

Milestones

September 1

AsiaOne, which manages the various Internet portals of SPH online publications such as AsiaOne.com, Straits Times Interactive (STI), Business Times Online and Zaobao.com, renamed SPH Internet Business.

September 13

Launch of Maxim Singapore by SPH Magazines. The monthly is the world's biggest men's general interest magazine, selling four million copies with 26 editions in 36 countries.



<< September 17

SPH and MediaCorp announce merging of mass-market television and free newspaper operations.



<< September 21

Smash hit musical Mamma Mia!, presented by The Straits Times, runs for three months till December at the Esplanade Theatre.

September 26

SPH receives the 13th Distinguished Patron of the Arts Award given by National Arts Council.



<< October

SPH Magazines launches another new magazine Simply Her which targets busy, multi-tasking career women in Singapore.

October 31

The Straits Times kicks off another round of School Pocket Money Fund activities which is SPH's biggest fund-raiser.

December 6

Dr Michael Fam and Mr Tang I-Fang, the two last founding members of the SPH Board of Directors, step down. Dr Fam and Mr Tang were with the Board since SPH was first established in August 1984.



<< December 6
 Sponsored by SPH, the SPH Tchaikovsky Festival features three concerts by the Russian National Orchestra at the Esplanade from Dec 6 to 8. Performing alongside the RNO is Singapore's violin prodigy Min Lee and Russian pianist Mikhail Rudy.



<< December 29
 SPH launches a nine-day public donation drive to raise funds and collect aid for tsunami-ravaged countries.

January
 The Straits Times launches IN magazine and a YouthInk section for youth readers. IN, a weekly student magazine, is distributed free with Monday's issue of the newspaper in secondary schools. YouthInk is a section specially for youth with stories written by students.

January
 SPH Magazines buys a 49 per cent stake in Thai publisher, Traffic Corner Publishing, for about \$3.3 million.



<< February 7
 70,000 flock to the opening of River Hong Bao 2005, the annual Chinese New Year celebration at Marina Promenade organised by Chinese Newspapers Division.

>> March
 Icon, Singapore's first Chinese language women's luxury magazine, is launched by SPH Magazines. Apart from newstands, the magazine is also distributed at country clubs, selected hotels, and on airlines.



>> March
 Two outstanding women – legal consultant Annabel Pennefather and national table tennis player Li Jia Wei, are honoured at the annual Her World Woman of the Year awards.



Milestones

(Cont'd)

>> April 1

SPH Magazines and Blu Inc and Magazines Incorporated come under the same roof at the Genting Lane office, which is named Media Centre in July.



May

Circulation comes up with a Free Holiday Newspapers for Charities programme which encourages subscribers to donate their newspapers to charity homes when they go on long vacations.

May 1

SPH launches the SPH Gift of Music, a year-long series of concerts to bring music to the community. The Singapore Symphony Orchestra kicks off the series with a concert at the new Shaw Foundation Symphony Stage at Botanic Gardens.



<< May 22

The annual New Paper Big Walk, into its 15th year, attracts over 50,000 walkers.



<< May 27

The World Book Fair celebrates its 20th anniversary. The annual book fair is organised by the Chinese Newspapers Division.

June 3

18 bright young students are offered the SPH scholarship to study in Singapore and other countries. They will return to work in the various newspapers.

>> June 19

More than 5,600 staff and their family members have a fun-filled time at the SPH Family Day at the Singapore Zoo.





<< July
Her World, Singapore's best-selling female magazine, turns 45 years old while Shape, the baby in the SPH Magazines' stable, celebrates its first anniversary.

>> July 3
The Straits Times kicks off its month-long 160th anniversary celebrations with a pop concert at the Botanic Gardens. It draws an estimated 10,000 readers and music lovers to the park.



>> July 5
Little Red Dot, an education supplement designed specially for primary school students, is launched. It is bundled with The Straits Times and delivered to subscribing schools every Tuesday.



<< July 23
The year's hottest pop concert ZPop zbNOW Concert, organised by Chinese Newspapers Division, raises over \$180,000 for 47 charity organisations through ticket sales.

>> August 3
Chairman of Mercy Relief Zulkifli Baharudin is awarded the Berita Harian of the Year award given by Berita Harian.



>> August 12
SPH donates \$160,000 to 16 charities caring for the needy elderly, as part of The Straits Times' 160th anniversary celebrations.



August 26
The Singapore Writers Festival, sponsored by SPH and SPH Foundation, brings together over 70 local and international writers from 16 countries with 88 programmes in the 10-day event for literary enthusiasts.



<< August 31
The New Paper Be Yourself Day, which allows students to come to school in their creative best, raises over \$97,000.