



HbbTV Country Update – Singapore

HbbTV Symposium

18 Oct 2016, Madrid

Outline

- About Mediacorp
- Toggle – Mediacorp’s OTT offering
- Digital TV in Singapore
- HbbTV in Singapore The logo for Toggle red, featuring the word 'Toggle' in a purple font above the word 'red' in a smaller red font, followed by a red play button icon.
- Driving adoption

About Mediacorp



- With **80 years** of Radio and **53 years** of Television, Mediacorp is Singapore's leading media company with a complete range of media businesses

Entertainment	News	Newspaper	Magazines
Fashion	Parenting	Events, MICE	Out-Of-Home





Watch latest blockbuster movies on-demand

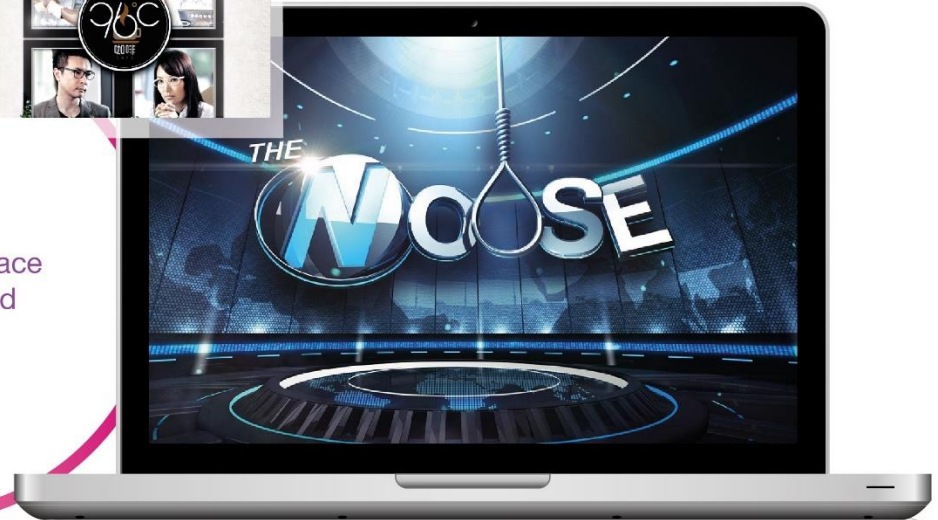


Catch your favourite MediaCorp dramas before Free-To-Air on Toggle-It-First

Changing the face of TV for good

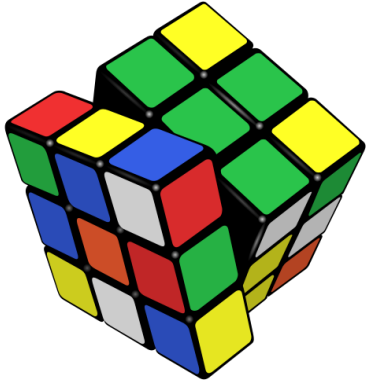


Get breaking news on Channel NewsAsia



Over-the-top entertainment service across multiple devices allowing viewers to stay engaged wherever they are, with more than 20,000 on-demand titles, live streaming and Toggle Original content.

- VoD
 - FTA watch it first & catch up
 - Premium content (TV Series, Movies)
- Linear streaming
 - FTA channels
 - Premium channels – Sports (EPL, Serie A etc), Kids, News
- Toggle Original content
 - Long & Short form series (Drama, Comedy, Thrillers)
 - Entertainment News & short clips
- Live events
 - Rio Olympics, SEA Games, General Elections, variety shows etc



Toggle

Freemium offering –
AVOD & SVOD

Service availability

Multiple platforms

Personalized user experience



Providing Services across Platforms

One Product | Multiple Devices



Recent Introductions



Game consoles



Casting devices



Media Players

Innovating the Viewing Experience



Integrating Broadcast & OTT
to deliver

Unique, Seamless, Enhanced TV experiences

Innovating the Viewing Experience



- Digital TV in Singapore
 - DVB-T2 transmission commenced in Dec 2013
 - Target for 98% indoor coverage nationwide by end 2016
 - Analogue switch off planned for end 2017
- Opportunity to use HbbTV as a way to provide an enhanced TV offering in a seamlessly combined world of broadcast & on-demand content & services
 - Full Toggle OTT catalogue via HbbTV (Toggle Red Button)
 - Catch up TV, premium & Toggle Original content
 - Integrated linear EPG & VoD program catalogue to create a seamless experience
 - Including integrated linear & VoD content offerings on programme pages
 - Linear channel streaming (free & premium)
 - Plans for startover, interactive advertising & transactions
- Opportunity for enhanced content consumption within broadcast environment

Driving Adoption



- Marketing campaigns in print media, TV, radio & digital
- Tie-ups with TV manufacturers
 - Joint campaigns
 - Retail presence – POS materials, Toggle Red Button stickers etc
 - “Concierge service” – free delivery, antenna, installation & demo services
- Self-certification by manufacturers & registration of TV models

Driving Adoption – Print Media



Toggle red

A NEW WAY TO WATCH TV
ENJOY YOUR FAVOURITE MEDIACORP PROGRAMMES WITH ONE SIMPLE BUTTON!

- Live + Toggle**
Enjoy our live-tweeted content for special occasions. Access Mediacorp channels.
- Stay updated on upcoming programmes with the new on-screen TV guide.**
- More than 12,000 hours of new programming content!**

By using Toggle Red Buttons, you'll need: Digital TV coverage, Digital TV antenna, Internet connection, Toggle Red Buttons-enabled TV.

©2011 South Starline of Toggle Red Buttons Service

Toggle LG

Toggle red

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FREE DIGITAL TV ANTENNA

Exclusive LG Promotion (31 Aug - 31 Aug 2011)
Purchase selected LG SMART TV and get LG Toggle Red Buttons (Limited Stock) (worth up to \$238)
 • Free Delivery • Free Installation • Free 1st Year Servicing • Toggle Red Buttons Accessories

Visit www.toggle.sg for details or participate in a lucky draw to win a chance to win a LG Toggle Red Buttons (limited stock) before 31 Aug 2011.

Toggle LG

Driving Adoption – Retail

Pull-up banner



Tentcard



Wobbler on display TVs



Driving Adoption – Retail

Product brochure



With Toggle Red Button, you can watch your favourite programmes whenever you want, as often as you want.

For more information, visit www.toggle.sg/toggleredbutton

Toggle red

A NEW WAY TO WATCH TV

ENJOY YOUR FAVOURITE MEDIACORP PROGRAMMES WITH ONE SIMPLE BUTTON!

Enjoy on-demand access to programmes available across Mediacorp channels

Stay updated on upcoming programmes with our on-screen TV guide for the next 7 days

Enjoy more than 12,000 hours of on-demand entertainment from Mediacorp Library and Toggle Originals

SET-UP GUIDE

1. Verify that your home is within the Digital TV broadcast coverage via mediacorp.sg/digitaltv
2. Purchase a Digital TV antenna and connect it to the antenna input on your TV set.
3. Your TV set will start scanning for available TV channels. Connect the TV set to the Internet.
4. Purchase a Toggle Red Button (sold separately) from your nearest electronics store.
5. On your TV remote control, press "Source" to switch to Live TV mode.

Press the Toggle Red Button and start enjoying the service!

Driving Adoption – Website & Digital Banners



HOME FEATURES SETUP ARTICLES FAQ

COME JOIN US!
19th June 2016
Singapore Sports Hub, OCBC Square
9am - 6pm

Toggle red

A New Way To Watch TV
Enjoy your favourite Mediacorp programmes with one simple button!

COME JOIN US!
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Mike Kasem Simone Heng

LG Official launch partner of Toggle Red Button

Purchase selected LG Smart TVs from 1 - 31 Aug, and enjoy a complimentary LG-Toggle Red Button Concierge Service (worth up to \$200).

This Service Includes:

- Free setup TV service
- Free delivery
- Free wall mount and installation
- Free Toggle Red Button demonstration

FREE DIGITAL TV ANTENNA

Stand a chance to win a 55" LG Toggle Red Button-registered TV set!

Complete this survey and you could be the lucky winner of a 55" LG Toggle Red Button-registered TV set!

Toggle Red Button lets you enjoy selected programmes and access 7 Mediacorp channels.*

True False

With Toggle Red Button, you can watch more than 12,000 hours of content on-demand from Mediacorp Library and Toggle Originals.*

True False

The on-screen TV guide lets you keep track of upcoming programmes over the next 7 days.*

True False

How many smart TVs do you have at home?*

0 1 More than 1

Do you have TV purchase, and do you consider a Toggle Red Button smart TV set?*

Yes No

Toggle red

A New Way to Watch TV

ENJOY YOUR FAVOURITE MEDIACORP PROGRAMMES WITH ONE SIMPLE BUTTON!

- Live + Toggle: Enjoy on-demand content on Mediacorp Library and Toggle Originals
- Tap to watch: Tap to watch more than 12,000 hours of content on-demand from Mediacorp Library and Toggle Originals
- More than 12,000 hours of content on-demand from Mediacorp Library and Toggle Originals

Toggle red

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**Experience the
Toggle Red Button service
at the Sofia Digital Stand**