



## Joint Media Release

*For immediate release*

### **Mediacorp and NTU Singapore to jointly develop student engagement programmes and initiatives**

**Singapore, 12 December 2022** – Mediacorp and Nanyang Technological University, Singapore (NTU Singapore), Wee Kim Wee School of Communication and Information (WKWSCI), are collaborating to develop a range of student engagement programmes and activities that aim to nurture future media professionals and prepare them for the industry upon graduation.

Specifically, the partnership seeks to leverage knowledge of both organisations to develop a range of programmes and activities in the Entertainment and the News & Current Affairs space to equip WKWSCI students with industry-relevant skills through real-life applications and portfolio development.

The collaborative activities will engage students on various levels, from individual internships and mentorships, cohort-wide industry sharing sessions and co-creation opportunities, to faculty-wide industry attachments.

To formalise the partnership, a three-year Memorandum of Understanding (MOU) was inked today by Tham Loke Kheng, CEO, Mediacorp and Professor May O. Lwin, Chair of the NTU's WKWSCI.

**Tham Loke Kheng, CEO, Mediacorp**, said: "Mediacorp is committed to doing our part to nurture the next generation of media professionals by sharing our knowledge and experience in the continually evolving media space. By working with the Wee Kim Wee School of Communication and Information to launch more initiatives that connect students with industry, we can help equip them with the right skillsets and experiences needed for the business. Mediacorp will also benefit from the close interaction with students, to better serve their needs as consumers and future collaborators in the media ecosystem as well."

**Professor May O. Lwin, Chair of NTU's WKWSCI**, said: "Our partnership with Mediacorp will help to further advance the development of talent in the local media industry. The collaborative activities, internships, and training opportunities made available to our students across Mediacorp's diverse platforms will strengthen NTU's efforts in training industry-ready professionals who can contribute positively to the dynamic media environment."

Examples of programmes and activities curated for WKWSCI students under the partnership include:

- 1. Opportunities for content co-creation:** Students to script and commission short-form content with Mediacorp, with potential for these projects to be showcased on Mediacorp's digital

platforms. There will also be opportunities to develop youth-targeted experimental content across a range of genres, including drama, entertainment, digital short-forms, podcasts, children's programming and selected focus areas under CNA.

- 2. Experimental and conceptual projects driven by data analytics:** Opportunity for students to collaborate on user research projects that feed product development, including user research AI, data analytics and infographic projects.
- 3. Exposure to industry-level projects:** Students may be engaged to work on consumer-targeted marketing campaigns for Mediacorp's programmes and relevant digital platforms, including the discovery and application of creative digital solutioning. Students may also be involved in ongoing youth focused projects with Mediacorp's TV, Radio and Digital newsrooms.
- 4. More internship and training opportunities:** Students keen to carve out a career in the media may apply for internships and trainings across a wide range of roles. For example, students interested in audio-focused careers can apply for opportunities in high-demand radio and podcast roles, such as Music Director, Programme Executive, Creative Producer, Podcast Commissioning Editor etc. Workshops and training in new areas of communication, technology and news will also be organised.

The MOU formalised today builds on Mediacorp and WKWSCI's longstanding history of collaboration over the years. Past activities include sharing sessions, guest lectures and workshops helmed by media professionals. Additionally, Mediacorp offers placements for NTU students completing their 22 weeks of professional internship course requirement.

In March this year, Mediacorp and NTU signed two Endowment Gift Agreements to award a Mediacorp Pte Ltd Gold Medal to an outstanding student each from NTU's Bachelor of Communication Studies degree programme and Master of Media and Communication degree programme.

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### ***About Mediacorp***

Mediacorp is Singapore's national media network and largest content creator. Its purpose is to create engaging and trusted content, as well as to connect communities and inspire people. Mediacorp engages over three million people in Singapore daily across four languages on its digital platforms including meWATCH, meLISTEN and CNA.asia, six TV channels and 11 radio stations. Beyond Singapore, Mediacorp also has a growing international audience through CNA and content distributed across markets.

With a focus on nurturing talent and growing the sector, the company is committed to investing in nation-wide initiatives like Star Search, Anugerah, Yaar Antha Star and SPOP, commissioning a wide variety of work from local content creators, and collaborating with institutes of higher learning. As Singapore's first local Multi-Channel Network in partnership with YouTube, Mediacorp is also committed to developing a network of digital content creators.

For advertisers, Mediacorp has partnered industry-leading brands like ESPN, Mothership, Popcorn, Singapore Tatler, theAsianparent, VICE, YouTube and 99.co to form the Mediacorp Digital Network in offering more effective content-driven solutions.

Mediacorp is the recipient of industry accolades including New York Festivals, World Media Festivals, PromaxBDA (World and Asia) and Asian Academy Creative Awards.

For more information, please visit [mediacorp.sg](http://mediacorp.sg).

### ***About Nanyang Technological University, Singapore***

A research-intensive public university, Nanyang Technological University, Singapore (NTU Singapore) has 33,000 undergraduate and postgraduate students in the Engineering, Business, Science, Medicine, Humanities, Arts, & Social Sciences, and Graduate colleges.

NTU is also home to world-renowned autonomous institutes – the National Institute of Education, S Rajaratnam School of International Studies, Earth Observatory of Singapore, and Singapore Centre for Environmental Life Sciences Engineering – and various leading research centres such as the Nanyang Environment & Water Research Institute (NEWRI) and Energy Research Institute @ NTU (ERI@N).

Under the NTU Smart Campus vision, the University harnesses the power of digital technology and tech-enabled solutions to support better learning and living experiences, the discovery of new knowledge, and the sustainability of resources.

Ranked amongst the world's top universities, the University's main campus is also frequently listed among the world's most beautiful. Known for its sustainability, over 95% of its building projects are certified Green Mark Platinum. Apart from its main campus, NTU also has a medical campus in Novena, Singapore's healthcare district.

For more information, visit [www.ntu.edu.sg](http://www.ntu.edu.sg)

***About the NTU Wee Kim Wee School of Communication and Information***

The Wee Kim Wee School of Communication and Information (WKWSCI) is one of the best communication schools in the world and is ranked number one in Asia. It is a world-class centre of excellence with an award-winning international faculty, state-of-the-art research centre and global institutional affiliations.

For more information, visit [www.ntu.edu.sg/wkwsci](http://www.ntu.edu.sg/wkwsci)

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