

INMA Global Media Awards Best New Print Product

ST Asia Report

Independent, insider, insights on Asia

A product by The Straits Times,
Singapore



ST Asia Report: Asia from an Asian perspective

- An effort to showcase our [Asian content for an international audience](#), in a quest to improve knowledge and understanding and to build bonds across borders, to boost trade & prosperity
- Bi-monthly magazine, distributed in print format to policy influencers and decision makers and made available online in PDF format



Results

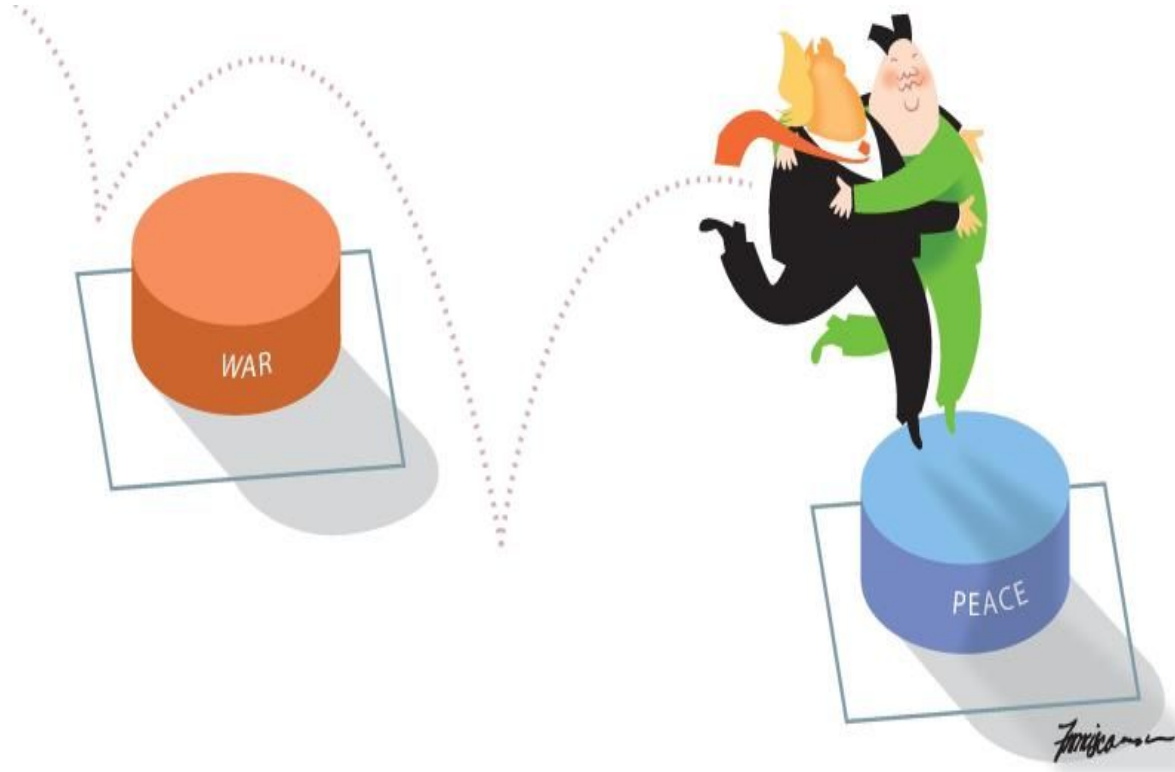
- Average downloads per issue: 50,000
- Print distribution being increased from 5,000 to 20,000 copies
- Frequency being increased to once every month in 2019
- Revenue: Commitment of over S\$200,000 for 2018
- Click on covers below to download ST Asia Reports:



International readership

Besides Singapore,
readers come from:

- China
- Vietnam
- France
- United States
- Netherlands
- Turkey
- Russia
- Germany
- Japan



Building on ST's core strength

"We have been serving readers in Singapore and Asia since July 1845, with a focus on developments in Asia. Our network of seasoned correspondents all around Asia has helped us carve out a niche for reporting and interpreting developments in South-east Asia, as well as the wider story of an emerging Asia."

Warren Fernandez

Editor-in Chief, The Straits Times & SPH's English, Malay & Tamil Media Group



Examples of sponsorships: Cover (above) used to signal Singapore assuming the Asean Chairmanship, and NTT Communications' sponsored column (right)

Sponsored: CEO's Perspective

Narendra Aggarwal

Transforming businesses, transcending barriers

Mr Naoki Wakai, President and CEO of NTT Singapore, a wholly owned subsidiary of global telecom giant NTT Communications, discusses his approach to helping businesses sharpen their competitive edge by leveraging ICT and being a cloud powerhouse.



PHOTO: LIM SIN THAI

BROUGHT TO YOU BY



Digital transformations are difficult. Navigating the treacherous cyber pathway riddled with ongoing experiments for complete solutions can be befuddling even the experienced.

Among companies at the forefront of helping businesses transcend limitations is Japanese conglomerate NTT Communications (NTT Com). Mr Naoki Wakai, President & CEO of NTT Singapore, a wholly owned subsidiary of NTT Com, firmly believes that a continuous focus on innovation is the way forward.

"Digitisation and the rising use of smart devices have established new standards for speed and ease of doing business in all settings, and customers are looking at us to help them re-define their competitive edge and optimise their customer experience efforts through transformative technology

innovations," says Mr Wakai.

"With technology as the underlying common denominator, we could not have existed in a more dynamic time, and for telecommunications carriers like NTT Com, we must adopt a customer-centric mindset and move away from a product-centric approach of simply just reselling," he adds.

As a technology driven company, NTT Com is now creating a single cloud powerhouse to deliver transformative, cloud-based solutions and innovation to clients around the world.

NTT Com, a Fortune 500 global company, enables customers' digital transformation by optimising their ICT environments, allowing them to create significant value for their end users.

This digital transformation occurs through innovation of business processes and the creation of business models enabled by ICT.

The innovation includes enhancement and optimisation of existing processes by using new technologies such as artificial intelligence (AI) and the Internet of Things (IoT).

"We offer one-stop design, deployment and delivery of high quality infrastructure, from submarine

cable systems, networks to data centers, which underpins customers' sustainable business operation," says Mr Wakai.

"These capabilities to offer one-stop infrastructure services are our proprietary strengths," he adds.

The industry veteran has over 28 years' experience in international telecommunications business and is a strong believer in promoting transformative technology innovations.

Following its "Transform. Transcend. Service Strategy", the NTT Com group focuses on pursuing highly reliable and high quality infrastructure, developing flexible and agile services with advanced technologies, and expanding partnerships.

"Ultimately, in the interest of staying ahead and better serving the needs of our customers, NTT Com group takes to R&D to create new communication services and to foster foundational technologies that will realise communication networks to support these services by setting up the NTT Innovation Institute Inc," says Mr Wakai.

NTT Com's parent company Nippon Telegraph & Telephone (NTT) Group invests about US\$1 billion

You need to know Asia.

We do.



THE STRAITS TIMES

THE STRAITS TIMES
Asia
report

MCI(P) 096/08/2017

June - July 2018

INDEPENDENT • INSIDER • INSIGHTS ON ASIA

Coming up:

- More in-depth coverage of Asia, with 30 correspondents in our bureaus
- Soon to be a monthly publication
- Print run to be increased to 20,000 copies