



MEDIA RELEASE

MediaCorp Introduces the TV channel, *okto*

Singapore, 25 August 2008: This '*oktober*', viewers in Singapore will get another Free-To-Air TV channel offered by MediaCorp to catch their favourite programmes. *okto* will begin transmission on Sunday, 19 October 2008.

okto is an *attitude* ~ a positive attitude towards oneself and those around them.

'its **ok to** be young forever'
'it's **ok to** lose sometimes'
'its **ok to** create!'

okto is number '8' in Greek and the channel will be carried on channel '8' on both StarHub Cable TV and SingTel mio. *okto* will telecast from 9 am to 12 midnight daily and offers 105 hours of programming each week.

okto will be predominantly an English channel with selected programmes broadcast in the language of the country of origin, such as *Filmart* which showcases critically-acclaimed films from around the world in its original language. *okto* will retain the essence and strength of Kids and Arts Central's programming. With the increased hours, the channel will broaden the scope of these 2 channels by including more engaging content for our viewers.

Ms Lim Suat Jien, Managing Director of TV12 says, "We are very pleased to be able to revamp and relaunch Central in the form of *okto*. *okto* is part of our strategy to cater to our viewers as they grow with us. With our new programming, we will continue to strengthen our connections with the kids and arts communities."

Supported by the Media Development Authority (MDA), the arrival of *okto* and the recasting of Vasantham into a full-fledged channel mark a significant milestone in Singapore's broadcast history.

Said Mr Yeo Chun Cheng, Programme Director for Multi-Platform Content and Chief Information Officer of MDA, "Singapore households can now look forward

to greater choices for content and even more high-quality Made-by-Singapore content catering to niche interests in our multi-racial society.”

okto endeavors to be a one-stop channel that will enrich, engage and entertain, with some of the best local and international programmes for the community.

When *okto* begins transmission at 9am, there will be programmes catering to the pre-school audience and their caregivers, and when the older kids return from school later in the day, they will find well-loved info-educational, animation and live-action programmes awaiting them, and these will seamlessly transit into the evening and onto the night with programmes the entire family can enjoy.

Ms Daisy Irani, Vice President of Central Network Programming & Promotions says, “In creating this channel, we would like to retain the unique strengths of both Kids and Arts Central. *Okto* will bridge the gap of our kids viewers and arts lovers seamlessly, so that viewers of all ages can be with us.”

The channel will have a special focus on the kids and arts communities, and on User Generated Content (UGC). Viewers can send their clips which can be shown on the channel’s UGC belt named *oktobite*. This belt will have a dedicated timeslot five times a day. One of the first UGC initiatives on *okto* will showcase the involvement of students from the Nanyang Academy of Fine Arts who have chosen to create a series of channel idents for *okto*.

In addition, *okto* will also focus on creating more engaging programmes with strong interactive component with games and chats on-line. *Okto ‘LIVE’* will be a ‘live’ programme which gives participants instant access to a wider audience via a television platform, to share their views and opinions about issues close to their hearts, while giving them the satisfaction of knowing that their message is getting out to their peers in real time. Using the latest technology, *okto* aims to bring the television experience to the kids and youth – instantly!

The channel will also continue with the landmark move of being the first channel in the world to showcase anime titles in the same week as Japan.

Last but not least, the young ones will find an *okto* website buzzing with programme information, interactive games, contests, chats and more on oktoday.sg, while the adults will also be equally entertained on the website designed specially for them, oktonite.sg.

Please find enclosed some of the key programmes that will be telecast on *okto*.

Technical details about *okto*

okto will be transmitted on frequency 543.25Mhz from Master Antenna TV (MATV) and UHF 503.25MHz for homes that have SCV TV sockets installed.

Viewers can start tuning in from Friday, 19 September onwards. Details on how to tune-in will be shown on the various MediaCorp platforms as well as on the website www.okto.sg.

For media enquiries, please contact:

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About Okto

To be launched on 19 October 2008, *okto* endeavors to be a one-stop channel that will enrich, engage and entertain, with some of the best local and international programmes for the community. The channel will have a special focus on the kids and arts communities, and on User Generated Content (UGC). With this focus, we want to encourage communities to participate, grow and be an integral part of the channel.

okto will telecast from 9am to 12mn daily. Offering 105 hours of programming each week, beginning with preschoolers to all in the family as the day progresses, *okto* makes compelling viewing for all.

The young ones will find a website buzzing with programme information, interactive games, contests, chats and more on oktoday.sg, while the adults will also be equally entertained on the website designed specially for them, oktonite.sg.

okto is part of MediaCorp. MediaCorp is Singapore's leading media company with the most complete range of platforms, spanning television, radio, newspapers, magazines, movies and digital media. MediaCorp has over 55 products in four languages (English, Mandarin, Malay and Tamil), including online classifieds, Internet TV-on-demand and High Definition TV broadcast. Winner of numerous international awards and accolades including Asia Television's Broadcaster of the Year, MediaCorp's vision is to become Asia's top media company, delivering valued content to the world.

For more information, please visit www.okto.sg



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