

Original Brief

To project Singapore, using news, current affairs and documentaries, into a regional and international arena – that a small country can thumb its weight beyond its size.

This to be done without alarming Muslim neighbors, the channel should be friendly to maintain the good name of Singapore internationally.

Challenges

Singapore has a strained record with international press. There is hardly any news in Singapore the region or the world is really interested in. There are already established news channels with more than 20 years of experience like BBC, CNN and regional channels like Phoenix.

The Unique Selling Point of Channel NewsAsia

Vision

Reporting the world for an Asian audience.

Mission

Divide Asia into 3 regions, East Asia, the sub-continent and Southeast Asia. Have bureaus strategically located in these 3 regions creating news that is more in-depth than the one-bureau strategy of global channels (e.g. CNN has only one bureau in HK for Asia).

Turning problems into strengths

We decided to concentrate not on Singapore but Asia as it is the biggest continent in the world and seen by many as the continent to watch.

Given our proficiency in English, we decided to take the space no one else has – be the only English Channel covering Asian news. We will look at the world from an Asian perspective.

The size of Singapore is used to its advantage. No one will be threatened by the “voice” of Singapore. If the channel is headquartered out of China, it will be seen as the voice of China or if it is from India, the voice of India. We decided it would be an Asian voice.



channelnewsasia.com

A *MEDIACORP* Interactive Media

How Singapore is sold

With this channel, key events in Singapore are imbedded among world headlines. Singapore's strengths, its public housing, education, financial flexibility and high-end R&D are strategically shown through Current Affairs programmes and documentaries amongst Current Affairs and documentaries looking at the best in Asia, such as China, India and Japan.

Important developments, especially changes to its fiscal and immigration policies are given prominence subtly without taking away important developments in Asia.

Brand recognition achieved

- 1 Over ten years, Channel NewsAsia is now seen as the only channel for high-end viewers (Professional, Managers, Entrepreneurs and Businessmen) who wants in-depth knowledge of Asia, especially how to do business in Asia.
- 2 Singapore benefits directly from this as Singapore's profile is strategically aligned to Asia's ascend.
- 3 The channel is now viewed by Asians and even non-Asians as a balanced channel, as opposed to CNN which is too American-bias, BBC too focused on Europe.
- 4 It is the one channel that world leaders and businessmen can turn to for Asian news and developments because it is in English.



THE GREEN ORANGE