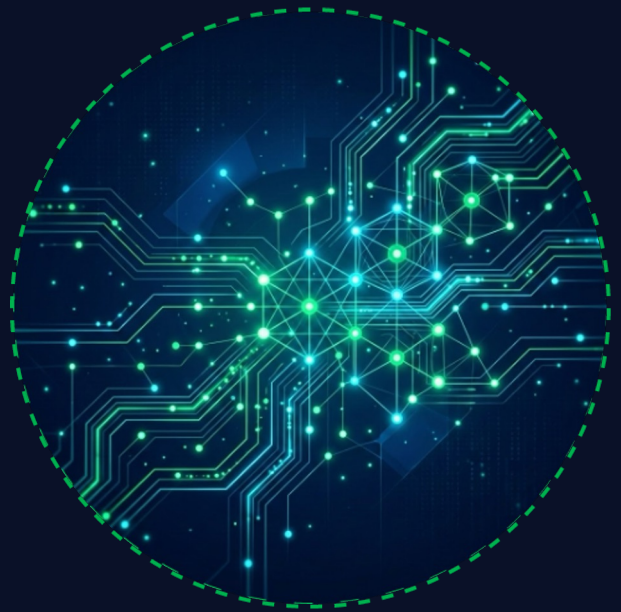
From Reach to Loyalty

Building Stronger Digital Habits

How Mediacorp is looking at audience insights, AI & product innovation



Alvin Chong
Supervising Editor, Growth and Innovation
Mediacorp

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The Traffic Era is Changing Has Changed

When audiences encounter us without visiting our homepage,

how do we make them choose us again?

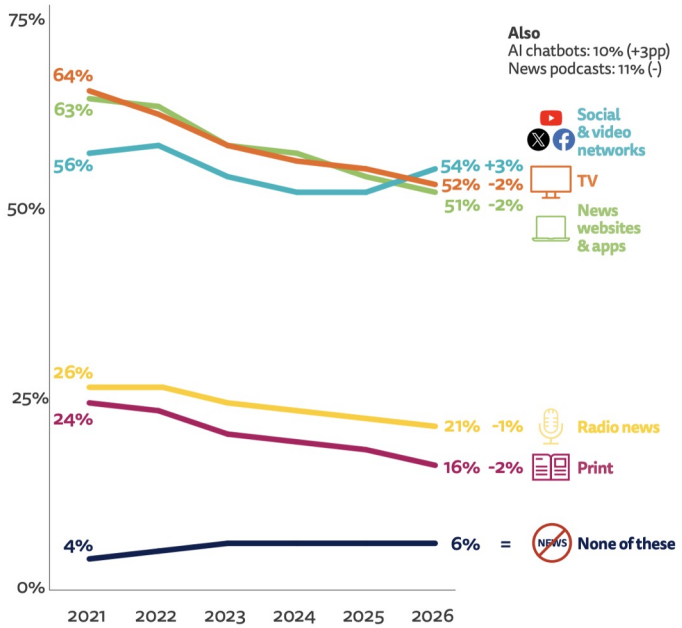
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Where is our audience now?

The audience journey is increasingly distributed.

How do we build a relationship with audiences when they may encounter our journalism in many different places?

PROPORTION WHO USED EACH AS A SOURCE OF NEWS IN THE LAST WEEK – ALL MARKETS



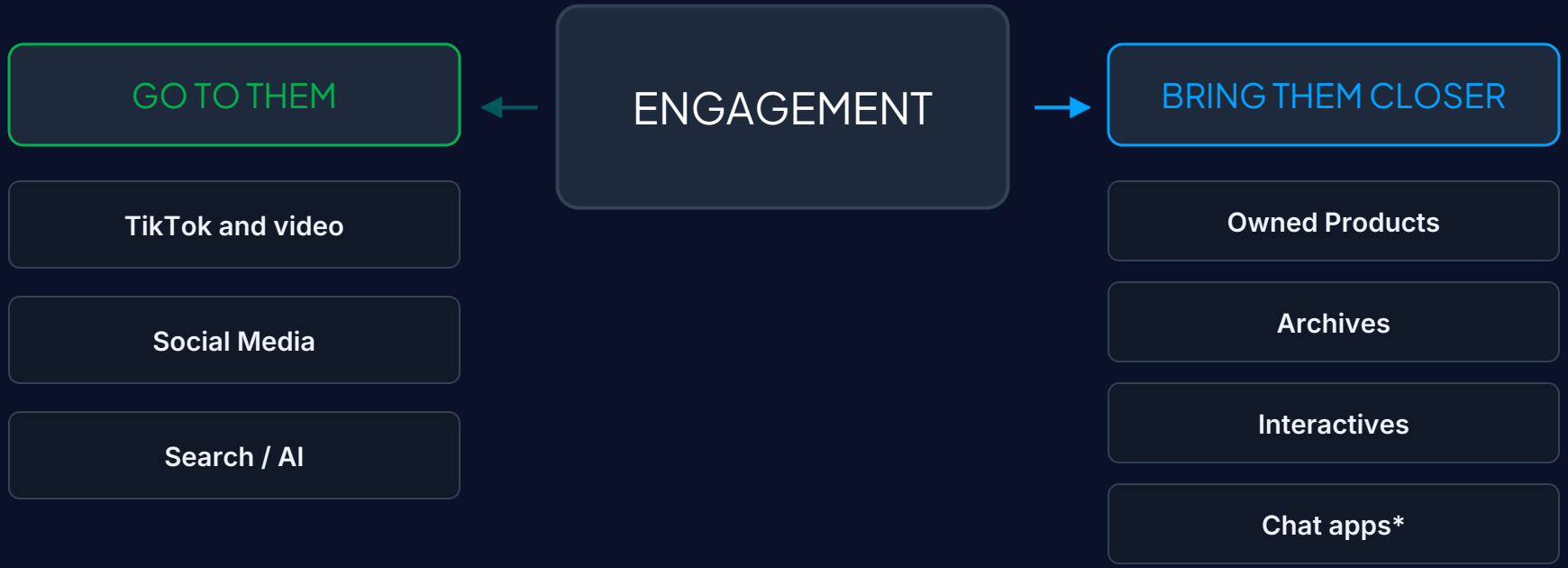
Q3. Which, if any, of the following have you used in the last week as a source of news? *Base: Total sample in each market-year ≈ 2,000. Note: 2021–3 sample based on 46 markets, 2024 on 47 markets, 2025–6 on 48 markets.*

Source: Reuters Institute Digital News Report 2026

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AUDIENCE ENGAGEMENT STRATEGY

How We Engage Audiences From Two Directions



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AUDIENCE ENGAGEMENT

Start with the Audience, Not the Tool

01

Observe Behavior

What are people doing?

02

Analyze & Learn

What holds attention?

- What gets seen?
- What brings them back?
- What gets ignored?

03

Adapt & Execute

Change what we do

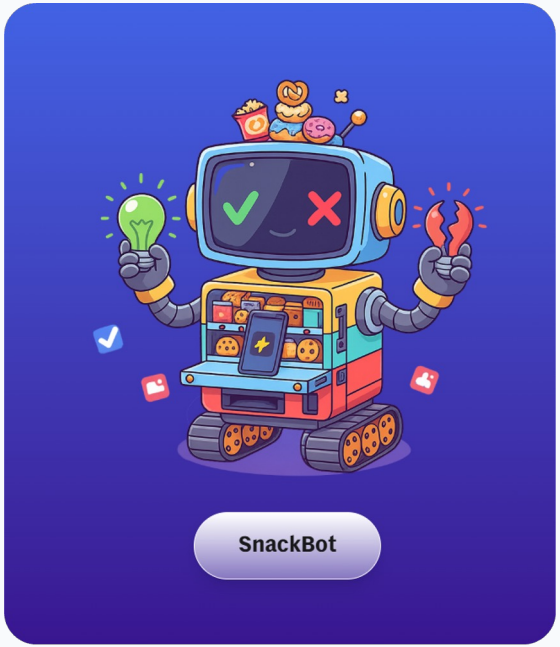
- Editorial choices
- Story workflows
- Updated products
- New experiences

AI is one way we can make those audience learnings usable at scale.

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Audience Engagement: SnackBot Assistant

Using AI to Better Serve our Video Audience



Trained on Performance

Trained on top 500 best-performing videos on TikTok in terms of engagement and views.

Creator Guidance

Helps assess journalist pitches, provides guidance on filming, and helps script and write posts.

Grounded in Quality

Grounded on some of our more well-written & engaging TikTok scripts.

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SnackBot: Earning Audience Attention

Explosive organic growth supported by AI-assisted storytelling workflows

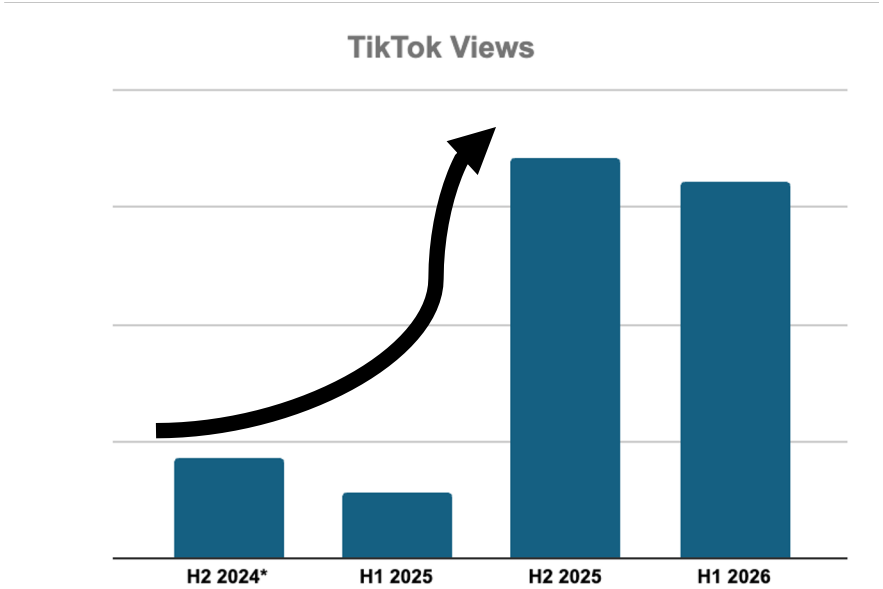
TikTok Views Exploded

511% ↑

Between H1 and H2 2025

Viral Hit Rate

Averaging >1 video per day with over a million views.



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Video as an Engine of Liquid Content

Information-Dense
Highly concentrated value in every second of master footage.

Full of Reusable IP
Endless opportunities to repackage and license core assets.

Favoured by Platforms
Algorithmically prioritised across major social ecosystems.

LIQUID WORKFLOW

Easy to Atomise

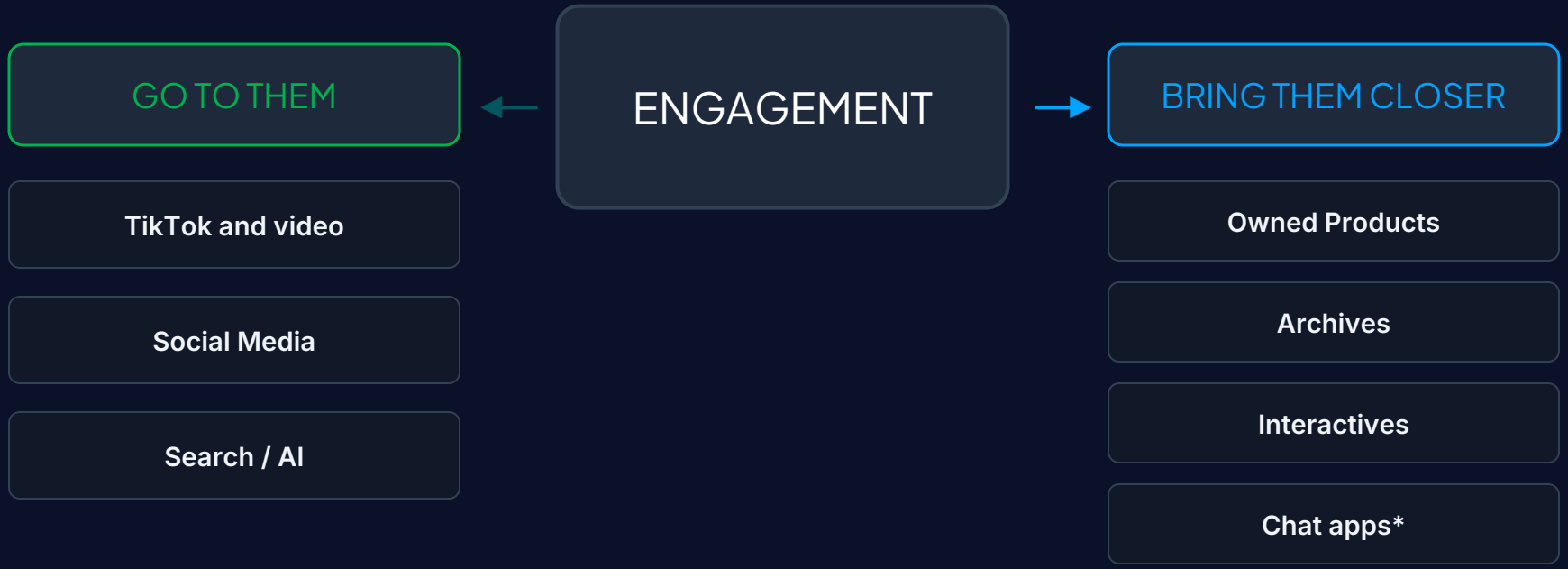
One single source of raw footage seamlessly morphs into multiple distinct format layers for distributed consumption.



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AUDIENCE ENGAGEMENT STRATEGY

Bringing the Audience Closer



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Liquid Content

From Static Archives to Active Interaction



The Gemini Notebook Experiment

Talk to Talking Point

We curated **240 episodes** from nearly 300, cleaned transcripts with a **Gemini Agent**, and embedded precise chapter markers to route users to the relevant timecode..

The Loyalty Goal: Can our journalism stay highly useful way past its first publish date?

Through experiments like a **Gemini Notebook**, we are actively transforming our vast historical archives of footage into reusable intellectual property.

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USING AUDIENCE INTELLIGENCE

Chat Apps: Using Data and AI to Drive Reach

Evolution: From writing assistant ➔ audience decision assistant

1

Chat app bot 1.0

Read the article and write an engaging blurb for WhatsApp and Telegram.

2

Chat app bot 2.0

Read the article and based on what we know does well, tell me how well you think this will perform.

3

Chat app bot 3.0

Active Testing

Updated prompt based on the latest audience data. Now in testing phase.

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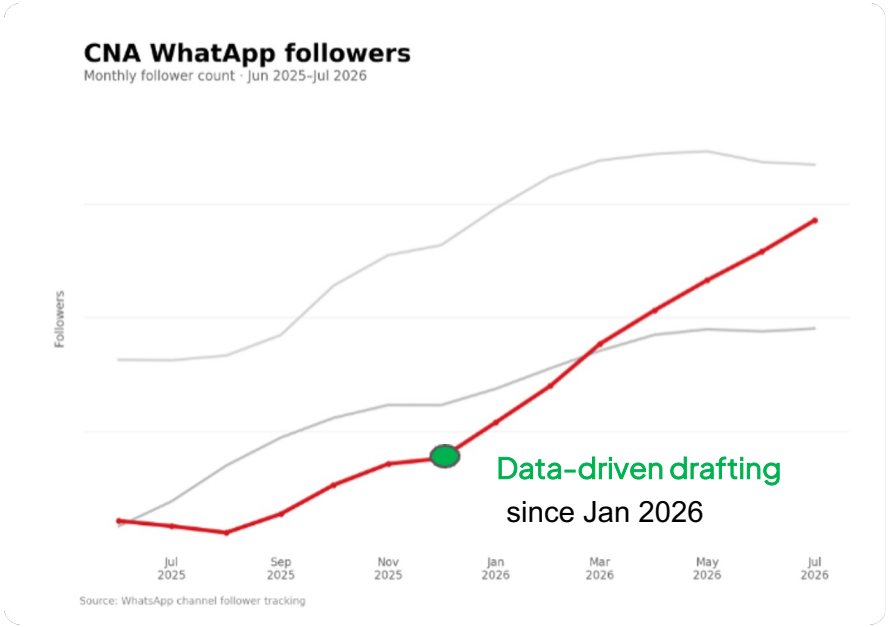
USING AUDIENCE INTELLIGENCE

Chat Apps: Using Data and AI to Drive Reach

KEY TAKEAWAY

Use audience data before publication – not just after it

After using regular data to drive how we draft chat app notifications and what stories we choose since Jan 2026, we have seen a regular rise in followers.



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The CNA App: Designing Repetition Through Daily Habits

Once we earn attention, we must design systems for repetition to retain it.



CNA FAST (Creating Routine)

Summaries of the top articles of the day, in an easy to read, quick swipe format. We enhanced it by delivering targeted, frictionless updates directly to the audience during key times.

CNA Games (A Fun Habit)

Cultivates an interactive, repeatable behavior on our owned platforms, transforming passive content consumers into active daily participants.

Together, these channels create more opportunities for repeated, intentional relationships.

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Building habits with CNA FAST

8.2

Avg FAST Cards Read per User

Users consume multiple FAST pages once they enter.

27%

Daily FAST Return Rate

FAST shows highly encouraging habit-forming potential.

+39%

Page views for H1 2026 vs H1 2025

Overall consumption is growing alongside repeat use.



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Getting more dwell time & sign-ups with CNA Games

7.1

Minutes Spent Per Visit

Deep engagement and longer sessions per user.

+87%

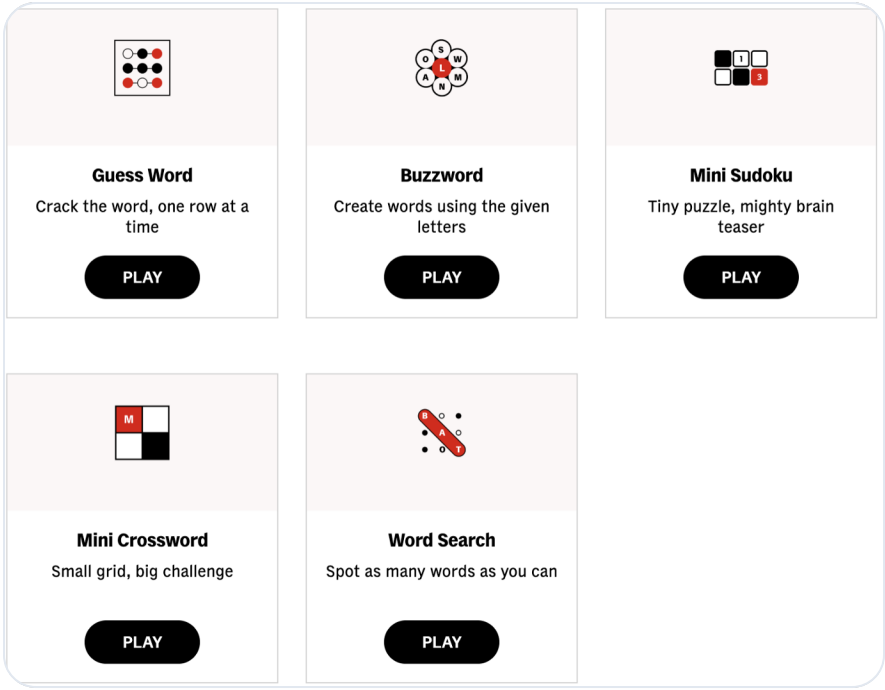
Monthly Avg Sign-ins

Compared to sign-ins in the previous quarter

+75%

Monthly Avg. Sign-ups

Rapid growth of sign-ups post-launch.



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From reach to loyalty: Three things we've learnt

Key takeaways from what we've tried and tested so far

1

Reach is still the start

Go where audiences already are.

2

Loyalty is repeated choice

Give people useful reasons to come back.

3

Let behaviour shape actions

Start with what you know about your audience to drive change

Did we give them a reason to choose us again?

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