

For immediate release  
Media Release



## Providing quality Asian content for the discerning world travellers

**Singapore, 21 October 2016** – Mediacorp is offering more than 20,000 hours of original Asian content in English, Mandarin, Malay and Tamil at the APEX EXPO held in Marina Bay Sands Expo and Convention Centre from 24 to 27 October 2016, the first time the exhibition is held in Singapore.

As Singapore's national broadcaster, Mediacorp is one of the most prolific content-providers in Asia, with an extensive library of quality productions spanning genres ranging from factual, business, entertainment to travel and lifestyle. Its programmes have won awards at international circuits including the New York Festival and Asian Television Awards.

Currently, Mediacorp programmes are available as part of the inflight-entertainment offerings on 17 airlines around the world. With the projected increase in air travel and expansion of new flight routes, Mediacorp is well-positioned to meet the demands from airline operators looking to offer quality content for their passengers.

Ms Suzie Wang, Vice-President for Content Distribution, Mediacorp said: "Our content on airlines' inflight entertainment has grown three fold since 2014. We have received good feedback from the airlines on our English programmes which provides an unbiased Asian perspective. In anticipation of a higher demand next year, we are introducing an additional 300 hours of engaging content that we think will be appropriate for airline passengers."

Mediacorp will be showcasing 10 new titles at APEX EXPO including the following highlights:

***Luxe Asia 3.*** From bespoke suits to private jets, exquisite jewels to secluded resorts, this programme epitomizes luxury in Asia and show you the best that money can buy in Asia.

***Powerlist Asia,*** now in its fourth season, speaks to the movers and shakers of Asia, who will share the secrets to their success. Guests of this long running series include Mochtar Riady, founder of the Lippo Group, and the Fortis Brothers, who run one of the largest private healthcare companies on the sub-continent.

***Food To Go*** investigates, from the design of the lunch boxes to the favourite ingredients used in preparation and see what goes into them for students and workers in Asia.

***The Botanic Gardens-Stories & Secrets*** will delve into the newly minted UNESCO World Heritage Site, sharing the stories and secrets behind this British tropical colonial botanic garden.



The four-day APEX EXPO is expected to play host to thousands of aviation professionals from the Airline Passenger Experience Association (APEX) representing more than 100 airlines and over 150 vendors. To find out more about Mediacorp's breadth of offerings, please visit us at Booth 938, Hall B, MBS Expo & Convention Centre or email [audreyk@mediacorp.com.sg](mailto:audreyk@mediacorp.com.sg).

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### **About Mediacorp**

Mediacorp has the widest range of media platforms in Singapore spanning digital, television, radio, print and out-of-home media. Its mission is to engage, entertain and enrich audiences by harnessing the power of creativity.

Mediacorp pioneered the development of Singapore's broadcasting industry, with the radio broadcast in 1936 and television broadcast in 1963. Today, the company has over 50 products and brands in four languages (English, Mandarin, Malay and Tamil), reaching out to virtually all adults in Singapore weekly.

Mediacorp is an active regional player through Channel NewsAsia International, drama co-productions and collaborations in magazine publishing and online media. Its investments include majority share in Kapanlagi Network, Indonesia's largest independent digital media and in Malaysia's digital games publisher Cubinet Interactive. It also has stakes in Reebonz, one of the region's fastest growing luxury online retailers, and Vietnam television's International Media Corporation.

Mediacorp was named Terrestrial Broadcaster of the Year for the 12<sup>th</sup> time at the Asian Television Awards in 2015.

For more information, please visit [mediacorp.sg](http://mediacorp.sg).

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