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Subject: Speech: Mr Yatiman Yusof, Wednesday, 25 June 1997, 11 am

# Singapore Government

## PRESS RELEASE

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**SPEECH BY MR YATIMAN YUSOF, SENIOR PARLIAMENTARY SECRETARY,  
MINISTRY OF INFORMATION AND THE ARTS, AT THE LAUNCH OF  
SINGAPORE SIGNATURE ON WEDNESDAY, 25 JUN 97 AT 11.00 AM  
AT THE EAST INDIA ROOM, RAFFLES HOTEL SINGAPORE**

Good morning

Distinguished Guest, Ladies and Gentlemen

It gives me great pleasure to be here today for this event.

Premiere 12 was launched in 1995. In its very short history, it has achieved many milestones, one of which is the launch of its first locally produced programme on the local arts scene, Artitude. Last year, Premiere 12 brought us the longest ever TV coverage of the Olympic Games in Singapore's broadcasting history. Early this year, it entered into an agreement with EDB on the Local Industry Upgrading Programme (LIUP in short) to develop programmes with local production houses.

Singapore TV 12 has and will continue to play a vital role in the development of Singapore as the regional broadcasting hub. By commissioning its programmes to independent production houses, Singapore TV 12 provides them with the opportunity to develop their capabilities and expand their creative talents into TV productions. With this opportunity, not only will we see the growth of the talent pool, it will also encourage the setting up of production facilities and companies by regional and international players in the industry. The LIUP scheme further provides the impetus to this growth. Production houses would also have the opportunities to enter into co-productions with regional broadcasters through Singapore TV 12.

Singapore TV 12 also plays an important role in addressing national issues. The programmes shown on Premiere 12 reflect issues of national concerns. Local programmes that feature Singapore's history or the lifestyle of Singaporeans today, are in line with the National Education Plan that was recently launched. Programmes such as 'Heritage' series and 'Streets of Singapore', do not only serve as an educational tool to the younger generation, it is also a gentle reminder of our roots and of how we get here today.

There were also expectations by the public that TV plays a part in the promotion of national values. I am glad to note that Premiere 12 has align its programmes and take the orientation of reflecting national values.

Local programmes are not just restricted to our viewers in Singapore. We should carry the programmes on SITV so that Singaporeans overseas can keep up to date on development in Singapore.

The challenge for Premiere 12 is, in the next five years, to embark on co-production efforts with production houses in the region. This will allow our local talents to work side by side with the more experienced and established counterparts and at the same time create an environment where ideas and expertise can be exchanged. We should also take advantage of the situation to distribute our programmes to the regional market. In the long run, this will increase the profile of Singapore overseas.

It is now my pleasure to officially launch Singapore Signature, a series of locally produced programmes on Premiere 12.