



## **Joint Media Release**

### **SPH, RINGS.TV and mm2 Asia collaborate to develop live streaming platform**

**Singapore, 22 November 2016** – Singapore Press Holdings Limited (“SPH”), RINGS.TV Pte Ltd (“RINGS.TV”) and mm2 Asia Ltd. (“mm2 Asia”) will collaborate to jointly develop and manage a live and on-demand video application in Singapore (“Livestream App”).

Under the Memorandum of Understanding signed among the 3 parties, SPH, RINGS.TV and mm2 Asia will collaborate exclusively with one another to rebrand, re-design and market the Livestream App and related services over the next six months.

SPH will curate and provide a variety of content for the rebranded live streaming app. Besides broadcasting news events and streaming interviews, there will also be a line-up of entertaining live shows hosted by broadcasters.

mm2 Asia will live broadcast exclusive material from movie productions, such as auditions, behind-the-scenes footage and interviews with the cast from movie sets, as well as unlock new revenue streams from concert live-cast via mm2 Asia’s subsidiary UnUsUaL Group.

Beyond live broadcast, RINGS.TV will also provide Video-on-Demand (“VOD”) service for high demand local and acquired entertainment content, including concerts, movies and trailers - similar to other Over-the-Top (“OTT”) platforms.

Mr Anthony Tan, Deputy CEO of SPH, said, “Over the past year, the Chinese Media Group of SPH has broadcast breaking news, events, talks and seminars on zaobao.sg using RINGS.TV’s technology. Our UFM100.3 radio DJs have also been experimenting with live streaming by turning the cameras on themselves and adding an avenue of interaction with their listeners. Through this joint collaboration, we will be able to accelerate our progress in delivering exciting live streaming content to our audience and realise commercial opportunities in the fast growing market of digital live streaming and broadcast market.”

“We are looking forward to be part of the collaboration following our partnership with mm2, and the team is thrilled to create the Livestream platform to deliver the commercial success that will further cement our on-going partnership with SPH, and

together with the mm2 group of companies and entertainment network, we will scale to greater heights.” said Dr Michael Yin, CEO and co-founder of RINGS.TV.

“We are very happy to collaborate with SPH and RINGS.TV. Through the injection of news, variety, and infotainment content, coupled with our production into the robust live streaming technology platform through RINGS.TV, which mm2 has a stake in, we will be able to extend our outreach and content programming, and unlock regional opportunities to reach eyeballs with enthralling, live content,” said mm2 Asia CEO, Mr Melvin Ang.

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*Jointly issued by Singapore Press Holdings Ltd, RINGS.TV Pte Ltd and mm2 Asia Ltd.*

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**About Singapore Press Holdings Ltd**

Incorporated in 1984, main board-listed Singapore Press Holdings Ltd (SPH) is Asia’s leading media organisation, engaging minds and enriching lives across multiple languages and platforms, ranging from print, digital, radio and out-of-home media.

SPH owns award-winning newspapers, magazines and best-selling books in both print and digital editions, as well as online classified businesses in the region. In addition, SPH has two English radio stations and one Chinese radio station, an out-of-home digital advertising unit, a regional events and conferences arm, and runs a chain of modern retail convenience stores. SPH also has a 20 per cent stake in MediaCorp TV Holdings Pte Ltd, which operates free-to-air channels 5, 8 and U, and a 40 per cent stake in MediaCorp Press Limited, which publishes the free newspaper, Today.

SPH REIT comprises Paragon, a premier upscale retail mall and medical suite/office property in Orchard Road and The Clementi Mall, a mid-market suburban mall. SPH's latest retail development is The Seletar Mall located in Sengkang.

For more information, please visit [www.sph.com.sg](http://www.sph.com.sg)

#### **About RINGS.TV Pte Ltd**

RINGS.TV is Singapore's first interactive broadcasting platform to stream and broadcast live concerts, performances, conferences and other events.

This next-generation mobile app allows viewers to watch and interact with live performances on the go. Available worldwide, this free app can be downloaded on both Android Google Play and Apple App Store, for viewers to discover great events wherever they are.

Built with a streamlined interface and designed to satisfy ease of use, video content on RINGS.TV can be watched for free and are sorted by recommendation, popularity or time.

For more information, please visit <https://www.rings.tv/>

#### **About mm2 Asia Ltd.**

Headquartered in Singapore, mm2 Asia is a producer of films and TV/online content. As a producer, mm2 Asia provides services that cover the entire filmmaking process, including securing financing, producing and distributing as well as securing advertising and sponsorship.

mm2 Asia further strengthened its competitive advantage through acquiring a majority stake in local 3D animation company, Vividthree Productions, and event and concert production

company, UnUsUaL Group of Companies. The Group also established its own cinema chain, mmCineplexes, through the ownership of five cineplexes in Malaysia.

In addition to Singapore, mm2 Asia also has a presence in Malaysia, Hong Kong, Taiwan and the PRC through its group of companies and/or strategic working partnerships. mm2 Asia has co-produced and/or distributed over 80 films across Asia since 2008 including co-producing well-known films such as the 'Ah Boys to Men' and 'Long Long Time Ago' series; and distributing titles such as Malaysia's 'The Journey' and Taiwan's 'Café.Waiting.Love'.

In 2014, mm2 Asia made its debut on the Singapore Exchange Securities Trading Limited (SGX stock code: 1B0), becoming the first Singapore film production company to achieve this.

For more information, please visit [www.mm2asia.com](http://www.mm2asia.com).

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