



## Press Release

### FIRST BUILDING AT MEDIAPOLIS TO BE DEVELOPED

- ***Dynamic media hub heralds development of Mediapolis@one-north***
1. ***Singapore, 11 February 2011*** – Leading business space solutions provider, Ascendas, has entered into a joint venture with Citramas Nusaterra Pte. Ltd. to develop Singapore's first building specially customised to cater to the needs of the media industry at Mediapolis@one-north, which is set to be Singapore's first digital media hub. The ceremonial groundbreaking was held today and graced by Mr Lui Tuck Yew, Minister for Information, Communications and the Arts.
  2. The 10-storey development will have a gross floor area of 24,078 square metres and will host Singapore's first two fully operational soundstages and supporting facilities totalling 4,100 square metres to support high quality media productions, especially films with high digital content and strong visual effects.
  3. To be developed at a cost of S\$60 million, construction is expected to begin in February this year and complete in the third quarter of 2012. The development is likely to attract media firms such as major broadcasters, media service providers, post-production, animation, games, interactive and digital media companies. Supported by a fast and secured ICT network system and media ICT shared services suited for media business needs, the development will be a compelling home base for media entities to enjoy the clustering synergies created.
  4. Built on a 12,039 square metre site, the building is a hybrid of Built-to-Suit and multi-tenanted facility. In addition to offering an entire value chain of media related services for the media industry, the building will also host lifestyle and F&B amenities to support the tenant community.

5. The project is already seeing keen interest from players in the media industry, with Singapore-based media and entertainment company, Infinite Frameworks, taking up 30% of the space, or approximately 6,000 square metres. Infinite Frameworks will also manage and operate the soundstages. Major media service provider, Globecast Asia, will also be part of the vibrant tenant community in the building, taking up more than 2,000 square metres.
6. Speaking at the ceremony, Ascendas President & CEO, Ms Chong Siak Ching, said, “Ascendas is privileged to play a pioneer role in establishing Singapore as an international media hub and to have the opportunity to add vibrancy to the local media industry. We are excited to share our experience as a provider of specialised business space solutions that will set the benchmark for other upcoming buildings at Mediapolis.”
7. Mr Mike Wiluan, Managing Director of Infinite Frameworks, said: “As a leader in the digital media community in Singapore and as part of our commitment to grow the industry further, Infinite Frameworks has taken bold steps to evolve its business into new frontiers. Laying the foundation for a much needed world class media infrastructure is that first necessary step. Once completed, Infinite Studios will offer one stop solutions for the regional media industry as well as being firmly part of the global media value chain. We call this, the studio of the future.”
8. Ms Darby Sanchez, CEO of GlobeCast Asia, said: “GlobeCast, with Singapore as its regional Asian HQ, provides expertise in content delivery and distribution, serving top-tier channels such as AXN, FX, History Channel, National Geographic Channel and NBC Universal. This move and building of GlobeCast’s new satellite teleport in Mediapolis confirms our long standing commitment to growing our business in Asia. Asian content producers will be able to connect and collaborate easily across the media value chain and send their content to the rest of the world via GlobeCast’s worldwide fiber network.”
9. “IFW, as well as the larger digital media community in Infinite Studios, have to show they can produce cutting-edge work within tight production deadlines and provide quick time-to-market in order to land projects,” said Ms Kelly Tan, Vice President & Managing Director, HP Singapore. “HP and IFW are collaborating to provide digital media cloud

services to the users and tenants of Infinite Studios. These services offer the flexibility of sourcing and using secure digital media and ICT services quickly to support their projects, without having to make any significant investment in new IT infrastructure.”

10. Mr Manohar Khiatani, CEO of JTC Corporation (JTC), said, “As the master developer of Mediapolis, JTC is pleased that it is receiving strong interest and attracting major homegrown and global industry players such as Infinite Frameworks and Globecast Asia. The soundstages will provide the strategic infrastructure to spur other key players to consider locating their operations here and tap on the synergies generated by the creative enclaves in one-north.”

11. Mr Aubeck Kam, CEO of the Media Development Authority (MDA), added, “We congratulate Infinite Studios for anchoring a major investment in Singapore's Mediapolis@one-north. The state-of-the-art soundstages and digital production studios will fill a critical gap in our media ecosystem. These facilities will enhance Singapore's capability to provide innovative end-to-end solutions and support for local and international productions, thereby adding to the growing media industry in Singapore. Together with the recently announced relocation of MediaCorp, Mediapolis is on track to be a vibrant digital media hub by 2020. ”

12. RADM(NS) Ronnie Tay, Chief Executive Officer of the Infocomm Development Authority of Singapore (IDA), said, “The Mediapolis will be a flagship establishment for the media industry and the provision of key value-added media ICT services, as well as the availability of an advanced and trusted infocomm infrastructure, will serve as a competitive differentiator to attract local and international players.”

13. Said the Singapore Economic Development Board's (EDB) Director of InfoComms & Media, Ms Angeline Poh, “The media and digital entertainment industry is a high growth sector, and we are excited that Ascendas and Citramas Nusaterra have come together to develop this multi-tenanted building. This facility embodies our vision of creating Mediapolis as a compelling location that enables leading media companies across the value chain to collaborate in the creation and commercialisation of world-class content for global consumption.”

14. Mediapolis@one-north is a strategic joint-stewardship between four government agencies: MDA, JTC, IDA and EDB. Slated to be fully completed by 2020, the 19-hectare hub will house a media ecosystem of soundstages with green screen capabilities, digital production and broadcast studios, as well as interactive digital media (IDM) and R&D facilities. It will also offer fast and secure broadband connectivity to enable efficient processing, management and distribution of digital media content and services.

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**Ascendas in Asia ([www.ascendas.com](http://www.ascendas.com))**

Ascendas is Asia's leading provider of business space solutions with key markets in Singapore, China, India, South Korea and the Philippines. Based in Singapore, Ascendas has built a strong regional presence and serves a global clientele of over 1,800 customers.

Ascendas specializes in developing, managing and marketing IT parks, industrial & logistics parks, business parks, science parks, hi-tech facilities, office and retail space. Its flagships include the Singapore Science Park, International Tech Park Bangalore in India, Dalian-Ascendas IT Park in China and Carmelray Industrial Park II in the Philippines. Ascendas provides end-to-end real estate solutions, assisting corporate customers through the entire real estate process.

In November 2002, Ascendas launched Singapore's first business space trust, the Ascendas Real Estate Investment Trust (A-REIT). In August 2007, the Ascendas India Trust (a-iTrust) was launched as Singapore's first listed Indian property trust. Ascendas also demonstrated its strength in real estate fund management with a series of private real estate funds established across Asia.

**About Citramas Nusaterra**

Citramas Nusaterra Pte Ltd is a company owned by Mr Kris Wiluan, the founder of the Citramas Group and his family. With businesses spanning oilfield equipment manufacturing, shipping and logistics, drilling services, the Citramas Group is also diversified into the areas of infrastructure development comprising port, ferry terminals, as well as the hospitality and leisure industry. The Citramas Group provides employment to more than 3,000 employees across the region.

**About Infinite Frameworks**

Infinite Frameworks (IFW) is a media and entertainment company based in Singapore and Batam headed by Mike Wiluan. Established in 1997 as a post-production facility in Singapore, the business of IFW has evolved to include core activities in the area of animation, visual effects, broadcast post-production support services and investments into content and distribution for both the TV and Film industries locally and internationally.

IFW has amassed over 50 international craft awards from international shows such as Cannes, Clios and D&AD. IFW also co-produces with Zhao Wei Films and its films have been recognised in many international film festivals most notably in 2008 where it competed for the Palme D'or at the Cannes Film Festival. IFW has also collaborated with many internationally known companies such as Mark Burnett Productions (US) and Nelvana (Canada) and also has long term post-production contracts with Discovery Asia Inc and MTV Networks Asia.

Working closely with the EDB and MDA, IFW's goal is to become a global media player through a combination of equity financing in content and providing world class and value added production support, visual effects and animation services to the global media industry.