



联合早报网
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Media Release

联合早报网与盛大文学新加坡合建读书频道上线

2010年6月21日——联合早报网与盛大文学新加坡今日在新加坡报业控股报业中心签署战略合作协议。同时,双方合办的读书频道也正式上线。

《联合早报》的总编辑林任君与盛大文学的首席版权官周洪立代表双方签署了协议。联合早报网是新加坡华文旗舰报章联合早报的电子版。读书频道的设立将让广大读者能够上网免费阅览盛大文学所提供的优质文学作品。

盛大文学新加坡公司(SDLs)是盛大文学在海外设立的第一家分公司。作为中国最大的版权运营公司,盛大文学拥有超过90%的原创网络文学市场,旗下各家网站,拥有500亿字的内容储备,并且每天以超过6000万字的速度更新。

联合早报网以《联合早报》为主要新闻来源,曾入选中国世界纪录协会中国点击量最大的外国报纸网站。联合早报网主编郑维表示:“盛大文学作为中国网络原创文学提供商和版权运营商中的领军者,在模式、内容、用户等各个方面都具有很大的优势。联合早报网则在新加坡、东南亚以及其他海外华人中有着深厚的影响力。相信通过此次合作,双方业务都会取得深层次的发展。”

盛大文学新加坡公司总经理周桢炜表示:“SDLs作为盛大文学在海外设立的首家分公司,意义重大,SDLs将会成为中国原创网络文学向世界输出的首个重要窗口,同时SDLs会逐步将盛大文学的成功运作模式,以新加坡为中心,复制到国际化市场,以后SDLs的核心业务会向多语言互动创作、付费阅读、作品出版、版权合作等多方面发展。”

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About Singapore Press Holdings Ltd

Incorporated in 1984, main board-listed Singapore Press Holdings Ltd (SPH) celebrated its 25th anniversary in 2009. It is Southeast Asia's leading media organisation, engaging minds and enriching lives across multiple languages and platforms.

Newspapers and Magazines

In Singapore, SPH publishes 17 newspaper titles in four languages. Every day, 3 million individuals or 79 per cent of people above 15 years old, read one of SPH's news publications. SPH also publishes and produces more than 100 magazine titles in Singapore and the region, covering a broad range of interests from lifestyle to information technology.

Internet and Mobile

Beyond print, the Internet editions of SPH newspapers enjoy over 225 million pageviews with 14 million unique visitors every month. Apart from SPH AsiaOne portal, SPH's online and new media initiatives include an online marketplace for products, services and employment, ST701; local search and directory engine, rednano.sg; Stomp (Straits Times Online Mobile Print), a portal that connects, engages and interacts with readers on the Web and via mobile phone messaging; omy.sg, a bilingual news and interactive portal and The Straits Times RazorTV, a free access interactive webcast service offering live chat shows and video-on-demand clips.

Broadcasting

SPH has a 20 per cent stake in MediaCorp TV Holdings Pte Ltd, which operates free-to-air channels 5, 8 and U, and a 40 per cent stake in MediaCorp Press Limited, which publishes the free newspaper, Today. In the radio business, SPH has an 80 per cent stake in SPH UnionWorks Pte Ltd, which operates entertainment stations Radio 100.3 in Mandarin and 91.3FM in English.

Events and Outdoor Advertising

SPH's events subsidiary Sphere Exhibits organises innovative consumer and trade events and exhibitions. In addition, SPH has ventured into out-of-home (OOH) advertising through its wholly-owned subsidiary, SPH MediaBoxOffice Pte Ltd, Singapore's largest outdoor motion display advertising network media company.

Properties

SPH owns and manages Paragon, the prime retail and office complex in the heart of Orchard Road, Singapore's main shopping belt. SPH's wholly-owned subsidiary, Times Development Pte Ltd, is also developing a 43-storey upmarket residential condominium, Sky@eleven, at Thomson Road.

For more information, please visit www.sph.com.sg.

About Zaobao.com

Zaobao.com is a world-class Chinese portal that packages the news content of Lianhe Zaobao, the Chinese flagship of Singapore Press Holdings, and overseas Chinese newspapers for the Chinese-speaking audiences around the world. It boasts 8 million unique visitors every month. In addition to news content, Zaobao.com also offers comprehensive web services such as free email, directory listings and search engine, international news, online discussions, virtual world Chinese communities, e-commerce services and business opportunities - all on a single platform.