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Media Release



Media start-ups to benefit from deeper mentoring and investments from MediaCorp incubator

Singapore, 21 January 2015 – MediaCorp today announced the appointment of Dr Francis Yeoh to spearhead the next phase of the Mediapreneur, its incubator programme.

The Mediapreneur enters its second year with the key objective of providing a conducive, operational platform for media startups to be systematically nurtured and developed into full-fledged tech companies. Startups in the programme will have access to funding, networking opportunities and considerable intellectual property and content, to enable them to work alongside media and domain specialists and gain valuable insights into the media business.

Dr Francis Yeoh will assume the role of Executive Director of the Mediapreneur programme. Dr Yeoh is well-known in the Singapore entrepreneurial community, and has played many different roles in his career. He was a research institute director, venture investor, internet startup CEO, government policy maker and is now Professorial Fellow for Entrepreneurship at the National University of Singapore.

Mr Guillaume Sachet, MediaCorp's Head of Strategic Planning said, "We are delighted to have Francis onboard to drive our next phase of The Mediapreneur programme. Our goal is to provide paths for local entrepreneurs to achieve their dreams in the media space, and Francis is the ideal person to get us to that goal. In addition to Francis, the successful incubatees will be mentored by experienced technopreneurs and investors such as Dr Pete Kellock, William Toh and Tan Kit Jong, as well as guided by a larger mentor network comprising well-known entrepreneur-investors such as Eddie Chau and Leslie Loh. They will also have special access to domain experts within MediaCorp, which is one of the distinct benefits The Mediapreneur offers.

Added Mr Sachet, "Under this one-year programme, we target to work with about 10 startup companies and be their strategic partners in the longer term".

Dr Francis Yeoh said, "I'm delighted to have the opportunity to be part of this exciting effort. The world of media is undergoing seismic shifts as online and interactive technologies displace or augment traditional channels – new opportunities are appearing by the day! And yet the core remains unchanged: entertaining and informing people is still the name of the game, and MediaCorp has deep experience

of how to do that. The Mediapreneur Incubator is about giving hungry young entrepreneurs a decisive advantage by leveraging that experience.”



Applications for The Mediapreneur programme are now open till Sunday, 22 February 2015. Interested startups are invited to submit their applications online at www.mediacorp.sg/themediapreneur. Shortlisted companies will be invited to deliver a 5 to 10-minute pitch of their business plan.

For more information of this programme, visit www.mediacorp.sg/themediapreneur.

About Mediacorp

MediaCorp is Singapore’s leading media company with the most complete range of platforms, spanning television, radio, newspapers, magazines, movies, digital and out-of-home media. It pioneered the development of Singapore’s broadcasting industry, with the broadcast of Radio in 1936 and Television in 1963. Today, MediaCorp has over 50 products and brands in four languages (English, Mandarin, Malay and Tamil), reaching out to all adults in Singapore every week.

Initiatives in the new digital space include Internet TV-on-demand, High Definition TV broadcast and Over-the-Top (OTT) interactive services.

Beyond Singapore, MediaCorp is an active regional player through co-productions in TV dramas and movies, magazines publishing, as well as Channel NewsAsia International, one of the first Asian-owned English news channels.

Our financial and strategic relationship in the region includes International Media Corporation in Vietnam, which was set up to develop and produce television entertainment and economic news content. MediaCorp also has a stake in Singapore-based retail firm Reebonz, one of the region’s fastest growing luxury online retailers and a majority stake in Cubinet Interactive, a Malaysian digital games publisher.

Winner of numerous international awards and accolades including Asian Television Awards’ Terrestrial Broadcaster of the Year, MediaCorp’s mission is to engage, entertain and enrich audiences by harnessing the power of creativity.

For more information, please visit mediacorp.sg.

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