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RED BEE MEDIA LAUNCHES IN SOUTH EAST ASIA UK MEDIA COMPANY TO SET UP SHOP IN SINGAPORE

As part of its international expansion plans, Red Bee Media today announces the opening of its office in Singapore. The news follows the company's announcement of ambitious growth plans and the opening of offices in France, China and Australia earlier this year.

From its Singapore office Red Bee Media will initially be offering, interactive design, media management, branding, promotions and editorial services.

Red Bee Media has been winning contracts in Asia for a number of years and has already worked with clients such as ESPN, i-Cable Hong Kong, ATV, Jupiter Entertainment, INX Media and STAR.

Petri Nikula has been appointed VP Business Development, South East Asia and will head up the Singapore office. Petri brings with him over 12 years of media and marketing experience gained in Asia, the Americas and Europe and previously worked at Microsoft, VoiceAge Networks and Nokia.

Pam Masters, CEO of Red Bee Media, said, 'Singapore will act as one of Red Bee Media's digital media hubs, serving the Asia Pacific and linked to our other offices in the region like the one in Beijing. We have chosen Singapore because of its strategic location, its vibrant talent-base as well as its rich heritage in digital media. We look forward to working with more clients across the region from our Singapore office and playing a part in the fast growing media market.'

Pam continues, 'We are delighted to have Petri on board whose skills and experience will be invaluable in winning new business in Asia. We plan to grow the team in Singapore quickly and have already found an office in the central business district.'

Red Bee Media has over 40 year's experience in working with TV audiences and more recently IPTV and video on demand consumers, gained through working for clients such as the BBC, Discovery and Virgin Media TV. The company has a unique fusion of creative and technical skills, which means it can not only make video services work, but also make sure they are watched

through creative branding, promotion and navigation. A prime player in the European video on demand market, Red Bee Media has helped many clients in the distribution and promotion of multimedia content via new and exciting platforms.

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