

Singapore Government

PRESS RELEASE

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PRIME MINISTER OF SINGAPORE, MR GOH CHOK TONG'S SPEECH FOR THE LAUNCH OF THE SINGAPORE INTERNATIONAL TELEVISION (SITV) ON SAT, 1 JANUARY 1994

Good evening, and a Happy New Year to all Singaporeans and friends.

2 Tonight, we launch the Singapore International Television (SITV) on the Indonesian Palapa satellite. For the first time, we are beaming television programmes via satellite to other Asian countries. Homes from Shanghai to Surabaya, and from Port Moresby to the Maldives, will be able to receive this Singapore service.

3 An hour ago, on this same channel, His Majesty The Sultan and Yang Di-Pertuan of Negara Brunei Darussalam, launched the Sukma Indera channel service, the satellite television service run by Radio Television Brunei. I extend my warmest congratulations to Radio Television Brunei for its endeavour.

4 Singapore and Brunei are launching our satellite television services on the same day. We have enjoyed a close working relationship in many areas. Satellite technology is a new area for both our countries to cooperate in.

5 SITV is a project of the Singapore International Foundation. The Foundation's mission is to help Singaporeans abroad maintain links with Singapore. Many Singaporeans now study, work and live abroad. More will do so as Singapore encourages its people to invest abroad. SITV will bring to them news, current affairs and entertainment programmes of the Singapore Broadcasting Corporation. They can keep abreast of changes at home. They can share in the excitement, joy, anxieties and laughter of their fellow citizens. They will feel at home, while away from Singapore.

6 SITV will also provide a window to Singapore for other viewers abroad. We hope they will become friends of Singapore, and visit us if they have not done so.

7 SITV will start modestly, by broadcasting one hour daily. Later, with more experience and resources, it should extend its service and provide a more comprehensive coverage of developments in Singapore.



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8 Asia will see an explosion of television services. SITV will have to compete for the attention of Singaporeans abroad. It will have to maintain their loyalty to the channel. It will be a challenge, but a worthwhile challenge.

9 I wish you happy viewing.

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