

MEDIA LANDSCAPE REPORT:

A SPORTS RIGHTS & MEDIA MARKET ANALYSIS OF SINGAPORE

EXECUTIVE SUMMARY

You have downloaded a summary of Sportcal Media's Singapore Media Landscape Report, including the full table of contents. Find out more by contacting our Client Services team on +44 (0) 20 8944 8786 or clientservices@sportcal.com



Sportcal Media's Landscape series provides the industry with regular **territory by territory insight** and statistics on the **sports rights market** layered into detailed analysis of key sectors of the media.

With multi-billion-dollar broadcast rights deals common place around the world in 2018 it is crucial to stay up to date with the media landscape in important territories.

Singapore is the first in our series of Landscape reports taking an in-depth look at the sports broadcast rights market and its impact across key sectors of the media; specifically, free-to-air TV, pay-TV and the telecoms sector.

Sportcal takes a close look at the **key trends** occurring in the market and discover which organisations are competing and exploiting which sports rights; both domestic and international properties.

Singapore is a small wealthy city-state at the southern tip of the Malay Peninsula in southeast Asia with a dense population of 5.61 million people.

In a high-income economy boasting affluent individuals and strong consumer demand, there is plenty of choice between the two existing pay-TV operators and numerous pan-regional sports broadcasters for premium sports content.

- Singapore has the world's **third largest GDP per capita**
- State-owned **Mediacorp** is the **only free-to-air (FTA) broadcaster in Singapore**, operating seven free-to-air channels targeting the various demographics of the city-state
- For the 2018 Fifa World Cup, **Mediacorp, Singtel** and **StarHub** combined in a **tripartite agreement** to secure the rights, reportedly paying S\$25 million (US\$18.9 million)
- **BeIN Sports**, the newest sports offering in the city-state, launched a Singapore-specific channel in April 2016. The Qatari-owned international sports broadcaster holds the rights for La Liga, Ligue 1, Coupe de la Ligue and Trophée des Champions matches
- **Eleven Sports**, the international subscription broadcaster, was launched in Singapore in January 2016 featuring content from Serie A, FA Cup, NBA, ITTF events, FINA World Championships, Conmebol-zone Fifa World Cup qualifiers and Singapore home international matches. Eleven Sports was also the official broadcast partner for the PyeongChang 2018 winter Olympics
- Singapore has one of the **most advanced telecommunications markets in the world**. The country is well on the road towards 5G, as regulators, telcos and companies are already conducting trials and live tests of the technology, with an expected roll out in 2020

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- Gain a comprehensive and up to date knowledge of **sports rights acquisitions** as well as the latest key statistics and challenges from the Singapore media market
- Access the very latest information from **Sportcal Media's sports rights database**
- Understand the scale of the **free-to-air** and **pay-TV markets** and who the major players are, domestically and pan-regionally, including **subscriber numbers**
- **Tables and charts throughout the report** to accompany the numbers behind the commentary in a clear and easily understandable format
- Access **contact details and company summaries** of all major sports broadcasters in Singapore

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