

# Group Digital Life

Constant change in the data-driven digital space affects everything we do, from how we reach our customer base to how our movies are accessed. Thanks to Singtel's strides in the digital arena, help is at hand to make sense of the evolving landscape. Singtel provides marketers with industry-leading digital marketing services, brand insights and a global tech platform so they can plan more effective campaigns for their dollar. We are also a catalyst for innovation, thanks to special funds and programmes we created to celebrate new ideas and facilitate R&D in emerging technologies.





## MONICA TSAI

Director, Singtel Innov8

When the chance came up to be a mentor for the Singtel Future Makers programme, Monica's hand shot up for the role. The programme was launched in 2016 to fuel tech innovation and collaboration on projects with social impact, and Monica knew that many start-ups could benefit from access to business workshops, partner network and funding. Through the programme, she met Aashish Mehta of tech start-up Medarwin, which designed an automated drying system for the elderly and the physically challenged to do their laundry easily.

# Group Digital Life

Singtel is capturing opportunities in the digital economy by leveraging our telco strengths in three focus areas: digital marketing, premium over-the-top (OTT) video, and advanced data analytics and intelligence. We also drive innovation through our corporate venture capital fund Singtel Innov8, which nurtures tech start-ups and emerging technologies and further fuels our digital expansion.

## GROWING OUR DIGITAL MARKETING CAPABILITIES

The rapid increase in the number of digital channels, platforms and devices has changed the way we consume information, engage with brands and make decisions. This creates the need for solutions to make sense of it all for marketers too.

Amobee, our digital marketing arm, offers ways for companies to increase the efficiency and effectiveness of their advertising strategies across multiple, disparate and competing media platforms. The largest of Singtel's digital subsidiaries, Amobee, has been securing key global clients such as Airbnb, Dell EMC and Lexus.

To strengthen its technological edge in digital advertising, Amobee acquired Turn, a leading data management platform and multi-channel programmatic media buying platform, in the first half of 2017. Amobee now offers marketers an independent end-to-end advertising and data management



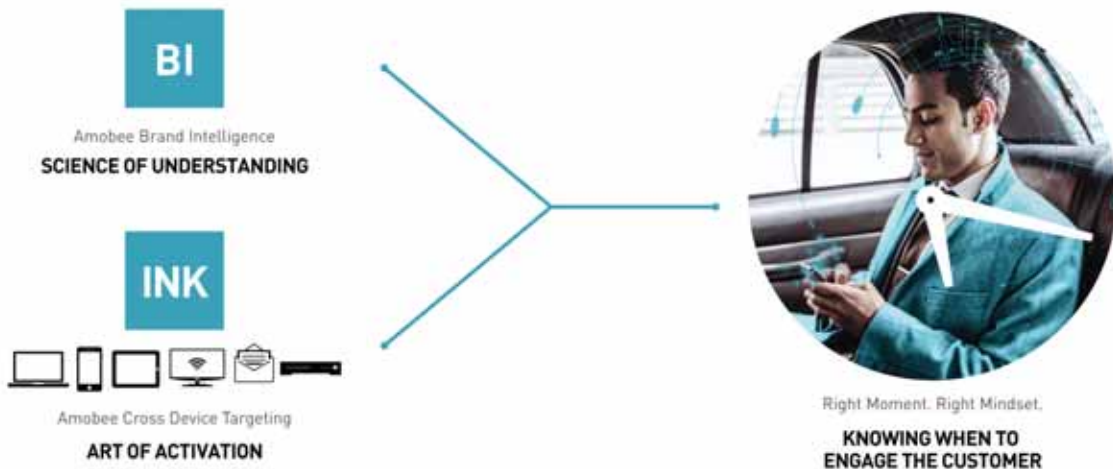
# AMOBEE FOR SNAPCHAT

TAKING YOUR BRAND WHERE TV CAN'T GO

Amobee's creative, technology, and analytical solutions are now powering Snap Ads, a completely viewable, full-screen video experience designed to reach over 150 million people using Snapchat every day.



# HOW WE BRING IT ALL TOGETHER RIGHT MOMENT. RIGHT MINDSET.



## What the media said

**“In the digital arena, Singtel has transformed itself into a communications powerhouse with the ability to successfully navigate a data-centric world. Its three-pronged focus on digital marketing through its Amobee unit, over-the-top video entertainment through its HOOQ mobile streaming service, as well as data analytics via its DataSpark unit, is complementary to its core and infocomms technology businesses.” – Jennifer Tan, SGX Kopi-C**

platform across all channels, formats and devices, access to proprietary Amobee Brand Intelligence insights to inform their creative development and media strategies, as well as advanced analytics and media planning capabilities.

Customers are thus empowered to plan and buy media for specific audiences in an integrated fashion, which optimises their advertising spend across the different platforms. The acquisition will solidify Amobee’s

position as a leading global digital marketing player and continued expansion in Asia Pacific.

Amobee also introduced innovative solutions across mobile, social and video. It launched Amobee Impact, an award-winning suite of mobile products that enables brands and agencies to engage customers by delivering immersive, full-sensory ad formats and feature-driven experiences. Amobee Video Everywhere delivers video campaigns

across all channels and devices from one unified platform. Amobee Interactive Video dynamically creates and customises the digital video experience for each consumer, on every device, based on demographic, behavioural, weather, time and location data.

Amobee also extended its social media channels to include Snapchat, adding to its existing Ads API partnerships with Facebook, Instagram, Pinterest and Twitter.



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This puts Amobee among an elite group of companies globally which have Ads API partnerships across all major social media platforms.

## WIDENING OUR CONTENT OFFERINGS

With the continued proliferation of affordable mobile devices, more consumers across Asia are becoming connected and spending more time watching online video content whenever they want to.

HOOQ, Singtel's joint venture with Sony Pictures and Warner Bros. Entertainment, has steadily grown its subscriber base on the back of this soaring demand. The video

streaming service is now available in five markets: Indonesia, India, the Philippines, Thailand and most recently, Singapore.

HOOQ offers affordable access to over 30,000 hours of the best of Hollywood and local content. A new app design with faster loading times, a better way to discover content, and other enhanced features was introduced last year.

With its aim of becoming the largest OTT provider in the Asia Pacific, HOOQ has been forging close collaborations with our regional associates and other partners, building the largest catalogue of kids

content in Asia and making a deeper push into localisation. Significantly, it ventured into original, local content creation with the announcement of a full-length feature film, followed by a five-part mini-series of the critically acclaimed crime thriller movie *On The Job* in the Philippines. Both the feature film and mini-series will be available exclusively on the HOOQ platform in the second half of 2017. HOOQ has plans for original productions in Indonesia and Thailand too.

HOOQ also launched a new movie rental service which allows customers to catch Hollywood blockbusters such as *Rogue One: A Star Wars*



## What the media said

**“With this continued rise in mobile phone usage, HOOQ rebuilds its app, and presents an interface that’s been redesigned for a truly intuitive mobile experience.” – Isah V. Red, Manila Standard**

Story, Passengers and Arrival from major studios including Sony Pictures, Warner Bros. and Disney as soon as three months after theatrical release. This service is now available in the Philippines, India, Indonesia and Thailand. Additionally, existing customers in the Philippines, Indonesia and Thailand can also enjoy one free movie rental per month as part of their monthly subscription.

### SCALING OUR DATA ANALYTICS BUSINESS

Location and mobility data is being used to transform how government

agencies and businesses interact and deliver services to their citizens and customers.

With spatial elements present in about 80% of all enterprise data, more and more government agencies and business are tapping into the power of the geospatial analytics capabilities of DataSpark, our advanced analytics business. The useful insights generated from anonymised and aggregated data has drawn great interest from a broad range of industries, including real estate, financial services, marketing and

digital, and it is deploying its products in markets beyond Singapore, including Australia, Indonesia, Thailand and the Philippines.

DataSpark continues to invest in deepening its technical capabilities to improve the availability, accuracy and latency of its location insights and expanding its range of mobility intelligence products and services. It has filed four more geoanalytics patents and started to make its mobility intelligence accessible via APIs and SDKs.

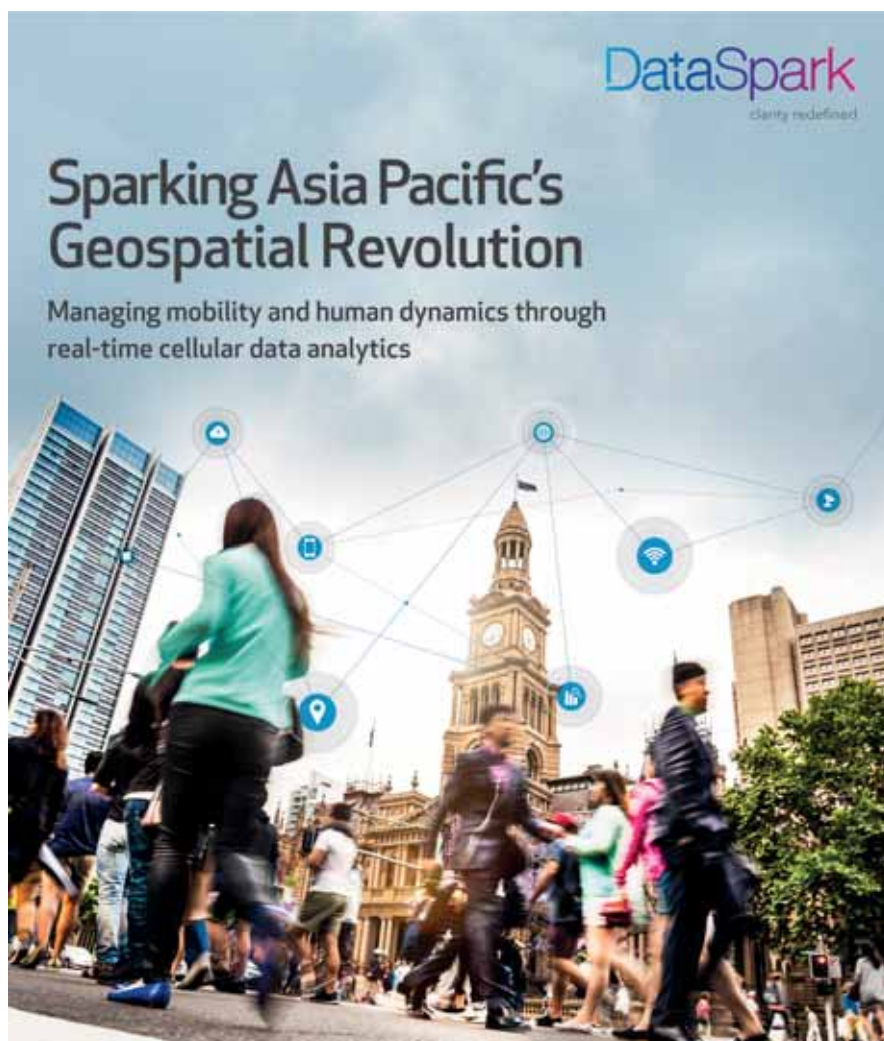
Upcoming plans include channel partnerships with other analytics companies to expand its product coverage and establish a stronger commercial presence in the region and Australia.

### DRIVING TECH INNOVATION

We focus relentlessly on innovation to drive growth.

Singtel Innov8, our corporate venture arm, connects with innovation hubs globally for new ideas, technology, products and services and introduces startups with great vision, technology, and execution ability to the Group.

Since its establishment in 2010, Innov8 has invested in over 65 companies globally in various verticals including cyber security, digital marketing, mobile video and big data. In addition, Innov8 has been supporting local Singapore startups including Shopback, an online cashback rewards platform, and Carro, Southeast Asia's largest car marketplace. Innov8 has also had a number of successful exits from its portfolio companies, the latest of which was Tubemogul which was acquired by Adobe last year.





# The CEO Conversation

SAMBA NATARAJAN  
CEO, GROUP DIGITAL LIFE

## Eyeing the global digital marketing pie

Digital marketing is seeing good growth as marketers shift advertising online to reach consumers with increasingly digital lifestyles. Group Digital Life CEO Samba Natarajan shines a light on current digital marketing trends and how Amobee is poised to help marketers navigate the rapidly changing landscape.

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### How has the digital marketing landscape been evolving in recent years?

**Samba:** Digital advertising as we know it is very different from a few years ago. Mobile devices have become pervasive and that has changed the way we consume information and interact. Consumers like you and I constantly switch between several connected devices daily to do things. It has become second nature to start off on one device, such as picking up your smartphone to get information on a product, then continue to another to make a purchase. So marketers have to think differently about how they engage customers with multiple devices.

### How have marketers responded to these changes in consumer behaviour?

**Samba:** I've seen many marketers start to adopt an omni-channel and multi-screen approach to advertising, unlike the single channel and screen approach that they've been accustomed to. They're also increasingly using programmatic ad buying instead of negotiated ad buying. What we refer to as "programmatic" is the automated process of purchasing and running digital ad campaigns, mainly in real-time. It helps marketers to reach the right audience with the right message at the right time and in the right place. That's why programmatic is the future of advertising.

When it comes to mobile advertising, I expect it to continue to grow rapidly as consumers increasingly shift their time online to mobile devices. But it is video in particular that will grow faster than any other format over the next few years. This will be driven by a robust demand for mobile video as social platforms become video-centric.

### These changes to the advertising ecosystem sound complex. What can marketers do to better navigate the challenges?

**Samba:** You're right to say that the digital advertising ecosystem is going to continue to get more complex, especially with the ever-growing number of devices, apps, ad formats and media channels. Marketers are already grappling with disparate systems and budgets across different platforms, and trying to figure out how it all adds



**"No matter the channel, marketers want to know how and where their budgets are spent, and how to do so most effectively. Amobee will continue to be that trusted adviser to marketers, helping them make sense of data to better understand and reach their customers, and enhance the way they engage them, on a global scale."**

**SAMBA NATARAJAN**  
CEO, GROUP DIGITAL LIFE

up. Few can manage it in-house because they lack the capabilities and talent.

What they really need are experts who can serve as consultant, strategist, media buyer and trader all rolled into one, to distil this complicated landscape and help them innovate and execute campaigns and react to the data in real-time. This is the value that Amobee can bring to marketers. Amobee, which is Singtel's global digital marketing arm, can empower customers to make unbiased, data-driven decisions, and achieve a better ROI across the entire internet and all media.

#### **How exactly does Amobee ensure that ad campaigns reach the right customers?**

**Samba:** As consumers switch between devices, they expect their information searches and viewing experiences to keep up with them. They also want advertising that is personally relevant – the right ad at the right time and place. Data enables marketers to make connections between the channels and provide these personalised experiences to consumers. With this data, Chief Marketing Officers can gain a much deeper understanding of real time and historical consumer sentiment, media behaviour, brand associations and competitive insights, all of which are used to inform everything from strategy to media buying, creative and content development and delivery of digital advertising for brands.

#### **What was the most significant development for Amobee customers in the past year?**

**Samba:** Earlier this year, Amobee acquired Turn, a global technology platform. This is an exciting, strategic investment for us and we believe it will help marketers solve the challenges they face and bring greater benefits.

This acquisition strengthens Amobee's existing programmatic and data management capabilities in

the rapidly evolving market of digital advertising and accelerates its growth into a significant global digital marketing player. Amobee now offers customers an independent end-to-end advertising and data management platform across all programmatic channels, formats and devices. And this is over and above proprietary Amobee Brand Intelligence insights, as well as advanced analytics and media planning capabilities. Experienced marketers will know that there are few independent buy-side platforms in the world that provide such a comprehensive range of capabilities.

What this means for marketers is that they now have access to more resources and technical capabilities, deeper consumer insights and media strategy, and all the benefits of a unified buying platform with expert strategists for support. More importantly, they can think about buying ad media holistically instead of in silos.

#### **What lies ahead for digital marketing and Amobee in the next three years?**

**Samba:** Our priority is for Amobee to continue to innovate and grow its presence across channels and expand into the Asia Pacific, where the Singtel Group reaches some 640 million customers across 22 countries. One of Amobee's strongest strategic assets is the independence and objectivity that comes with not owning media, and this significantly differentiates it from the competition. No matter the channel, marketers want to know how and where their budgets are spent, and how to do so most effectively. Amobee will continue to be that trusted adviser to marketers, helping them make sense of data to better understand and reach their customers, and enhance the way they engage them, on a global scale.