre and visual arts performances.

6 In addition, Zaobao also commissioned two exhibitions to promote social bonding . "Our Collective Memories" (早报漫画展 —— 我们的另一种集体记忆) touring different locations from September to December features a selection of some of the best comics featured in Lianhe Zaobao. "Impressions of Singapore" (印象新加坡) is another travelling photo

exhibition that features 90 photographs depicting different facets of Singapore.

Positioning Zaobao for the future

7 Zaobao had successfully overcome many challenges and obstacles over the past 90 years. It has remained strong and dynamic despite having to face stormy waters from time to time. Zaobao was able to adapt to changing domestic conditions, as well as compete with other media companies outside Singapore. However the media landscape, both internal and external, is rapidly changing, presenting new challenges for Zaobao

8 Today Zaobao faces another major challenge not unlike that confronting printed newspapers around the world. With the benefit of hindsight, it would appear that the challenges faced by Zaobao in the past were like ripples in an otherwise calm sea. Today there is a tsunami racing towards Zaobao and other newspapers. This tsunami is the dramatic growth in digital social media which has transformed the media consumption habits of people in Singapore and elsewhere. Zaobao has prepared itself to ride the wave. As part of a determined effort to position itself for the future, Zaobao has been enhancing its online and new media platforms to provide readers with more timely and

higher quality content and a better user experience. Older digital products such as Zaobao.com was recently revamped with new content and design.

9 Zaobao has also launched new smartphone app in July 2013 to cater to the new generation of news readers on mobile. Today Zaobao is available on all new media platforms, from online, tablets to smartphones. Readers can enjoy the content and design of the print product via the smartphone app, while at the same time, make use of the new media features like breaking news for the latest news updates.

Keeping Relevant, Staying Ahead

10 In response to the increasing demand for constant updates of news and information across various platforms, Zaobao is in the process of building an integrated newsroom to cater to the connected readers. We will roll out these product enhancements in time to come.

11 Looking ahead, we can see the challenges and stormy waters in our path. Nevertheless SPH and the editorial team at Zaobao remain committed and passionate to reshape Zaobao so that it will continue to serve readers with relevant products and services. I

also hope all our friends, readers and supporters will undertake this meaningful journey with us.

12 Thank you and I wish you a pleasant evening.

5.9.2013