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Media release

Mediacorp's start-up incubator programme, Mediapreneur, calls for fourth round of applications

Singapore, 24 January 2018 – Mediacorp's start-up incubator programme, Mediapreneur, launches a two-month campaign to seek new applications for its fourth batch of companies.

Targeting digital media start-ups applying disruptive and emerging technologies such as artificial intelligence (AI), data analytics, influencer marketing and virtual reality (VR)/ augmented reality (AR) technologies, the programme offers successful applicants the opportunity to forge partnerships with Mediacorp as a commercial partner. Other than receiving seed funding, start-ups are also mentored by experienced industry veterans, and housed at the Mediacorp Campus throughout the one-year incubation programme to allow for prospective tie-ups with Mediacorp's stable of products and business units.

Through Mediapreneur, companies benefit from a structured system that offers both infrastructural support and guidance from experienced mentors. More importantly, Mediacorp also provides relevant start-ups with a head-start to doing business in the real world.

Guillaume Sachet, Head, Social, Mediacorp, said, "As we accelerate Mediacorp's digital transformation, we want the fourth batch of start-ups to drive innovation in deep tech and emerging technologies such as AI, natural language processing, video technologies or analytics for Mediacorp to apply in our productions and advertising solutions. This will help us drive stronger and more engaging content for our audiences. Mediapreneur continues to be an exciting programme as we engage wave after wave of innovative digital companies and partake in their journey of converting ideas into commercially successful businesses."

Started in 2013, the Mediapreneur programme has since invested in 21 start-ups over three batches with seeding fund exceeding S\$790,000. These start-ups have also gone on to raise funding of more than S\$9.3 million from investors, with some of these gaining significant commercial success, including popular names like:

- BeLive, Asia's premier live-streaming platform which has approximately 200,000 users;

- Popsical, world’s smartest and smallest karaoke system; and
- Popular Chips, an AI-driven influence analytics and management platform.

On the experience of being part the Mediapreneur programme, Kenneth Tan, Co-founder & CEO, BeLive, said, “BeLive has benefitted tremendously from Mediapreneur's vast network of partners, talents and mentors, quickly becoming the fastest growing live-streaming platform in South-east Asia. The Mediapreneur team has also been incredibly helpful, opening doors to broadcast partners, investors, advertising partners and talents.”

Faruq Marican, Co-founder & CEO, Popsical, also shared "Mediapreneur has granted us invaluable access to the various media platforms under the Mediacorp umbrella, which has proved vital and effective in increasing our brand awareness in a synergistic 360-degree way."

Andrea Olivato, Co-founder, Popular Chips, said, “The Mediapreneur programme allowed Popular Chips to gain credibility and stability in the early growth phase while securing our first clients. With their experience, Mediapreneur's mentors also helped us in overcoming common obstacles and avoiding mistakes which start-ups face in the early stages.”

Applications are open till 25 March 2018. Interested applicants can visit themediapreneur.sg for more details.

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About Mediapreneur

Mediapreneur is Mediacorp’s incubation programme for media-related start-ups. Start-ups admitted to the Mediapreneur will go through a one-year structured incubation programme. Start-ups will be housed at Mediacorp Campus located within Mediapolis@one-north and receive seed funding of up to S\$50,000 in exchange for a small amount of equity. More importantly, start-ups will receive help and guidance from experienced mentors on all aspects of their business on a regular basis and be able to access an extended mentor network of established entrepreneurs, investors and technologists. There will be opportunities to tap on Mediacorp’s considerable intellectual property, such as news and entertainment content, Mediacorp’s platforms such as TV and radio and tie up with the many business units of Mediacorp. Through the Mediapreneur programme, we hope to turn start-up companies with innovative ideas into successful technology businesses.

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 as well as 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 14th time at the Asian Television Awards in 2017.

For more information, please visit mediacorp.sg.

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