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Focus Media Adds HDB Shopping Centres To Network

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Wong

Singapore - OOH media company Focus Media Singapore (FMSG) has inked an exclusive media partnership with the Housing Development Board (HDB) to launch a new multimedia ad platform at 18 neighbourhood shopping centres.

FMSG is positioning the new initiative as a platform where advertisers can target heartland consumers with the TV network estimated to have a potential reach of one million residents. This new initiative with HDB comes off the back of FMSG's partnership with the People's Association, as published by *Marketing* on 25 May ([Focus Media goes to the grassroots](#)), and further extends the company's 'Community TV network' which currently comprises FMSG's presence at post offices and community clubs.

PJ Wong, co-founder, chairman and CEO of FMSG said the network will broadcast entertainment and lifestyle contents and advertising messages as well as serve as an integral communication tool for government bodies and advertisers to reach heartlanders.

"This collaboration with HDB positions us as an innovator in the fast-growing digital OOH media sector - we will continue to explore new avenues to expand our partnership model to other areas of the Singapore community," Wong said.

Where the 18 HDB shopping centres are

- Bukit Panjang : Fajar Shopping Centre and Greenridge Shopping Centre;
- Choa Chu Kang : Limbang Shopping Centre, Sunshine Place and Yew Tee Shopping Centre;
- Jurong West : Gek Poh Shopping Centre, Pioneer Mall and Taman Jurong Shopping Centre;
- Pasir Ris : Elias Mall, Loyang Point and Pasir Ris West Plaza;
- Queenstown : Dawson Place and Depot Height Shopping Centre;
- Sengkang : Rivervale Plaza;
- Woodlands : 888 Plaza, Vista Point, Woodlands Mart and Woodlands North Plaza.

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