

Xinya coming to a TV near you

SINGAPORE — A new cable television channel will be launched early next year by local start-up firm Xinya Media Group.

The firm has raised US\$9 million (\$12.4 million) from EDB Investments and two other investors — China-based Gobi Partners and Cheng's Films.

The Xinya channel will target Mandarin-speaking audiences with its light entertainment programmes such as music shows, dramas and infotainment programmes.

It will be launched on domestic cable in Singapore, Taiwan, Hong Kong, Macau, Malaysia, Indonesia and the Philippines and will also be available via satellite in other territories.

Xinya is hoping to capture a slice of the massive Asia-Pacific media market and plans to launch the channel in eight territories across the Asia-Pacific.

Xinya Media chief executive Wee Ah Kee said: "If you look at the channels out there, for example Pheonix — it's China-based and they carry a lot more stories and issues about China. TVB in Hong Kong is a very Cantonese-based TV station.

"We try to be more regional, and I think our mix of content and programmes would be different from theirs. So I don't see any real competition in terms of one that we are competing directly against," he added.

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