

URL: www.straitstimes.com

About The Straits Times Online

The Straits Times (ST) Online is the website of Singapore's largest daily. It's a hybrid website that offers both free and paid content - where commodity news is free access and proprietary news available upon subscription.

Front page (top)

The screenshot shows the top section of the Straits Times website. At the top, there's a navigation bar with the site's name, date (Monday, 2012-08-20), and weather (Singapore: 26°C, 31°C). Below this is a main banner area with several promotional tiles: 'DESIGNS WITH DISCREET OPULENCE', 'SALE NOW ON', and 'ALL YOU NEED IS LOVE'. A central news article titled 'Singapore GDP likely slowed in Q2, possible contraction' is featured with a large image of a modern building. To the right, there's a 'The Big Story' section with a sub-headline 'Parliament' and a 'MRT inquiry report' section. Below the main article, there are sections for 'Video News' and 'Citizen Journalism', each with a grid of video thumbnails and a 'CLICK FOR MORE' button. On the right side, there are two large promotional banners: one for 'CITI SUPPORTS SINGAPORE'S GROWING WEALTH' and another for 'STAR Sign up Star Concert and get \$100 free goodies'. At the bottom right, there's a 'Most Popular' and 'Most Commented' list of news items.

Coverage of the day's latest news, in a column of nine stories with clear time stamp

An area to cross-promote SPH's web videos, RazorTV

An area to cross-promote SPH's citizen journalism site, Stomp

Ten of the most popular stories with users on a daily basis

An area to highlight local/foreign stories that impact users. Each Big Story is made up of various components to provide readers with a comprehensive view of the topic

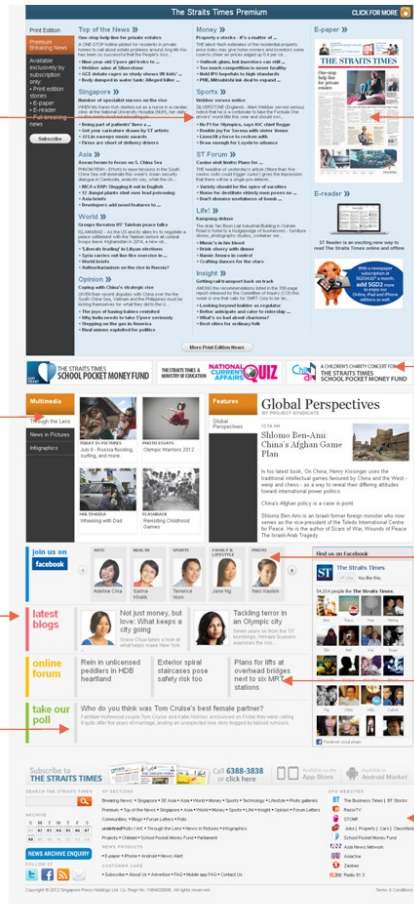
Front page (bottom)

Full coverage of the day's latest news for subscribers

Through the Lens
Refer to Slide 6 for details.
News in Pictures
Refer to Slide 7 for details.
Infographics
Refer to Slide 8 for details.

An area for ST reporters to share their thoughts and views on current happenings

An online poll featuring talking points from news stories to encourage user participation



The actual edition of the day's newspaper in soft copy

An area that encompasses in-depth analyses by Project Syndicate and updates on SPH's community relations efforts

An opportunity for users to interact with ST's reporters

A section that shows letters from the public

Gives users access to other SPH websites as well as contact/customer service links

Statement of Purpose

Financial Success

The ST model allows us to aggressively compete for advertising revenue and sponsorships, yet at the same time bundle our online, mobile and print subscriptions. This strategy made 2012 a watershed year – online operations became profitable for the first time.

More important, it had no impact on our newspaper revenue.

Increasing Reach

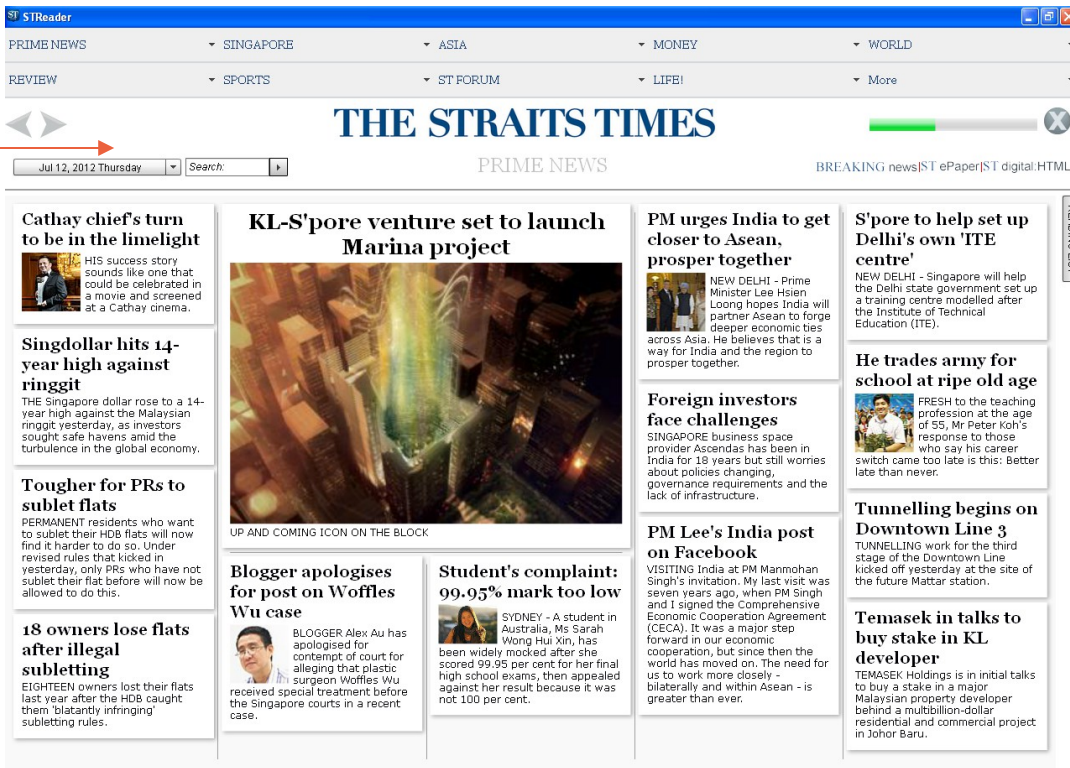
Our total (web and mobile) reach is just over 2 million people each month (Singapore's population is about 5 million).

On both web and mobile, we offer Breaking News, a subscription service which comprises print stories, an electronic newspaper and an e-reader for laptop users who can download and read our content offline.

Electronic newspaper available to subscribers



E-reader available to subscribers



Our use of Facebook and Twitter has also cemented ST as a major news source on the two most dominant social media platforms, with over 150,000 followers on Twitter and 55,000 'Likes' on Facebook. Our top referral of traffic is no longer Google – Facebook has overtaken the search engine to become our number one source of upstream traffic.

The Straits Times on Facebook



The Straits Times
54,141 likes · 3,182 talking about this

News/Media
Singapore's most widely-read newspaper is online too at <http://www.straitstimes.com/> Join our readers' community here to discuss the latest news.

About Photos Likes Twitter Events

The Straits Times
@STcom
Breaking news from one of Asia's leading newspapers.
Singapore · <http://www.straitstimes.com>

Edit your profile
37,359 TWEETS
24 FOLLOWING
148,931 FOLLOWERS

The Straits Times on Twitter

Tweets

- Following
- Followers
- Favorites
- Lists
- Recent images
- Similar to you

Tweets

The Straits Times @STcom 9m
US man accused of torturing, chaining wife and making her a slave for 10 years bit.ly/Lam3ds
Expand

The Straits Times @STcom 22m
Global PC sales flat as consumers turned their attention to newer gadgets like tablets bit.ly/Mj18Gu
Expand

The Straits Times @STcom 36m
#FormulaOne: Singapore says no deal yet on extension bit.ly/O97C9F
Expand

Breaking News

ST employs a "across four-online platforms at once" policy when it comes to breaking news.

When a big news story breaks, or there's a key announcement, a line or two is sent via SMS (short message system) to our subscribers, published on our website (straitstimes.com) and posted on Facebook and Twitter.

When a story with more details is ready within minutes and refreshed on our website, the URL link is promoted again as another post on Facebook and Twitter.

The Straits Times @STcom 26 Jun
BREAKING: City Harvest Church founder Kong Hee arrested by Commercial Affairs Department in morning raid.
Collapse Reply Retweet Favorite

400 RETWEETS 18 FAVORITES

2:32 PM - 26 Jun 12 via TweetDeck · Details

Reply to @STcom

The Straits Times · 54,023 like this.
26 June at 14:33 · 🌐

BREAKING: City Harvest Church founder Kong Hee arrested by Commercial Affairs Department in morning raid. More details to follow.

Like · Comment · Share 29

A breaking news alert is posted on Twitter

A breaking news alert is posted on Facebook

The news is posted again on Twitter with a link to the latest wrap of the story on our site



The Straits Times @STcom 26 Jun
City Harvest church founder Kong Hee and 4 others arrested
bit.ly/MRplAh
Collapse Reply Retweet Favorite

470 RETWEETS 14 FAVORITES

2:36 PM - 26 Jun 12 via TweetDeck · Details

Reply to @STcom

The news is posted again on Facebook with a link to the latest wrap of the story on our site



The Straits Times · 54,110 like this.
26 June at 14:36 · 

 **City Harvest church founder Kong Hee and 4 others arrested**
www.straitstimes.com
City Harvest church founder Kong Hee and four others from his ministry were arrested by the police on Tuesday

Like · Comment · Share 128

Event

In December 2011, Singapore experienced its largest breakdown in its commuter rail, the MRT. It occurred on a major line during the peak hours when people were leaving the office. Hundreds of thousands of commuters were affected.

We immediately mobilised the reporting muscle of the ST - print reporters hit the ground, while the online team scoured the digital field.

Based on our strong connection with the public, through our citizen journalists site Stomp, we immediately received hundreds of pictures and some videos of the breakdown, either what was happen in the train stations, from people being evacuated in the tunnels to those trapped inside the trains.

Combining information we gathered from Twitter, Facebook, our citizen journalists and reporters on the ground, we were able to produce a compelling and engaging package of real-time news, pictures and videos.

With the huge amount of content we gathered, we were able to follow-up on the train breakdown with consistent high quality coverage on all our platforms - print, online, mobile.

On the web, we have a microsite, *The Big Story*, that covers the train breakdowns from day one, throughout the investigations, to the various inquiries. All the while utilising the best of what the web can offer through photos, videos, citizen journalists and social media.

Your CEO just sold his coupe and started taking the bus. Maybe it's a sign to look for a new job. ST Jobs The Leading Online Classifieds

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Breaking News Premium Videos Citizen Journalism Communities Photos Art FTSE ST Index

The Conversation My Tip-Off Parliament Motoring Global Perspectives School Pocket Money Fund Childid Jobs Property Classifieds Cars

Quick Links LTA Official Website LTA's Twitter Page SMRT Official Website SMRT's Facebook Page SMRT's Twitter Page SBS Transit Official Website

The Straits Times on Facebook You like this: 54,141 people like The Straits Times. Caffeine Emily Rhana May

Like Join Facebook social plugs



MRT inquiry report on December breakdowns out



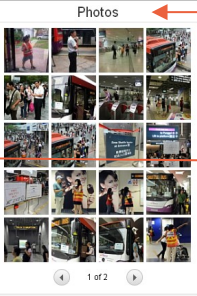
The Committee of Inquiry (COI) into two massive MRT breakdowns which took place on Dec 15 and 17 last year has submitted its findings in a 358-page report to Transport Minister Lui Tuck Yew.

COI report: SMRT admits there's room for improvement In a statement on Wednesday evening, rail operator SMRT acknowledged that there was room for improvement in its maintenance and monitoring regime as well as work processes.

COI submits extensive list of recommendations The Committee made an extensive list of recommendations in several areas, including incident management, and improving maintenance regime and regulatory framework.

COI submits its report on train disruptions A highly anticipated report by the Committee of Inquiry (COI) that probed two major train disruptions last year was submitted to Transport Minister Lui Tuck Yew on Tuesday.

LTA and SMRT pledge to cut down on train faults The Land Transport Authority (LTA) and SMRT pledged yesterday to reduce the number of trains pulled out of service due to faults by 30 per cent next year.



Links to easily access the websites of parties involved in the inquiry

Photos related to the MRT inquiry

Social media tabs boost interactivity among readers

Specially designed graphic tile

Editorial coverage (latest to oldest)

More Stories table with columns of article titles and snippets, including 'MRT breakdown COI: 6 revelations about MRT system', 'MRT breakdown COI: Shedding light on a rail mystery', etc.

Older stories

The story continues ...

The Results

Over 60 million pages views and 2.24 million unique in the month of December. The number has since grown – it is now over 80 million page views*.

* Figure as of July 11, 2012.