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Focus Media Goes To The Grassroots

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Wong

Singapore - Digital out-of-home company Focus Media Singapore (FMSG) has sealed a media partnership with the People's Association (PA) to install FMSG TV monitors across the PA's network of community clubs island-wide.

FMSG will broadcast entertainment and lifestyle content and advertising messages across the newly created PA TV network, with the LCD TV monitors to be installed at the main reception counters and lift lobbies at community clubs. The monitors will also be available in lift lobbies of offices and commercial buildings such as The Atrium @ Orchard, Biopolis, HDB Hub and Revenue House.

"This media initiative is a step in PA's journey to move with technology innovations as we search for new and innovative ways to further enhance our customer service experience and our communication with them. Our partnership with FMSG is a strategic alliance which PA and other government agencies can also leverage to communicate our programmes and services to the residents," Tan Boon Huat, chief executive director of the PA said.

PJ Wong, co-founder, chairman and CEO of FMSG said the new partnership would leverage on the PA's role and network to create a new media platform for advertisers to reach the community. "The proliferation of digital info-communications technology has offered both FMSG and PA new communication channels to connect with residents. We will continue to explore new avenues to expand our partnership model to other areas of the Singapore community," Wong said.

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