



October 2008 Issue No. 16

## TOP STORY

### ST Telemidia sponsors the premiere night of Singapore's first locally produced docu-comedy "Mad about English"

On 4 August, staff and family members of ST Telemidia were treated to an exclusive premiere of the locally produced movie "Mad About English". Joining the [pre-movie reception](#) hosted by our Chairman, Mr Tan Guong Ching, at the foyer of Lido theatre were the movie director cum producer, Lian Pek and guests of ST Telemidia which included the Ministry of Information, Communications & the Arts, Media Authority of Singapore (MDA), Information Authority of Singapore (IDA) and the National Library Board.



From left: Seto Lok Yin, Asst CEO(Industry) MDA, Tan Guong Ching, Chairman ST Telemidia, Lian Pek, Peter Seah, Deputy Chairman, ST Telemidia & Sio Tat Hiang, Executive Vice President, ST Telemidia

Shot on-location across China, the 90-minute docu-comedy features a cast of real-life characters and captures the inspiring story of their relentless pursuit to master English before the Olympics.

## CORPORATE NEWS

### StarHub tops survey in 12 Asia-Pacific countries for Innovation

Kudos to StarHub for topping the "Innovative in Responding to Customer Needs" category in the [Wall Street Journal Asia 200 survey](#) which polled more than 2,000 executives and professionals in 12 Asia-Pacific countries. The award affirmed the innovative spirit of StarHub which contributed to its spectacular rise despite being the last entrant to Singapore's mobile market in 2000. The brand is synonymous with many market firsts, it was the first in Singapore to introduce free incoming calls; per-second billing; BlackBerry service and cable TV service and was also the first to roll out commercial high-definition TV in Southeast Asia. As StarHub's Chief Executive Terry Clontz said "We knew we had to break the mold to set our services apart from the incumbent."



### StarHub launches new look and feel with 'StarHub TV'

StarHub, the market leader in pay TV content, has streamlined its entertainment content brand across all platforms with the new StarHub TV brand roll out. With the consistent look, feel and unified interface, StarHub customers can easily identify and access the company's comprehensive suite of TV and video content at any time, anywhere and seamlessly. >

### Global Crossing scores high in Gartner's report

Gartner accords "positive" rating for Global Crossing in its "MarketScope for Fixed Domestic Network Service Providers of Voice and Data, U.K" affirming the company's competitive value propositions to the market. The evaluation criteria assess among others, (product)strategy, geographic strategy, overall viability (business unit, financial, strategy, organisation), sales execution/pricing, market responsiveness and track record, customer experience and operations. >

## BUSINESS SCORE CARD

### Global Crossing expands scope and footprint in Europe

Global Crossing broadens the scope of services offered in its London data centre at Docklands with services, such as monitoring, backup, security, server management and data storage capabilities and solutions. To meet the growing demand and with the London facility already filled to capacity, the company further extends its footprint which currently offers world-class facilities in 60 major cities worldwide, with a new data center in Amsterdam to be available in early 2009. >

## VALUE CREATION

### StarHub, the first operator in Southeast Asia to launch Style Network

A brand new lifestyle channel – The Style Network, has just been added to StarHub's suite of channels in the Lifestyle Basic Upsize Group, increasing the number of channels to five which include channels like BBC Entertainment, FX, MGM and Turner Classic Movies. The new Style Network offers popular programmes like fashion, beauty, home and lifestyle

which certainly provides viewers, especially the ladies, with valuable lifestyle information and tips. >



Costa Rican President Oscar Arias, cutting the ribbon at the launch

**Global Crossing lights submarine cable in Costa Rica**

Global Crossing has expanded its reach in Costa Rica with the lighting of its new cable network in a ceremony officiated by the Costa Rican President Oscar Arias. This new fiber-optic submarine cable is an extension of the Pan American Crossing (PAC), which connects the United States' west coast, Mexico, Panama, Venezuela and the Virgin Islands, in addition to the east coast of the United States, South America, Europe and Asia, via Global Crossing's other underwater cable systems.>

**StarHub provides unprecedented coverage of the Beijing 2008 Olympic Games**

Another breakthrough in Singapore's sports broadcasting with StarHub offering viewers unprecedented Olympic Games coverage across six dedicated cable TV channels and mobile platforms during the recently concluded games. StarHub's cable TV viewer with HubStation, digital or High Definition (HD) set-top box, were treated to free 'live' and delayed programmes daily from 8am till midnight. And those on-the-go did not miss out either, with StarHub being the first in Singapore to offer exciting Olympic Games 'live' on mobile phones. Sport fans were certainly thrilled as they could catch the games live on StarHub's Gee! portal for free. >



**INNOVATION**



**StarHub launches Singapore's first Dual-SIM cards in One Phone**

Thanks to StarHub's latest product "EZ Travel SIM", travellers to Singapore are able to access StarHub pre-paid services and their own home country mobile service from one mobile phone by simply attaching StarHub pre-paid EZ Travel SIM card, that is as thin as film, onto his/her primary SIM card.

With this seamless dual-SIM card access, users can toggle between using their home country mobile service or StarHub Mobile in one phone and also get to enjoy StarHub's attractive pre-paid offerings, like Free IDD 018 Calls to 18 destinations, Per Second Billing and Daily Free 50 global SMS with five global SMS sent.

**COMMUNITY**

**StarHub celebrates Singapore's birthday with physically challenged friends**

StarHub, a principal partner of this year's National Day Parade (NDP), hosted friends from the Society for the Physically Disabled (SPD) to a special NDP National Education Show. 20 volunteers from StarHub accompanied their SPD friends for the evening, immersing themselves in the celebration of the festivities. To mark the occasion and to celebrate Singapore's 43rd birthday, StarHub also donated \$43,000 from its Sparks Fund to support SPD's IT Apprenticeship Programme which trains and equip those with physical challenge with the necessary skills set for employment. >



StarHub volunteers and friends from the SPD at the Marina Bay celebration

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