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StarHub, Xinya in Chinese Content Initiative

By Mansha Daswani

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SINGAPORE: Cable platform StarHub is partnering with Xinya Media to bring new Chinese-language productions into the Singaporean market.

StarHub will utilize Xinya's expertise to select, aggregate and package content from China that will appeal to audiences in Singapore. The branded channels will be tailored to local tastes with original content and packaging from Singapore and will focus on music shows and teen idol dramas.

"There is a growing interest for content from the Greater China," said Tan Tong Hai, COO of StarHub. "Being the leading Chinese entertainment provider in Singapore, we are delighted to collaborate with Xinya Media to bring in new Chinese content of various genres and repackage them to suit local viewers. Additionally, we also look forward to work with Xinya Media on co-productions with an emphasis to infuse local elements which will allow us to further engage and interact with our local audience."

Wee Ah Kee, the chairman of Xinya Media, added: "While China's rapidly expanding market has created a lot of innovative content for domestic audiences, most of [it has] never been properly packaged for overseas audiences. Singapore is an important reference market to create new branded pan-Asian channels that could then be exported to internationally."

According to StarHub and Xinya, the volume of drama production in China has increased by 10 percent over the last five years to reach 15,000 hours annually. In addition, more than 400 Chinese movies are produced each year, as well as more than 100,000 minutes of animation.

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