

Singapore and Cisco Partner to Build Pan-Asian Digital Media Exchange

“Singapore welcomes the opportunity to collaborate with MNC partners like Cisco to explore the use of next-generation technologies. Such partners can lend experience and expertise in helping to achieve our iN2015 vision of building an intelligent nation, a global city powered by infocomm.”

—Leong Keng Thai, deputy CEO, Singapore Infocomm Development Authority

In Brief

Singapore is pioneering a countrywide, infocomm-based transformation aimed at changing the way citizens live, work, learn, and play. The country has launched a 10-year master plan called Intelligent Nation 2015 (iN2015), designed to encourage groundbreaking use of IT technologies to serve the citizens of Singapore and create lucrative new revenue opportunities for the country. Cisco has been one of Singapore's most critical partners in the development of the digital media vertical under iN2015, instrumental in formulating business and technical solutions for the creation of a S\$500 million (US\$350 million) Digital Media Exchange (DME). Singapore's largest media company, MediaCorp, is piloting this DME—called nexmedia—enabling the country to become a digital marketplace, serving as a pan-Asian digital content hub.

Customer

Infocomm Development Authority of Singapore

Industry

Digital Media, Telecommunications

Challenges

- Evolve a business model that enables Singapore to develop a differentiating and profitable digital media play, serving Singapore first—and ultimately, all of Asia.
- Develop technical solutions that support distribution of multiple categories of content—videos, photos, articles—and complex transactions, including ad-supported syndications.
- Create partnerships with a variety of industry players such as media companies, telecommunication service providers, Web 2.0 companies, and advertising agencies.

Solutions

- Comprehensive business plan covering key aspects of an innovative DME initiative—high-level concept, value chain analysis, service prioritization financial model, partnership options, and five-year implementation plan.
- Technical architecture for the complete implementation of the DME, involving creation of a web common service layer that enables service virtualization, bundling, provisioning, billing,



Cisco Internet Business Solutions Group (IBSG)

and management, allowing the DME to be business-focused and asset-light without the need to own and operate common applications and infrastructure.

- Trilateral business partnership among media companies, technology vendors, and the public sector to assure content, connectivity, and a successful business model.

Projected Results / Benefits

- Using the nexmedia DME as a key vehicle, Singapore will expand its influence in the digital media space to Southeast Asia and beyond, becoming a hub for all of Asia by 2015 and generating up to S\$500 million (US\$350 million) in cumulative revenue.
- Cisco is establishing a prototyping center to help develop solutions required by the Singapore DME and other iN2015 initiatives.
- Due to IBSG's CXO-level relationship, Cisco sits at the head of a newly created Singapore industry roundtable on digital media.

Next Steps

Cisco continues to work with the Singapore government in multiple ways aimed at realizing Singapore's digital marketplace ambition, attracting local and global media players as pilot DME customers, developing the DME infrastructure along with service provider partners, and creating a roadmap for scaling from a local Singapore service to a pan-Asian media node.

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