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HDB, Focus Media seal partnership to reach heartlanders

FOCUS Media Singapore, a pioneer in digital out-of-home media, has set up an exclusive media partnership with the Housing and Development Board (HDB) to show multimedia advertising at HDB neighbourhood shopping centres.

Advertisers will be able to use the new system to reach out to heartlanders.

The newly created captive TV network at 18 neighbourhood shopping centres will have a potential reach of an estimated one million residents - a third of the population housed in HDB apartments, and will be available at seven towns - Bukit Panjang, Choa Chu Kang, Jurong West, Pasir Ris, Queenstown, Sengkang and Woodlands.

It is expected that the new TV network will further enhance the islandwide reach of Focus' Community TV Network, which already has media partnerships with Singapore Post and the People's Association.

PJWong, Focus co-founder, chairman and CEO, said: 'This exclusive collaboration with HDB will also solidify our leadership position as a pioneer and innovator in the fast-growing digital OOH (out-of-home) media sector as well as our position as the largest OOH media company in Singapore in terms of locations and venues.'

The latest Pricewaterhouse-Coopers' Entertainment and Media Outlook Report for 2007-2011, estimates that OOH advertising will continue to be the second fastest growing advertising medium globally, with a projected 6.5 per cent annual increase during the next five years to US\$32 billion by 2011.

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