

Introduction on omy.sg, Singapore Press Holdings



敢上, 就有fun!
www.omy.sg

About SPH



- Incorporated in 1984, main board-listed Singapore Press Holdings Ltd (SPH) is Southeast Asia's leading media organisation (http://www.sph.com.sg/aboutsph_profile.shtml)
- In Singapore, SPH publishes 18 newspaper titles in four languages. Every day, 3 million individuals or 77% of people above 15 years old, read one of SPH's news publications
- The Internet editions of SPH newspapers enjoy over 263 million page views with 18 million unique visitors every month
- SPH's online and new media initiatives include news portals like AsiaOne.com, Stomp, **omy.sg**, and The Straits Times RazorTV; as well as an online marketplace for products, services and employment, ST701



About omy.sg



- <http://www.omy.sg>
- Launched on **25 Sep 2007** by Singapore Press Holdings group (<http://www.sph.com.sg>), Chinese Newspaper Division
- Singapore's first bilingual-friendly (Mandarin and English) news and interactive web portal
- Primarily targeted at online users from 18 to 35 years old
- Currently visited by over 500,000 unique visitors monthly and enjoys more than 10 million page views per month (Nielsen NetRatings, Jan 2012)
- One of the top news/entertainment/blog sites in Singapore

About omy.sg



Strong in blog, lifestyle and entertainment content



Most Popular sections in omy:
News, Showbiz – over 1.5 mil page views/mth
Blog – over 700,000 page views/mth

About omy.sg

Strong in Social Media/ Online Communities

- ❖ Loyal, established online communities – database of over 3,000 bloggers/avid social media users in the omy Blog Club (<http://blog.omy.sg/blogclub>)
- ❖ Trail-blazer in various Singapore social media initiatives and events – <http://project.omy.sg/social-media-fiesta>
- ❖ Regular school outreach programs - road shows at secondary and tertiary institutions via Y-Talk: <http://yzone.omy.sg/ytalk>



About omy.sg

Reaches out to PMEBs, web-savvy generation – social networking presence on blogs, facebook, twitter, foursquare, etc; runs many interesting interactive contests/campaigns - <http://www.omy.sg/omy-network>

Bilingual audience – not just Chinese-fluent audience, but include even non-Chinese audience who interact with omy.sg via contests/ selected English content/ blogs and social media



omy 网络社区
omy Social Network

Are you a hardcore omy ag fan? Join omy ag on our social network platforms to show your support!

支持omy的朋友, 请加入我们在网络上的社交户口, 追随omy的最新动态!

- Follow us on twitter for the latest news and updates!
<https://twitter.com/omyag>
- Sign up for our omy Blog Club and media events!
<https://sgblogwards.omy.sg/blog>
- Join our official omy ag facebook page!
<https://www.facebook.com/omyag>
- Join our official Singapore Blog Awards!
<https://www.facebook.com/group.php?gid=4120575033536>
- Join our official Singapore Entertainment Awards!
<https://www.facebook.com/group.php?gid=4120575033536>
- Be omy ag's friend on Friendster!
<https://www.friendster.com/omyag>
- Watch omy ag's videos on your YouTube!
<https://www.youtube.com/omyag>



About omy.sg



omy.sg has the support of all the Chinese publications under SPH

- Dedicated omy.sg page in various publications: my paper (every Mon), Zaobao Weekly (every Sun) and UW magazine (every week)



About omy.sg

Strong in social media; cross media;
innovative/ cutting edge campaigns

<http://www.omy.sg/hall-of-fame>

Asian Digital Media Awards 2009 – 2 Gold 1 Silver in cross media and advertising

Asian Digital Media Awards 2010 – 1 Gold 2 Bronze in social media and cross media

W3 Awards 2010 – 2 Silver in blog viral marketing and website features

Asian Publishing Awards 2011 – 2 Excellence Award in social media and advertising



Who surfs omy.sg?

- ❖ Core Target:
 - 18 to 35, PMEBS
- ❖ **56%** of omy users have a diploma, degree or higher
- ❖ White collar and PMEBS make up **50%** of omy users



Who surfs omy.sg?

- ❖ **40%** of omy users visit the site DAILY
- ❖ **80%** of omy users visit omy at least once a week
- ❖ Average duration spent per user session is **10 mins**



Who surfs omy.sg? – social networks



omy Blog Club

<http://blog.omy.sg/blogclub>

The omy Blog Club consists of over 3,000 bloggers, of diverse demographics, from food connoisseurs to expats to youths. The bloggers cover a wide range of topics ranging from lifestyle to beauty to travel and more.

omy.sg has been managing and engaging bloggers since 2008 via various campaigns.



omy.sg on Facebook

<http://facebook.com/omyfan>

omy.sg on Twitter

<http://twitter.com/omysg>

omy.sg on Youtube

<http://youtube.com/omysingapore>

omy.sg on Foursquare

<http://foursquare.com/omysg>



Some Brands omy.sg had the privilege to work with

plaza
singapura

KIA
KIA MOTORS

AVIVA **hp**
invent

NATIONAL HERITAGE BOARD



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奇美液晶



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POOLS

海蝶

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Opening Minds Shaping Lives

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BUSINESS CHINA
SINGAPORE

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Flagship Projects

Singapore Social Media Fiesta

<http://project.omy.sg/social-media-fiesta/>

Series of social media events in Singapore to promote Singapore's social media scene as well as to bring the online community offline

Umbrella platform for advertisers/partners to brand itself strategically in the Singapore social media scene for a full year

Events include:

- Singapore Twitter Day (140th Day of the Year) – 1st year
- Singapore 4Sq Day (April) – 2nd year
- <http://project.omy.sg/sg4sqday/>
- Social Media Day (June) – 2nd year
- <http://project.omy.sg/sgsmd/>
- Singapore Blog Awards (April to July) – 5th year
- <http://sgblogawards.omy.sg/>

Social Media Fiesta
APRIL 2011 – JULY 2011



Flagship Projects

Singapore Blog Awards (Apr – Sep)

<http://sgblogawards.omy.sg/>

<http://sgblogawards.omy.sg/2008>

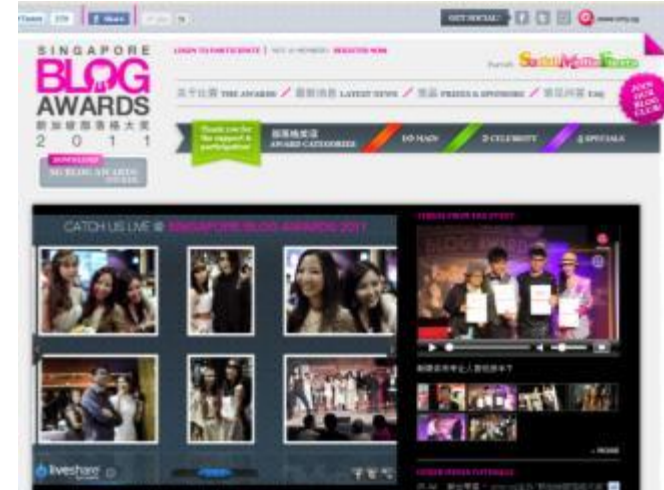
<http://sgblogawards.omy.sg/2009>

<http://sgblogawards.omy.sg/2010>

<http://blog.omy.sg/sgblogawards>

First launched in 2008, the prestigious Singapore Blog Awards is an annual award organised by omy.sg to give recognition to outstanding blogs, both in Singapore and from other countries. The award accepts bilingual entries in English and Mandarin and is the first of its kind in the region to reward independent web content producers.

Over 1000 bloggers register for the awards each year with an average of over 70,000 votes cast.



Flagship Projects

Singapore Social Media Day

<http://project.omy.sg/sgsmd>

<http://blog.omy.sg/sgsmd>

Promoting the message of “social media for a social cause”, the first Singapore Social Media Day kicked off on 25 June 2011, in conjunction with World Social Media Day on 30 June 2011.

A group of volunteer bloggers and avid social media users got together and organised a full day carnival event at Scape, Orchard, consisting of Youtube singers song performances; charity flea bazaar; signing of a physical Facebook wall; games; and many more!



Social Media for a Social Cause!
SO ME! Singapore 2011 Social Media Day
 25th June 2011 2pm-9pm *SCAPE Atrium & Gallery.

LOVE FACEBOOK, TWITTER, FOURSQUARE, BLOGS, BLOG SHOPS, YOUTUBE?

Then join us for Singapore Social Media Day 2011!
 Play games, enjoy performances, and shop to your heart's desire!
 Event proceeds will be donated to The Straits Times School Pocket Money Fund (SPMF)

PHOTOGRAPHY
 SHARING DESIGN BY TAN QING HUI

Creative sandwich-making contest** with bloggers!

Blog shop sales booths*

Catch performers you see on YouTube

Social media-inspired game booths!***
 Limited goodie bags to be given away!

Date: 25 Jun 2011 (Sat) Time: 2-9pm Venue: *SCAPE Atrium (N2) & Gallery (V02)

Donate \$1 (or more!) to leave a message on our SoMe! Social Media Wall, and stand a chance to win a 302N trip to Hong Kong in our Lucky Draw!

*All proceeds collected will be donated to SPMF. **All proceeds collected will be donated to SPMF.

SPONSORS: SINGAPORE AIRLINES, htc, SCAPE, omy

PARTNERS: SINGAPORE AIRLINES, htc, SCAPE, omy

SPONSORS: SINGAPORE AIRLINES, htc, SCAPE, omy

Flagship Projects

Y-Blogger Blog Contest (Jan – Apr)

<http://contest.omy.sg/ybloggerpopstar/>

Organised by omy.sg's Yzone, the youth section of omy.sg, the Y-Blogger is an unique and challenging blog contest where contestants compete with each other over three months in multiple challenges, including making vodcasts and podcasts. The contest is targeted at schooling youths and is a lead-in to the Singapore Blog Awards.



Flagship Projects

Singapore Entertainment Awards (Jan – Apr)

<http://sgeawards.omy.sg/>

Organised by Lianhe Wanbao, UW (U-Weekly), Radio 100.3 and omy.sg, this annual awards honour the best talents in the Singapore and the Asia entertainment scene. In conjunction with the awards, a mega entertainment party was held at the Marina Bay Floating Platform Grandstand with performances from famous regional artistes like Show Luo, Cheer Chen and JJ Lin in 2009; SHINee, Eason Chan and Mark Zhao in 2010. Over 10,000 people attended the event in both 2009 and 2010. The event in 2011 was held at Singapore Indoor Stadium with equal success and reach.



omy.sg iPhone Apps



- ❖ Official launch – 19 Dec 2009
- ❖ 2 Apps – omy.sg and omy.sg Showbiz
- ❖ **DOWNLOADS (as of Jul 2011)**
- ❖ omy.sg – 30,000
- ❖ omy.sg showbiz – 20,000



- ❖ **WEB STATS (Jul 2011)**
- ❖ Page Views – 2,315,588
- ❖ Unique Visitors – 22,718



*Figures via Apple App Store, Nielsen Netratings, Aug 2011



omy News

Breaking news at your fingertips –

latest Singapore news; world news; lifestyle news; food reviews, recipes and promotions; scandals and gossips; presented in a multimedia (vodcasts, podcasts, articles), bilingual-friendly (Mandarin & English) format.

Content Categories:

- Latest News (最新报道)
- Local News (本地新闻)
- World News (国际新闻)
- omy Presents (omy影棚)
- Lifestyle (生活)
- Eat Recipes (食在烹饪)
- Eat Reviews (食在好情报)
- Eat Treats & Events (美食活动)



www.omy.sg



omy Showbiz News

Entertainment news at your fingertips -

latest Singapore and regional showbiz news; movies and music videos reviews; celebrities videos and pictures; showbiz events and activities; showbiz scandals and gossips; presented in a multimedia (vodcasts, podcasts, articles), bilingual-friendly (Mandarin and English) format.

Content categories:

- E-News (娱乐头条)
- Movie Review (阿达预映室)
- MV Online (MV上线)
- Celebrities Vodcasts (娱乐重头戏)
- Celebrities Pictures (星相馆)
- Events & Activities (好康活动)



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