



News Release

For Immediate Release

First Singapore-China subway drama *A Starry Night* 星光依旧灿烂

Singapore, 13 April 2009 – Made-by-Singapore content is going international on a new platform. The Media Development Authority (MDA), Singapore media company Ufinity and Chinese company Prime Time Entertainment, are collaborating to produce the first Singapore-China subway drama – *A Starry Night* 星光依旧灿烂 – to be broadcast simultaneously in trains and train stations in Singapore and China, reaching out to over 15 million daily commuters. The project is supported by media platform owners, namely SMRT Media in Singapore and Digital Media Group (DMG) in China. Singapore's Threesixzero Productions has been commissioned to undertake the creative process of this project.

Slated for debut in the second half of this year, commuters in Singapore can enjoy their first subway drama on television displays in the train stations along the North-South and East-West rail lines. In China, DMG will screen the drama on television screens within the trains, as well as on train station and bus shelter displays they manage. In total, the subway drama is expected to be screened on at least 16,452 television displays, targeting a daily 1.4 million passenger trips in Singapore and a captive audience of 14 million commuters in seven Chinese cities, namely Beijing, Shanghai, Chongqing, Tianjing, Nanjing, Shenzhen and Hong Kong.

The Mandarin 50-parter, each two-and-a-half minutes in duration, centres on the love story of a Singaporean singer (Singapore's *Project Superstar* alumna Kelly Poon 潘嘉丽), and a young man from Shanghai (Taiwanese actor Robert Fan 范植伟) who comes to Singapore to pursue his studies and music aspirations. Through the young man, the Singaporean sees her hometown with a fresh pair of eyes. The subway drama is filmed mainly in Singapore and presents a vibrant tableau of the country's iconic locations and heritage.

The other cast are Mei Xin 美心 (Singapore), Nathan Lee 李承铉 (Korea), Ivan Huang 黄阅 (China), Lawrence Wong 王冠逸 (Singapore), Johnny Jiang 姜育恆 (Taiwan) and Sky Wu 伍思凯 (Taiwan). It is directed by Lisa Chen 陈秀玉 from Taiwan. The soundtrack will feature songs contributed by Singapore song-writers.

Following its subway launch, the drama will be expanded into a feature film for theatrical release. Plans are in the pipeline to repurpose the content for a wide variety of platforms, such as online, mobile phone and outdoor media.

Said Dr Christopher Chia, MDA's Chief Executive Officer, "Singapore's first subway drama, *A Starry Night*, will be traveling in more ways than one – it will be enjoyed by commuters on the go; and will also be the vehicle bringing the best of Singapore's production capability, musical talents and picturesque locations to viewers within and beyond Singapore. We are proud to support Ufinity in this groundbreaking collaboration, which will take Made-by-Singapore content across borders and onto an exciting array of platforms."

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Ms Teo Chew Hoon, Managing Director, SMRT Investments Pte Ltd, said, "SMRT Media is proud to partner MDA to promote this first cross-national subway drama series. With 1.4 million passenger trips served in our island wide rail network daily, SMRT Media will launch the series with impact. We are constantly introducing refreshing ideas to our media spaces and we believe our passengers will be delighted by the subway drama series. We hope this will enhance their travel experience with us."

Please see:

Annex A for the synopsis, cast, director and broadcast details

Annex B for the production stills

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Media Development Authority of Singapore (MDA)

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 and www.smf.sg

Ufinity

With origins dating back to 1996, Ufinity is a leading solution provider in interactive media and convergence services with innovative solutions spanning across the Telecommunications/ISP, Finance, Government and Media industries. Recent projects include Singapore's first Web TV Portal "The Straits Times Razor TV" (www.razor.tv) and ST iPhone application; which became 'Top Free Applications' in Singapore AppStore. With offices in Singapore and China, Ufinity has customers from across Asia in Singapore, Hong Kong, Taiwan, China, Sri Lanka, Malaysia and the Philippines. For more information, please visit www.ufinity.com

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Prime Time Entertainment

Prime Time Entertainment Co., Ltd, the leading company that encompasses creativity, culture, fashion, entertainment and other resources was founded in 2007 with a niche focus on the Chinese market. Past projects spanned across movie production, new media production, concerts, PR and events, Artistes Management, Media and Publicity Planning, etc. To-date, we have successfully managed many high-profile projects. These projects include the subway operas, "A Sunny Day" in 2007 and "Dancing Without You" in 2008. "Dancing Without You" was also developed into a movie later with the same title.

SMRT Media

SMRT Media is a subsidiary of SMRT Corporation Ltd, Singapore's premier multi-modal transport service provider offering integrated island-wide transport services. A leading transit advertising operator and consultancy provider, SMRT Media offers a wide range of media platforms at our stations, bus interchanges and on board our trains, buses and taxis. Working closely with our clients, SMRT Media delivers innovative and attention-grabbing campaigns that reinforce its appeal as a preferred outdoor advertising partner.

Digital Media Group (DMG)

DMG (Digital Media Group) is China's leading operator of digital media inside subway systems. DMG delivers quality entertainment, information, advertising and its proprietary Passenger Information System (PIS) to over 14 million passengers a day through 16,184 digital screens. DMG's network consists of 30 subway lines in nine cities including Beijing, Chengdu, Chongqing, Guangzhou, Hong Kong, Nanjing, Shanghai, Shenzhen and Tianjin as well as bus shelters in Shanghai. DMG is headquartered in Shanghai, with its R&D activities based in Beijing. DMG group companies include Beijing Eastlong Technology Development Company Limited, Beijing Eastlong Advertising Company Limited and six DMG operating subsidiaries. For more information, please visit www.dmgvtv.com

Threesixzero Productions

Established in 2001 by New York Festival Finalists Han Kwang Wei and Ng Hwee Hoon, Threesixzero Productions Pte Ltd is one of Singapore's leading production companies specializing in the production of Chinese factual and entertainment programs. It produces on average 80 hours of TV content annually and its programs range from travelogues to arts and cultural documentaries to design and food programs. Many of these programs have garnered international awards. For more information, please visit www.threesixzero.tv

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Annex A : Additional information on *A Starry Night* 星光依旧灿烂

1. SYNOPSIS 内容大纲

Brian Li, a boy from Shanghai who grew up in poverty, got himself a place to study in Singapore. Being the only child in a single-parent household, Brian is torn between his sense of family responsibility and this once-in-a-life-time opportunity to study abroad. Brian's mother makes the decision for him by pawning off a family ancestral jade.

As Brian's flight pulls into Changi Airport, he is awed by the glittering backdrop of Singapore. He has come to a new land. At school, Brian always reminds himself of the sacrifice his mother has made for him. While others are asleep, he is studying. In order to support his mother back home, Brian took on job.

One night, through a chance encounter, he helps a beautiful stranger, Cailing Zhong, and they become friends. Brian has no idea that his new friend is actually Singapore's superstar. With Brian's down-to-earth nature, Cailing can get away from the pressures of being a celebrity. Through Brian, Cailing sees Singapore through a set of fresh eyes. As Cailing shows Bowen around Singapore, she discovers that Brian has a great voice as well. Encouraged by Cailing, Brian enters Singapore's biggest singing competition. As he surprisingly advances through the singing competition, he falls behind in his schoolwork which puts his scholarship in jeopardy. To make matters worse, he receives news that his mother is terribly sick. With his life crumbling on all fronts, Brian is in despair. Will he be able to channel all his emotions for the competition's decisive final event? Can he focus on the most important performance of his life?

李博文出身并不富裕，父早亡，母是普通工人，把所有心血放在他身上，自小在贫穷的家庭长大，博文对知识的求知欲很强，他比任何人都想念书，所以他的成绩非常好。尤其对音乐非常热衷，在学校里他弹吉他的手法，令他夺得不少奖状。

博文对外面的世界非常向往，可是由于家境的关系，令他几乎打消了这个念头，学校的老师很欣赏博文，主动跟博文的母亲谈，由于关系到儿子的未来，母亲把家里唯一的祖传玉牌拿去典当，并跟学校的老师说不要告诉博文，就当是学校给博文的奖学金

初到新加坡，对这个拥有亚洲四小龙之一美誉的漂亮国家，博文早有所闻，只是当他踏足这片土地时，还是令他眼界大开。这里有着新旧交接的文化，历史与新颖的建筑物，所有的人都是这样地热情；对于一个初到贵境的穷学生来说，没有甚么可以比热情的笑容更能打动他的心

不过由于他一切的生活费还是得自己打工来维持在新加坡的开销,所以白天他在新加坡管理学院上课，晚上在一间名叫「星尘」的餐厅工作。

某夜，生命中本来是不会相遇的人，却在这里碰上了。趁经理人 SKY 不注意时偷偷外出的采灵，不料却被狗仔队发现，跟踪着她。采灵边跑边逃，跑入餐厅内这时博文在餐厅内已经开始表演。却在这里，她听到博文的歌声，是那样地有感情，在歌曲的中段，博文更拿出吉他来弹唱，全场掌声不绝。

两个人的相遇，可以说是一个传奇，一个红歌星，竟也有自己喜欢的偶像不奇，奇怪是博文还是个未出道的新人，这便是不同的地方。

来自中国的博文原本不知道采灵的身分，在没有拘束的畅谈成为采灵难得的好朋友。这片刻的浪漫，是采灵现在最奢求渴望的生活，因为现实生活中的她完全没有私人空间，这次的意外让她充满了美丽回忆。

某日，采灵把一份表格交给博文，原来是一个电台举办的歌唱比赛，采灵把所有的相关资料准备齐全给博文希望他能够参加比赛，博文犹豫不已。

博文知道采灵是天后级的巨星，两个不同世界的人，怎可以连在一起而在经理人公司的压力下，博文能不能再见采灵？

同时，博文也收到了老家的来电，得知母亲病重。老师告诉博文，关于他妈妈的事，为了他而把祖传的玉也卖了，更日夜辛苦地工作，希望把玉赎回来，终于捱坏了身体，博文觉得对母亲有份无形的歉疚。最终博文能够全神贯注的参加比赛吗？他会离开采灵回到上海吗？

2. CAST 演员

潘嘉麗 Kelly Poon

Kelly Poon is a Singaporean singer who emerged from one of the Chinese singing competition held in Singapore, Project Super Star. Her debut album "Love Me Kelly" released in 2006 broke sales records in Singapore emerging at the top. She is now based in Taiwan with "In the Heart of the World" being her 2nd album released in Singapore and her debut album in Taiwan. Her third album is "Smiling Kelly", released on 22 October 2008 in Taiwan.

Albums

- 2008 Smiling Kelly
- 2007 Zai Shi Jie Zhong Xin/In The Heart of the World
- 2006 My Love Kelly

TV Series

- 2006 Dream Chasers (MediaCorp)

潘嘉丽，由新加坡<<绝对 Superstar>>选秀比赛出身，2006 年发行个人首张专辑“LOVE ME KELLY”在新加坡国内创下当年销售冠军的好成绩，并且被各界视为新加坡继孙燕姿及林俊杰之后，最有希望在华人地区受到共同认定，大放异彩的新。

唱片

- 2008 Smiling Kelly
- 2007 HELLO KELLY 在世界中心
- 2006 於新加坡發行首張個人專輯 MY LOVE KELLY

电视作品

- 2006 梦拼图（新传媒电视）

范植偉 Robert Fan

Movies

- 2008 泪王子 – 导演: 杨凡(后制)
- 2008 Untold Beauty – Director : Roy Lim
- 2007 Miao Miao – Director: Hsiao-tse Cheng
- 2007 I Travelled 9000 km To Give It To You – Director: Wong Kar Wai
- 2003 Colour of Sound – Director: Joe Ma
- 2002 Brave 20 – Director: Ming-Tai Wang
- 2002 The Best of Times – Director: Tso-chi Chang
- 2000 Sunny Dolls – Director: Yixiong Chen
- 1999 Darkness and Light – Director: Tso-chi Chang

Awards

- 2003 Silver Screen Award: Best Asian Actor for "The Best of Times"
- 2002 Singapore Film Festival: Best Actor for "The Best of Times"

Nominated Best Actor

- 2003 Golden Bell Award for "Crystal Boys"
- 2002 Golden Horse Award for "The Best of Times"
- 2002 Golden Bell Award for "Come to my home"

电影作品

- 2008 泪王子-导演: 杨凡(后制)
- 2008 还原-导演: 林德伟(后制)
- 2007 渺渺-导演: 程孝泽
- 2007 我旅行 9000 公里把它交给你 – 导演: 王家卫(2007 坎城影展短片)
- 2003 地下铁-导演: 马伟豪
- 2002 咸豆浆-导演: 王明台
- 2002 美丽时光-导演: 张作骥
- 2000 晴天娃娃-导演: 陈义雄
- 1999 黑暗之光-导演: 张作骥

得奖作品

- 2002 <咸豆浆> 荣膺第 24 届法国南特影展影帝
- 2002 <美丽时光> 第十六届新加坡国际影展最佳男主角

入围最佳男主角

- 2003 电视金钟奖<孽子>
- 2002 金马奖<美丽时光>
- 2002 电视金钟奖<来我家吧>
- 2002 釜山影展竞赛片<咸豆浆>

美心 Mei Xin

Mei Xin, our local sensation whose exceptional charm has taken her to new heights not only on home ground but even to Taiwan and now, China. Fresh-faced, pixie-like eyes and with her signature bright, summery smile, the endearing 22-year-old has become the darling of the media scene. The part-time model was discovered after MeiXin was crowned beauty queen at a pageant in August 2006. It was her X-factor that attracted Ms Nelly Poa, a veteran in the Chinese entertainment industry who runs her own creative marketing and promotion services company. And there's has been no looking back since.

A role in "Dear, Dear Son-In-Law", a prime time 20-episidode drama that was aired in October 2007. The release of her debut EP in late 2007.

美心是新加坡著名媒体公司 **Popstar Media** 力捧的艺人。美心从小就热爱唱歌，当其他小孩在玩扮家家酒的游戏时，美心却和姐姐玩起“二人歌唱比赛”，由妈妈当评判，结果成绩往往是歌声甜美的美心胜出。虽然获得妈妈的肯定，但想到要真正站在舞台上唱歌时，美心却变得十分怯场。因此，她一直提不起勇气参加歌唱比赛，也无法实现在舞台上唱歌给万千歌迷听的梦想。她只能以另一种不开口的方式——模特儿，继续活跃于舞台。然而，天生丽质的她，在 2006 年一项选美中发出耀眼光芒，荣获冠军。她的甜美外型和独特气质，也马上被新加坡著名媒体公司 **Popstar Media** 相中，成为公司的力捧新星。

电视作品

2009 年 女婿当家、关东大先生 CCTV8 黄金时段首播

唱片

2007年11月推出「瞬间」单曲专辑

李承铉 Nathan

Vocalist of Korean Boy Band "TAKE"

2007 Ambassador for the Sino-South Korean Year of Exchange during the 3rd

International Music Festival in Guangzhou

China Beijing TV Station awarded Korean group TAKE Newcomer of the year in 2006

Won "Most Stylish Korean" in Shanghai ELLE Style Award 2008

韩国 TAKE 组合成员

广州第三届国际音博会，被授予“2007 中韩音乐文化交流大使”称号

北京电视台《2006 娱乐大典》获年度新人歌手奖

上海风尚大典“年度韩国风尚人物”

电影作品

2008 《娜娜的玫瑰战争》

黄阅 Ivan Huang

Ivan Huang, is a singer and actor from China. He joined the music industry after participating in a well-known Chinese entertainment program "Star Factory" in 2002.

Albums

- 2007 EP "Our Motherland Is Garden"
- 2006 "We All Are Fear Lonely Person" (Universal Music)
- 2005 EP "Olympic Games China"
- 2004 The World of mortals + Evil spirit Abstains + Zhezi play

Movies

- 2007 Button Person

黄阅，来自中国的歌手。

2002年参加中国知名娱乐节目《造星工厂》，从此步入歌坛。

2004年6月18日，发行第一张专集，《凡间+魔戒+折子戏》

2005年，发行EP《奥运中国》

2006年6月18日，发行第二张专辑，《我们都是害怕寂寞的人》，并参与词曲创作。同时加入环球唱片。

2007年发行EP《我们的祖国是花园》

2007年底，参加中港台三地合作的电影《纽扣人》拍摄，与两届金马影帝吴镇宇及金马奖最佳男配角台湾著名演员戴立忍、台湾当红女星关颖合作，担任男二号。

2008年参加北京奥运会闭幕式，与孙燕姿、成龙、周华健、刘德华等国际级艺人合唱。

2009年，凭着实力的唱功和健硕俊美的外型，黄阅正式加入华纳唱片，成为全经纪约艺人。

3. DIRECTOR 导演

陈秀玉 Lisa Chen

This 45-year-old director claims to be the most senior Newcomer in the movie industry. Before entering the circle, she has more than 10 years of working experience in the advertising industry. In 1999, she decided to turn Director and took up study of Directing Film, Video & Broadcasting at New York University in USA. In 2000, she served as Art Director in Lee, Khan's Golden Bell Drama, "Tears of Lover", which was later nominated for Golden Bell Award Best Art Director in 2001. She directed her first film, "Voice of Waves" in 2002 which later was nominated in 2003 for Golden Bell Award, Best Actress, Best Camera and Best Editing. This is the first time in the award history that a short film was nominated for such key awards and with that Lisa is hailed the steadiest newcomer in the industry.

現年四十五歲的陳秀玉戲稱自己是「電影圈中最老的新人」，在投入電影圈之前任職於廣告界十餘年，由李崗引領陳秀玉進入電影圈，開始了她和國內電影圈的第一次接觸，後來因緣際會擔任易智言執導【藍色大門】一片的副導工作，尋角慧眼在台北西門町發掘的桂綸鎂，也因為這部電影製作讓她從頭到尾完整的了解電影製作的流程。【那年夏天的浪聲】是陳秀玉第一部執導的影片，【那年夏天的浪聲】就入圍金馬獎最佳短片、最佳女主角，這是電影史上第一次有短片獲選入圍金馬獎重要獎項，亮眼的表現讓陳秀玉被稱為台灣電影圈中最沈穩的新秀。

1985 年藝專美工科畢業，即進入漢廣製作有限公司，任職製片部一職，學習前期籌備拍攝工作到後期剪接、錄音、電檢... 等 16mm 與 35mm 製作流程。其中開始接觸到香港製作人員，學習並了解到不同層面的專業知識。製作過的商品有佳美香皂—崔苔菁篇，歐斯麥餅干—張小燕篇等 ...

1987 年在輝格製作有限公司，任職執行美術及監製助理之工作，期間除了香港製作人員之外，作業流程都是與廣告代理接觸。製作的商品都較為國際性商品。

1989 年在福茂製作有限公司，擔任監製一職，有機會參與廣告公司接案、議價、開立影片對外之估價，充實自己在工作上的領域，並有機會出國拍攝製作。

1994 年在華威葛瑞廣告公司，擔任製片一職學習了解到整個的流程。從商品定位、行銷策略、發包執行、創意品質與預算的掌握。在客戶、廣告公司、製作公司之間了解廣告較完整性的部份。

1999 年轉導演，並到紐約 NYU 學校，學習短期導演課程。

2000 年參與李崗導演之公視金鐘劇“情人的眼淚”美術。

2001 年參與易智言導演之“藍色大門”副導。
“情人的眼淚”入圍金鐘獎最佳美術指導。

2002 年編導公視人生劇展“那年夏天的浪聲” 16mm 電視電影單元劇。
“那年夏天的浪聲”入圍 2002 年金馬獎最佳短片。
“秋天的藍調”獲選電影短片輔導金。

2003 年“那年夏天的浪聲”入圍金鐘獎最佳女配角，最佳攝影，最佳剪接提名。

2004 年執導人間衛視人間劇場金鐘劇“好想跟你說”
“秋天的藍調”入圍 2004 年金馬獎最佳女主角。
“秋天的藍調”獲得 2004 年金穗獎最佳劇情片。

2005 年“那年夏天的浪聲”獲得日本幕張亞洲海洋祭影展評審團特別獎。

2006 年執導鄧雨賢～四月望雨紀錄片。

4. BROADCAST DETAILS

Broadcast Cities

Singapore, Beijing, Shanghai, Chongqing, Nanjing, Tianjing, Shenzhen, Hong Kong

Frequency

Singapore: 1 time every hour for 18 hours per day

Expected Coverage

Train Stations

Channel	Lines	Stations
Shanghai	Line 1,2,3,4,5,6,8,9	146
Chongqing	Line 2	18
Nanjing	Line 1	16
Tingjing	Line 1, Line Jinbin	28
Singapore	North-South & East-West Lines	53

Trains

Channel	Lines	Trains
Beijing	Line 1, 2	96
Shanghai	Line 1, 2, 3	100
Chongqing	Line 2	19
Nanjing	Line 1	20
Tianjing	Line 1	25
Shenzhen	Line 1	22
Hong Kong	Line Hong Kong	11

Bus Shelters

Channel	Total Stops
Shanghai	715

National Archives of Singapore

Annex B : Production Stills from *A Starry Night* 星光依旧灿烂

For high-resolution files of these photographs, please contact Chia Pei Siang at tel. 9726 3151 or email: chia_pei_siang@mda.gov.sg.



Robert Fan 范植伟 (left) and Kelly Poon 潘嘉丽 (right)



The cast (from left to right): Mo Fan 莫凡 ; Robert Fan 范植伟 ; Kelly Poon 潘嘉丽 ; Ivan Huang 黄阅 ; Sky Wu 伍思凯 ; Mei Xin 美心; and, Johnny Jiang 姜育恆



Robert Fan 范植伟



Kelly Poon 潘嘉丽

Natives of Singapore