



Digimatic Group



HELPING BRANDS CONNECT

ASX / Media Release

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Digimatic Creatives to be official video marketing partner of Sing! China 2017 Singapore Selections

HIGHLIGHTS:

- Digimatic Creatives has entered into a Collaboration Agreement with Rediffusion to promote and work on the Sing! China 2017 Singapore Selections video content and marketing.
- Rediffusion is the official organiser of the Sing! China Singapore Selections 2016 and 2017.
- Digimatic Creatives will be the exclusive video content provider for Sing! China 2017 Singapore Selections to create 10 episodes of the event that will be broadcast online through Youtube and Youku.

Digimatic Creatives Pte Ltd (“DMR”), a subsidiary of Digimatic Group Ltd (ASX:DMC), has entered into a Collaboration Agreement with Rediffusion (2012) Pte Ltd (“Rediffusion”) to promote and work on the Sing! China 2017 Singapore Selections videos.

Digital Outreach for Regional Viewership

The partnership between Digimatic Creatives and Rediffusion would allow both companies to explore the generation of creative and exciting episodes of the Sing! China event that could be broadcast digitally online through Eeva Production’s Youtube, Facebook and Youku channels.

By coupling an online broadcast via YouTube and Youku alongside the offline activation of events happening throughout the months of January to April 2016, the companies are able to reach out to a broader base of viewers both offline who attend the events, and online to reach out to audiences all around the world who did not manage to view the events happening live.

As part of the collaboration, Digimatic Creatives will work closely with Rediffusion to launch 10 episodes of the event online at strategic dates throughout the campaign period, and to capture the most interesting, relevant and touching moments from the event days. Digimatic Creatives will also help Rediffusion manage their YouTube and Youku channels during the period of January to April 2016, to successfully track the online traffic and manage the online content for maximum outreach and database collection.

The first round of the auditions for the event will take place on 7th and 8th January 2017 at Plaza Singapura, and there are huge crowds expected to flock to the event to participate and have a chance to become one of the five finalists invited to compete on the big stage in China. The finals in Singapore will conclude on 1st April 2017.

Singapore, being the only venue that has open auditions within the Asia Pacific region, will be a highly attractive location for aspiring singers that wish to be recognized on a regional level and to be covered in a large scale event that is already a household brand name within the region.

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Sing! China and its Brand Name

Sing! China is a Chinese reality television singing competition broadcast on Zhejiang Television. It is a re-branded version of The Voice of China, a show based on the original The Voice of Holland. The concept of the series is to find new singing talent (solo or duets) contested by aspiring singers drawn from public auditions. The winner is eventually determined by votes cast by a media judging panel and live audience.

According to the South China Morning Post, the show received 37 billion views for the 2016 season which has Jay Chou, Harlem Yu, Na Ying and Wang Feng as judges. It was also reported by China Entertainment that the show had broken TV and online viewing records and topped the ratings for seven straight weeks during the season.

The show has gained great popularity in Singapore and Malaysia as 2 ASEAN contestants made in to the finals – Nathan Hartono and Lee Pei Ling respectively. This year's turnout for the auditions is expected to double as there is more interest and awareness of this event and local famous singers and songwriters will be invited to also be judges for the event.

Digimatic Creatives and Video Production for the Show

Digimatic Creatives who will be producing the video episodes of the Sing! China 2017 Singapore Selections will reserve the 2nd broadcast rights to share the video episodes on their own portfolio sites including their own Vimeo. They will also be appointed as the official partner that is allowed to re-sell the same programs for broadcast to other channels/ platform providers.

Besides working on the video production for the event, Digimatic Creatives will also be working alongside Rediffusion and Singapore Post to actively source for sponsorships for the event in return for digital exposure as well as onsite exposure at the various Sing! China events or activities.

ENDS

About Digimatic Group Ltd

Digimatic Group Ltd (ASX: DMC) is a Global Brand Enabler that empowers Brands to Connect to their Customers in the most effective way. As a thought leader in the digital space, Digimatic is a disruptive innovator that combines a unique blend of ROI Branding, ROI Marketing and ROI Commerce expertise to help clients achieve true value from their business investment.

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About Digimatic Creatives Pte Ltd

Digimatic Creatives is the branding arm of Digimatic Group Ltd and specializes in content creation as well as full end-to-end branding and marketing solutions for clients. The company started out doing videos and TVCs for clients in 2008, and expanded its portfolio to include VR/ AR solutions as well as full end-to-end branding consultation and strategic positioning advice to help clients meet their business and marketing objectives. The company is now a full-fledged integrated branding and creative marketing solutions firm..

About Rediffusion (2012) Pte Ltd

Rediffusion (2012) Pte Ltd is a 63 years old broadcaster that has been broadcasting radio programs in English, Chinese and dialect languages. In 2013, it was acquired by Eeva Productions and with the aim to preserve the Chinese tradition, and reach out to a wider audience. Since then, Rediffusion has also developed from a cable radio station to a personal media platform for public users to broadcast their own voices and stories.

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