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**Media Release**

## **Channel NewsAsia presents a reality business series in co-production with China Multimedia Networks**

*- the series, shot in High Definition, is based on a new business format*

**Singapore, 31 March 2009** - China's famed historical military strategist in the 6<sup>th</sup> Century, Sun-Tzu, becomes central focus today in the businesses of several firms in a 13-part series called *Sun-Tzu: War on Business*. The programme is produced in partnership between Channel NewsAsia and China Multimedia Networks (CMMN), and supported by Media Development Authority of Singapore (MDA).

*Sun-Tzu: War on Business* will debut in January 2010 on Channel NewsAsia International and thereafter, distributed worldwide by BBC Worldwide. The Right Angle (TRA) is the producer of the project.

This reality series showcases a different company each week as it undergoes the Sun-Tzu treatment at the hands of a business guru. Sun-Tzu's Art of War may be a historical book on Chinese military strategy, but it is seen as an ancient codex that holds the secret to winning wars. It is also rumoured to be Napoleon's secret weapon, the guide to George Bush Senior's election as President, and key to Portugal's victory over England in the 2006 FIFA World Cup.

From a back street bicycle shop in Kowloon to a struggling internet start-up in Singapore, *Sun-Tzu: War on Business* will prove that the Sun-Tzu works in any company, no matter the size. It will bring to the screen stories from key business capitals in the Asia Pacific – Beijing, Shanghai, Mumbai, Singapore and Sydney.

Ms Debra Soon, Managing Director of Channel NewsAsia says, "We are confident this programme will provide compelling insights into business methodologies to turn companies around, based on the centuries old principles of Sun Tzu's famous "Art Of War". It is uniquely Asian in its philosophy and we are proud that it is Channel NewsAsia's first pan-Asian co-production, with international partners distributing the product. It will have a refreshing format and we are sure viewers will find it engaging and entertaining."

Dr Christopher Chia, Chief Executive Officer of MDA says, "The collaboration between Singapore's media companies Channel NewsAsia and The Right Angle with China Multimedia Networks to develop a series and a format for international distribution and licensing has further demonstrated

Singapore's capability to be the creative production hub and choice partner for international collaborations. This comes on the back of other successful co-productions with other international partners."

"This is a landmark project for The Right Angle, an early foray into the international formats business. It'll be great to see a successful format emerge outside the usual centres. And I'm glad that we have on this venture our old partners Channel NewsAsia and the MDA, and a new friend in CMMN," adds Mr Adrian Ong, Chief Executive Officer of The Right Angle

Mr Tao Libao, Chief Operating Officer of CMMN, says, "I'm very glad to work with Channel NewsAsia and TRA on this project. The idea of applying Sun Tzu's war strategy to modern business operation is brilliant and valuable, especially during the current worldwide economic crisis. I believe this series will help this ancient wisdom from Asia be shared by the world."

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**About Channel NewsAsia**

Channel NewsAsia was established in March 1999, and positions itself as an Asian TV News channel, fully complemented by English and Chinese online portals that provide news and information on global developments with Asian perspectives. Channel NewsAsia brings viewers not only the latest news but also the stories behind the headlines. Based in Singapore, Channel NewsAsia reports from the major Asian and key Western cities, including New York, Washington D.C, London and Brussels. Channel NewsAsia is now viewed in more than 20 territories across Asia.

The channel's second feed, Channel NewsAsia (International), was launched in September 2000. Its satellite footprint stretches from the Middle East, South Asia, Southeast Asia, Northeast Asia to Australia.

[www.channelnewsasia.com](http://www.channelnewsasia.com), in English, and [www.xin.sg](http://www.xin.sg), in Chinese, are premier sources of real time news, videos, information and entertainment features. [www.channelnewsasia.com](http://www.channelnewsasia.com) has been named by online intelligence company, Hitwise, as the Number one TV website in Singapore for three successive years since 2005.

Channel NewsAsia is managed by the news arm of MediaCorp, Singapore's leading media company with the most complete range of platforms, spanning television, radio, newspapers, magazines, movies and digital media. MediaCorp's vision is to become Asia's top media company, delivering valued content to the world.

For more information, please visit Channel NewsAsia's website at [www.channelnewsasia.com](http://www.channelnewsasia.com).

**About China Multimedia Network Ltd**

China Multimedia Network Ltd. (CMMN) was established in 2002 through investment by international venture capitals. Since its establishment, CMMN has been producing more than 2000 hours of TV programs including talk shows, studio entertainment and reality shows in the Chinese language for international media companies and domestic channels, such as StarTV Mandarin Channel, MTV China, China Entertainment TV, Travel Satellite Channel and Tianjin Satellite Channel. CMMN is also engaged in program distribution, advertising sales, event organizing and marketing.

**About Media Development Authority of Singapore**

Formed in 2003, the Media Development Authority of Singapore (MDA) plays a vital role in transforming Singapore into a Global Media City and positioning it at the forefront of the digital media age. MDA spearheads initiatives that promote developments in film, video, television, radio, publishing, music, games, animation, media services and Interactive Digital Media. At the same time, in ensuring clear and consistent regulatory policies and guidelines, MDA helps to foster a pro-business environment for industry players and increase media choices for consumers. For more information, visit [www.mda.gov.sg](http://www.mda.gov.sg) and [www.smf.sg](http://www.smf.sg)

**About The Right Angle**

Established in 1997, The Right Angle is one of Singapore's leading and largest independent television producers, producing about 70 hours a year. It produces award-winning factual programming for both the Singapore television industry as well as for international broadcasters like the National Geographic Channel, Discovery, History Channel Asia and BBC Knowledge.

# National Archives of Singapore