

For immediate release

## Media Release



# MediaCorp and KLN form strategic alliance

**Jakarta, 24 April 2015** – Singapore-based media company MediaCorp and KapanLagi Network (KLN), an Indonesian digital media company, announced that MediaCorp has invested in a 52 per cent equity stake in the KLN Group which owns several of Indonesia's most successful web portals including [kapanlagi.com](http://kapanlagi.com).

The two parties signed the agreement in Jakarta today, cementing a strategic, long-term partnership that brings together complementary strengths of the two companies – MediaCorp's transmedia expertise and pan-Asian reach, and KLN's digital-native mindset and market leadership in Indonesia. The partnership is also aimed at delivering fresh experiences for consumers across the region, and creating innovative solutions for advertisers to embark on new approaches to reach customers and prospects.

MediaCorp pioneered the broadcasting industry in Singapore but has since diversified into print, live entertainment, out-of-home and digital businesses. Its digital properties include over-the-top service Toggle, [channelnewsasia.com](http://channelnewsasia.com) and Kuala-Lumpur headquartered gaming publisher Cubinet. In 2013 it launched Mediapreneur, an incubator programme for digital startups aimed at providing a conducive, operational platform for media startups to be systematically nurtured and developed into full-fledged tech companies, supported by funding, networking opportunities and intellectual property and content. MediaCorp also recently reorganised its products and platforms along customer lines such as family, youth, men, women and foodies.

While KLN is best known for its popular twin engines of [kapanlagi.com](http://kapanlagi.com) and [merdeka.com](http://merdeka.com), it also has sites targeting men, women, car enthusiasts and soccer aficionados. The KLN Group's video content has been viewed more than 450 million times and KLN has seen impressive revenue growth in Indonesia's rapidly increasing digital advertising spend. Following MediaCorp's investment, KLN's management and operations will remain unchanged.

Mr Steve Christian, KLN Chief Executive Officer, said: "I am tremendously excited by this breakthrough in KLN's journey to become a leading digital media company in the region. Over the past three years, I've watched KLN grow from a startup to one of Indonesia's top independent online platforms. Since the beginning, our goal has been to create truly great products that make an impact on audiences beyond our home market and I am delighted that our ambitions have led to our alliance with MediaCorp. In MediaCorp, we have a partner with powerful content and platform capabilities and a commitment to continually innovate for its customers and audiences."

Mr Shaun Seow, MediaCorp Chief Executive Officer, said: "Today's announcement further strengthens MediaCorp's ability to capture valuable opportunities in a rapidly changing media industry. Over the past few years, we have aggressively repositioned MediaCorp to become a customer-centric company providing greater access to diversified, innovative and engaging content across multiple platforms. This required

a relentless focus on our customers and audiences and significant ongoing investments in new businesses.”

Mr Seow added, “Indonesia has a rapidly growing cohort of digital users and the opportunities for KLN are tremendous. I’m most impressed by how the company has pushed the envelope in content and delivery, and grown the business exponentially. Embracing a successful digital native business will accelerate MediaCorp’s transformation in the digital revolution. The deal also presents great synergies, riding on flourishing people and business ties between Singapore and Indonesia.”

Leading digital media research firm, eMarketer, forecasts that Asia Pacific’s digital ad spend is set to grow by some 30 per cent this year, with Indonesia driving the most impressive growth. According to eMarketer, Indonesia is home to the third-largest Facebook mobile phone audience after the US and India, with some 33 million active daily users who also represent the highest mobile usage rate for Facebook worldwide. At the same time, there are more Tweets sent from the city of Jakarta than from any other city on the planet.



#### **About KLN**

KLN (KapanLagi Network) is the largest lifestyle news and entertainment digital media in Indonesia. It was founded in 2003 with a dream of becoming an Internet technology company. In March 2014, KapanLagi and Fimela Network were merged, making KLN one of the best content companies in the nation. Currently, with over 400 employees at seven offices, KLN is generating almost 30 million page views on a daily basis.

#### **About MediaCorp**

MediaCorp is a Singapore-based media company with a 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 virtually 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 collaboration in the region includes International Media Corporation in Vietnam, which was set up to develop and produce television entertainment and economic news content. MediaCorp 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](http://mediacorp.sg).

Issued by Brand and Communications, MediaCorp