



SINGAPORE PRESS HOLDINGS  
FOUNDATION

**OPENING ADDRESS BY DR TONY TAN KENG YAM, CHAIRMAN OF SINGAPORE PRESS HOLDINGS FOUNDATION, AT THE MEDIA IN TRANSITION: SOCIAL AND ECONOMIC IMPACT LECTURE SERIES LECTURE BY PROFESSOR VIN CROSBIE AT THE DRAMA CENTRE ON WEDNESDAY, 14 JULY 2010, AT 10.30AM**

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**Professor Vin Crosbie**

**Distinguished Guests**

**Ladies and Gentlemen**

**On behalf of the Singapore Press Holdings Foundation, I would like to thank all of you for joining us at the third lecture in the “Media in Transition: Social and Economic Impact” series of lecture.**

**The media landscape has changed tremendously over the years. The Internet, social networking sites, citizen journalism and e-readers including the iPad continue to transform media consumption habits and the way we communicate, build relationships and gain knowledge.**

**Today, we can go online to keep up with news from our hometown newspapers or TV stations, and stay connected with colleagues, friends and family from anywhere, anytime.**

**The emergence of the mini computers, e-readers and smartphones has made this even more convenient.**

**They have accelerated the pace of change and revolutionised the internet culture forever.**

**New media is a broad term that was coined in the later part of the 20th century to encompass the combination of traditional media such as film, images, music, spoken and written word, with the interactive prowess of computers, computer-enabled consumer devices and most importantly the internet.**

**What sets new media apart from traditional media is not the digitization of media content.**

**It is the dynamism of the "new media" content and its relationship with the audience, who are no longer passively consuming content, but are also creating and interacting with it.**

**New media effectively brings about the "democratization" of the creation, publishing, distribution and consumption of media content.**

**At SPH, the traditional print media remains our core business, but we also aim to be a leading new-media player by committing \$150 million in the online and mobile space.**

**We have to learn to embrace new media and synergise it with the existing traditional media.**

**They each have their place in the media landscape of tomorrow.**

**For today's lecture, the SPH Foundation is honoured to have with us Professor Vin Crosbie from the United States of America.**

**As the Adjunct Professor of Visual and Interactive Communications and Senior Consultant on Executive Education in New Media (Syracuse University), Professor Crosbie has extensive experience and knowledge on how new media affects the news and information industries worldwide.**

**I am confident that Professor Crosbie's extensive experience and knowledge, coupled with his editorial background, will make his lecture titled "The Greatest Change in the History of Media" extremely insightful and engaging.**

**Thank you.**

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