



MEDIACORP PARTNERS WITH VICE TO BRING YOUTH MEDIA COMPANY'S SLATE OF ORIGINAL CONTENT TO SINGAPORE AUDIENCES

Bali, Indonesia, 23 April 2019 – VICE, the world's leading youth media brand and content studio, and Mediacorp, Singapore's largest content creator and transmedia platform, have announced a collaboration that will bring a raft of original VICE digital and TV content to a new Singapore audience.

The agreement combines Mediacorp's multiplatform reach and deep commercial relationships with VICE's youth audience and award-winning, authentic story-telling and is the latest collaboration of Mediacorp Partner Network (MPN) - an initiative that brings Mediacorp together with best-in-class partners to deliver a richer experience for consumers and advertisers in Singapore.

Mediacorp will bring VICE content into its growing portfolio of digital assets, and will carry curated video series on its digital entertainment destination, Toggle. Shows will include the popular 'VICE Reports', 'The Cute Show', and '10 Questions You Always Wanted To Ask' - alongside iconic fashion title i-D, food channel MUNCHIES, technology channel MOTHERBOARD and more.

In addition, Mediacorp will be the exclusive representative for all advertising sales in Singapore for VICE.com.

According to Nielsen Media Index 2018, Mediacorp properties reach 98% of people in Singapore every week. Over 80% of Singapore viewers tune in to Mediacorp's seven free-to-air television stations every week. Page views on Mediacorp properties average 157 million views per month internationally*. Eight of the top ten most listened to radio stations in Singapore are Mediacorp stations.

Launched in 1994 as a 'punk zine', VICE is a leading global youth media company with bureaus in over 30 countries, distributing its programming in over 80 territories across digital, linear, mobile, film and social channels. In Asia-Pacific, VICE has 11 offices across eight markets, including Singapore, India, Indonesia, Japan, South Korea and China. VICE includes a

network of digital channels; a licensing division, a TV and film production studio; and VIRTUE, its in-house creative services agency.

Hosi Simon, CEO of VICE Asia-Pacific said, “A partnership of this scale, with a respected media player in the region, forms an important part of our continued expansion in Asia. Young people across the region are immensely proud of where they come from, and relentlessly optimistic about where they’re going. We want to champion their voice and point of view, and are reaching further to bring this generation content that reflects their values and lifestyles, wherever they are and whatever screen they’re on.”

Mediacorp’s Chief Commercial and Digital Officer Parminder Singh said, “We are very excited to welcome VICE as our latest esteemed partner into our Mediacorp Partner Network. With VICE, Mediacorp will be able to offer more original VICE content to the digitally-savvy youth population in Singapore via our digital entertainment destination, Toggle. Through Mediacorp’s reach and relationships, VICE will gain access to new audiences and advertisers in Singapore.”

Other premier partners under MPN include digital sports publisher ESPN, Singapore’s fastest growing property portal 99.co and Edipresse Media, Asia’s leading luxury media group.

** Adobe Analytics, monthly average, Apr 2018-May 2019*

About VICE Media

VICE is the world’s leading youth media brand. Launched in 1994, VICE is on pace to bring its award-winning programming to over 80 territories worldwide in 2019 across mobile, digital, and linear platforms. VICE operates an expanding international network of digital channels; a television and feature film production studio; an Emmy-winning international television network, VICELAND; an Emmy-winning weekly newsmagazine show on HBO; an Emmy-winning nightly news series on HBO; VIRTUE, a global, full-service creative agency with 26 offices around the world; a magazine; and a record label.

VICE's award-winning programming has been recognized by the Academy of Television Arts & Sciences, Peabody Awards, Sundance Film Festival, PEN Center, Cannes Lions, Frontline Club, Knight Foundation, American Society of Magazine Editors, LA Press Club, James Beard awards and Webby Awards, among others.

About Mediacorp

Mediacorp is Singapore’s largest content creator and transmedia platform, operating seven TV channels, 11 radio stations and multiple digital platforms including CNA, Singapore's most used news app, and Toggle, its digital video platform. Its mission is to engage, entertain and enrich audiences by harnessing the power of creativity.

Mediacorp pioneered the development of Singapore's broadcasting industry, with radio broadcast in 1936 and television broadcast in 1963. Today, it reaches 99% of Singaporeans in four languages and has a growing Asian audience base through CNA as well as entertainment content that is distributed across markets in the region.

The Mediacorp Partner Network brings Mediacorp together with industry-leading brands like ESPN, Edipresse Media and 99.co to deliver rich content for consumers and effective solutions for advertisers.

Mediacorp is the recipient of industry accolades including New York Festivals, World Media Festivals, PromaxBDA (World and Asia) and Asian Academy Creative Awards.

For more information, please visit mediacorp.sg.