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Focus Media Adds To Mall Network

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By: Cherisse Beh, Singapore

Published: 3 hours 33 min ago

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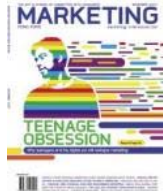
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Singapore - Focus Media Singapore has inked an exclusive partnership with Frasers Centrepoint Malls, effectively adding seven new malls to its digital OOH TV network.

The Centrepoint, Anchorpoint Shopping Centre, Causeway Point Shopping Centre, Compass Point, Northpoint Shopping Centre, Robertson Walk and Valley Point will all allow the media company to leverage on its patron volume which is estimated at 14 million monthly.



Wong

"We look for refreshing ideas to enhance the shopping experience at our malls while also creating new income streams that deliver value to our shareholders. This will enable us to offer our tenants and visitors a refreshing and entertaining experience," Tong Kok Wing, GM of investment properties for Frasers Centrepoint Malls said.

According to Focus Media Singapore co-founder and CEO, PJ Wong, the objective of the partnership to let advertisers promote their brands more effectively to a desirable group of PMEBs. He also said that the partnership will give the company a leadership position as the largest digital OOH media company in Singapore.

Companies featured:

Focus Media Singapore
Frasers Centrepoint Malls

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