

SUCCESS STORY

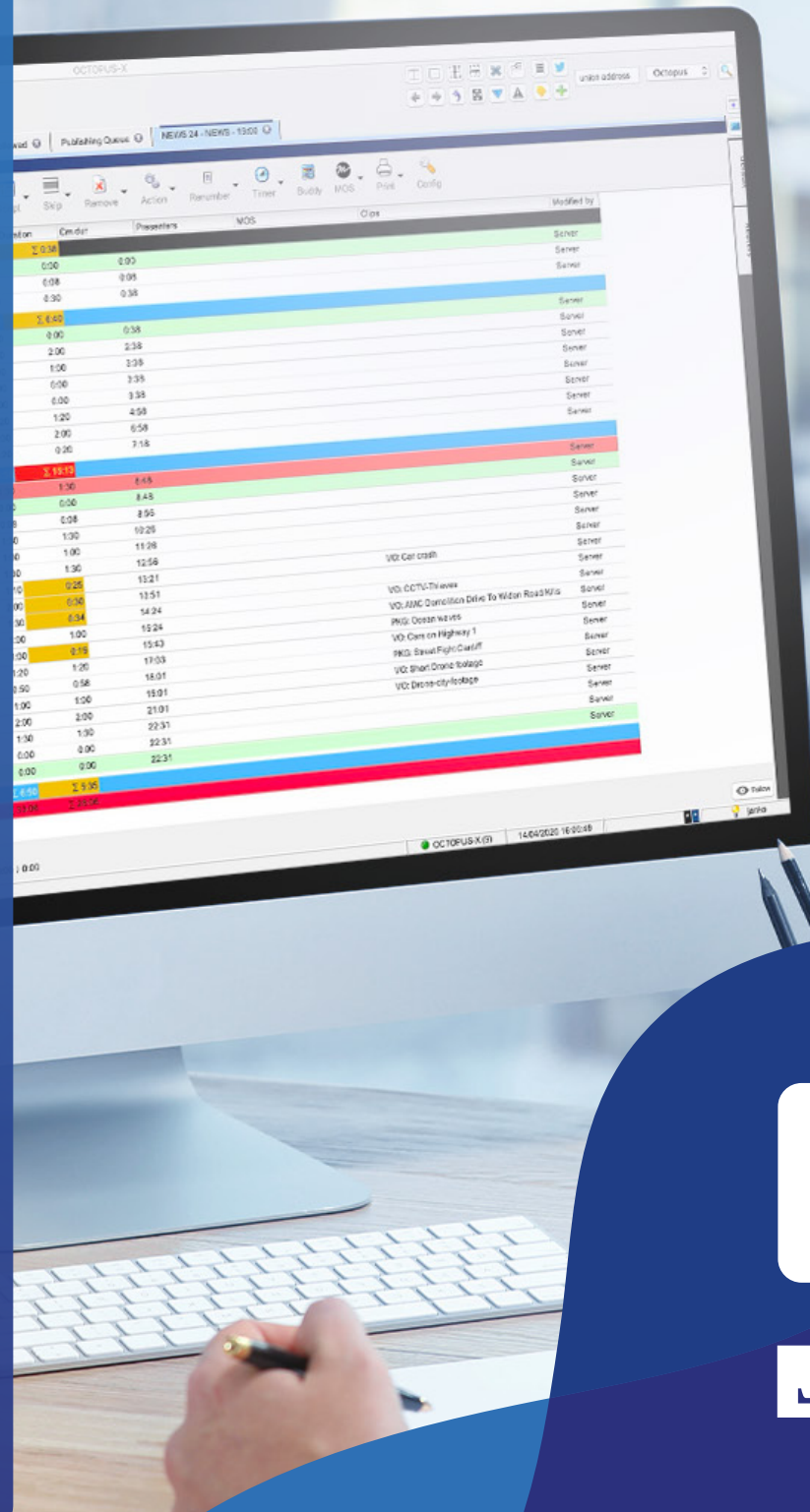
MEDIACORP

Mass Media Radio and
Television Broadcaster

Singapore

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mediacorp



OCTOPUS



OVERVIEW

MEDIACORP

MediaCorp is Singapore's largest content creator and national media network, operating a suite of six TV channels, eleven radio stations and multiple digital platforms. The company has been and continues to be very active in Singapore's media ecosystem, having introduced broadcast radio in Singapore in 1936, pioneered television in 1963, and launched digital-first news and original local entertainment.

DIGITAL



"This is a major installation as Singapore's media plays a strategic role throughout the Asia-Pacific. MediaCorp's news output is of paramount importance to the region so we at Octopus and Benchmark are delighted to have been selected to supply the new newsroom system."

Petr Stokuč, Managing Director of Octopus Newsroom



99%
reach of
Singaporeans in
four languages



6 TV channels
11 radio stations



Singapore's
largest media business

CNA. Channel of the Year.



CNA was established in March 1999 by Mediacorp, and is an English language Asian news network. Based in Singapore, it has correspondents in major Asian cities and key Western ones, including New York, Washington D.C., London and Brussels.

CNA is a transmedia company, where users can get content online, on TV and radio and via smart devices.

CNA has been recognised as Channel of the Year by the Association for International Broadcasting (AIB), the global trade association for broadcast journalism.



29

territories across Asia,
the Middle East and
Australia



81

million households



***“The transitions to Octopus and automation have been very smooth.
And that is due to the easiness and simplicity of using the system.”***

James Hollis,

Vice President of Production Services for Channel NewsAsia

Full video interview with James Hollis: [CLICK HERE](#)

MEDIACORP SINGAPORE REPLACES ENPS WITH OCTOPUS

CHALLENGES

- Finding the right newsroom system to support MediaCorp's numerous local, national and regional TV, radio and interactive channels.
- Using a system that is compatible with Windows and Mac OS X operating systems.
- Introducing a tool with multilingual proficiency that supports non-Latin scripts.
- Integrating with existing third-party editing software and MOS-compliant systems for automation, graphics, subtitling, and more.
- Ensuring remote workflows for news production.
- Achieving multiplatform delivery in Twitter and YouTube.

SOLUTION

- Singapore's leading media company, MediaCorp, has selected Octopus Newsroom to be at the heart of its multi-lingual newsrooms.
- The new production system went live in February 2015, replacing the previous ENPS system.
- Octopus 7 as an efficient, flexible and cost-effective news solution to manage its news production demands.

BENEFITS

- Multilingual proficiency.
- Versatile broadcasting environment.
- Multiplatform delivery.
- Swifter workflows.

MULTILINGUAL PROFICIENCY

Octopus was awarded the project after an extended period of testing to assess its core functionality, multi-lingual proficiency. This was particularly important as MediaCorp serves an audience that is exceptionally diverse. Octopus Newsroom has native support for non-Latin scripts, making it ideal for multi-lingual environments. One key stipulation for the MediaCorp installation was support for a software suite that enables its journalists to create, edit, convert and publish Tamil content on Windows and Mac OS X operating environments.



“I would say that Octopus is crucial for collaboration between multiple languages . We share scripts all the time and we run multiple TV channels, radio, digital platforms, so a lot of the stories are shared across platforms. This would not be possible without the collaboration that happens in Octopus.”

James Hollis, Vice President of Production Services for Channel NewsAsia

Full video interview with James Hollis: [CLICK HERE](#)

VERSATILE BROADCASTING ENVIRONMENT

Octopus is now integrated with the broadcaster's other third-party editing software, and MOS-compliant systems, including automation, graphics, subtitling, archive and video servers. Supplied, installed and integrated by Benchmark Broadcast Systems, the new system is now on-air. The Octopus7 system caters to its studio-based news journalists and operators. Mobile clients are also being supplied to enable remote production, publishing, and rundown access.



“The core newsroom features of Octopus –MOS integration, management reports, story generation and rundown creation –are all class-leading in their own right. However, it’s the support for multiple operating systems, the quality of the desktop, mobile and tablet apps and social media integration that is proving so attractive to clients”

Ashish Mukherjee, CEO from Benchmark

MULTIPLATFORM DELIVERY

As a next-generation solution, Octopus has sophisticated Twitter and YouTube connectivity, analysis and interactivity built-in. This will enable MediaCorp and its journalists to engage with audiences throughout the region both in terms of journalistic research and multi-platform delivery. The Singapore installation was also the first to benefit from Octopus' enhanced Facebook connectivity which allows journalists to post stories and clips to Facebook pages and to receive status messages and updates from within the newsroom software.

This inter-connectivity enables the news team to engage in two-way conversations online and to track viewers' interests and responses more closely than ever.



SWIFTER WORKFLOWS

In another development, Octopus Newsroom now gives MediaCorp users the ability to create a Quick Story to add a news item to an existing rundown. With the rundown open, journalists can drag and drop a Quick Story to the rundown, without having to open, edit and manage the rundown. This way of working is exceptionally slick, giving newsrooms the ultimate flexibility in fast-moving stories.

This speed of working goes hand-in-hand with far more effective communication between Octopus users. While the newsroom solution has always excelled at maintaining fluid and effective communication between online journalists, the system also enables users to send assignments, notifications, messages and story updates to offline users. Using email and/or SMS, journalists can use Octopus to select what information to send to each user, depending on their particular role within each project. This selective approach to communication avoids 'spamming' fellow journalists and makes each email or text message targeted, timely and relevant.





ABOUT OCTOPUS

Octopus Newsroom is a Czech company that offers business-2-business (B2B) technology solutions for broadcasters worldwide, primarily but not limited to be used in television, radio stations, eSports, sports and web television.

The company belongs to the top 3 NRCS software vendors worldwide and has also launched other two products to assist broadcasters and many other kinds of teams in gathering multimedia and planning content.

AMERICAS BRANCH

OCTOPUS Newsroom
Americas Inc.
509 Madison Avenue,
Suite 1510,
New York NY 10022
USA

844-OCT-NEWS

HEADQUARTERS

OCTOPUS Newsroom s.r.o.
Nad Tratí 6, Prague 6
160 00, Prague
Czech Republic

+420 221 181 511

ASIA-PACIFIC BRANCH

OCTOPUS Newsroom
APAC Ltd.
105/1 Meesuan 3 Alley, Sukhumvit
71 Road, Prakanong Nua Sub-district,
Wattana District, Bangkok 10110,
Thailand

+662 0263 163

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