

## **What is Stomp?**

Stomp, Singapore's number one social networking and citizen media website, stands for Straits Times Online Mobile Print.

It integrates the online content and activities in the three platforms of print, online and mobile to interact and engage with Singaporeans.

More than 75 percent of the website's pageviews comes from its citizen media, user-generated content which its users send to the website via SMS, MMS and email.

This user-generated content also finds its way into the print media, such as The Straits Times, my paper and even Chinese-language newspapers like Shin Min Daily News and Lianhe Wanbao.

Stomp is also strong on video content, both entertainment and news in nature, which are produced by its multimedia producers and videographers as well as by the man in the street.

The website is actively involved in national campaigns, partnering various government agencies such as the Promote Mandarin Council and the Speak Good English Movement.

The website's English as It is Broken feature, created in conjunction with the Speak Good English Movement, has been so successful that its content has been published into a book by the same name which has been on Singapore's best-selling list for over six months and has gone into a 4th reprint.

The website has grown from strength to strength. In January 2008, the site received its highest readership to date, with 10.5 million pageviews.