THE STRAITS TIMES RAZOR TV FACT SHEET

- **What is The Straits Times Razor TV?**

  An online television service that broadcasts live from SPH's Multimedia Centre web studio and offers video-on-demand for those who want to control what they want to watch and when.

  Coupled with real-time interactivity between the web studio and the audience, and amongst members of the audience, this groundbreaking service will be a world's first.

  It will be a unique convergence of web TV and social networking that aims to fully exploit effects of Web 2.0 technologies. Just think of it as an interactive YouTube combined with Facebook.

- **Why The Straits Times Razor TV?**

  A news and lifestyle service that delivers content that is young, hip, with an informal tone presented by fresh faces. News and views will be raw and edgy, unlike traditional TV broadcasts.

  A web studio will be built at the Multimedia Centre where programmes are created in a talkshow like environment and broadcasted live. Interactive technologies will be developed to allow users to interact real-time with the show's hosts or guests, and interact with other users. At a basic level, users can rate, review and even post comments on such live broadcasts and video-on-demand clips.

  There will be a strong emphasis on hyper-local content, it will also leverage strongly on user-generated content from other SPH websites like Stomp. A new user-centric paradigm will be created where an individual user becomes the main content generator by creating, annotating, personalising and sharing content.

  Traditional media companies have yet to adopt such Web 2.0 paradigms and are not leveraging fully the engaging real-time social interactivity to capture new eyeballs and better engage their audience.

- **What are the objectives?**

  To attract viewers between the ages of 18 and 40 and connect them to the print edition of The Straits Times. New streams of revenue will come from television commercials, online banners and advertorials. Other aims

include promoting The Straits Times brand name and building an impactful online presence.

- **What kind of technology will The Straits Times Razor TV use?**

  Next-generation Web 2.0 technologies with high level user tools will be specially developed for greater interactivity and connectivity with other platforms. These technologies must fulfil 3 levels of participation.

  1. Users can create content
  2. Users can create and share personalised content with the Razor TV community
  3. Developers can create third-party applications

  A live interaction and delivery platform will be developed comprising systems and technologies for live streaming of studio content and on-demand downloading of videos, as well as communication tools for studio-user interaction and social networking amongst users.

  A personalised participatory web user interface will be developed using Rich Internet Applications techniques. New ways of interactivity between users sitting in front of the web browser and the studio show host will be explored.

  A suite of Application Programming Interfaces (APIs) will be developed to allow third-party developers to create innovative applications in order to enhance the platform for a more engaging Web2.0 user experience.

- **Who is coordinating this effort?**

  The Straits Times Razor TV will be produced by EMND's Digital Media Unit.

- **What else is being done?**

  An Innovation Laboratory will be added to the Multimedia Centre where creative ideas and ways of delivering them through multimedia can be nurtured and developed. The laboratory could become a showcase vision of how people consume news in the future.