



South China Morning Post

# Building the China Portal

## An INMA World Congress Presentation

OUTDOOR

DIGITAL

ADVERTISING

EDITORIAL

EVENTS

CSR

MAGAZINES

RECRUITMENT

EDUCATION



*Landscape*



Chaos



# *Crossroads*



***Digital or Print?***

# *Positioning*

**Hong Kong's  
unique status:  
One Country  
Two Systems**



# *Audience*



**Today**

**30% North America**

**30% Europe**

**30% Asia and ROW**



# Focus

Politics &  
Policies



Technology



Economy



# Identity



**Who is China?**

**Unmask the unknown**







## Top 5 most secretive and mysterious research universities in China

Stephen Chen  
stephen.chen@scmp.com

PUBLISHED: Sunday, 19 April 2015, 5:31pm

UPDATED: Monday, 20 April 2015, 11:45am



## Top 5 most popular online-to-offline apps in China

Wu Hao  
hao.wu@scmp.com

PUBLISHED: Monday, 04 May 2015, 7:58am

UPDATED: Monday, 04 May 2015, 7:58am



## Top 5 must-see vehicles at Shanghai Auto Show

New lightweight Lamborghini sports car, which can accelerate from 0 to 100 km/h in only 2.8 seconds, among the must-see vehicles on display at Shanghai Auto Show

Erwing Man Ho in Shanghai  
erwin.ho@scmp.com

PUBLISHED: Monday, 20 April 2015, 1:06pm

UPDATED: Monday, 20 April 2015, 5:46pm



## Top 5 tech giants who shape Shenzhen, 'China's Silicon Valley'

He Huiqiang  
huiqiang.he@scmp.com

PUBLISHED: Friday, 17 April 2015, 12:16pm

UPDATED: Monday, 20 April 2015, 12:38pm



## Voices from Tiananmen



### China announces corruption probe into former security chief Zhou Yongkang

Official probe into Zhou Yongkang ends rule protecting party's highest officials from corruption charges - and strengthens President Xi's hand

Kate Zhu  
kate.zhu@scmp.com

PUBLISHED: Tuesday, 29 July 2014, 6:08pm  
UPDATED: Wednesday, 17 September 2014, 5:56am



### Former deputy finance minister Jin Liqun tipped to become head of China-led AIIB

Jin Liqun, front runner for AIIB's top job, has a reputation as a skilled troubleshooter

Victoria Ruan  
victoria.ruan@scmp.com

PUBLISHED: Friday, 03 April 2015, 4:48am  
UPDATED: Monday, 27 April 2015, 4:09pm



### People in Maoming and Shenzhen stage fresh protests over planned PX plant

Hundreds demonstrate in Maoming and Shenzhen against proposal; school pupil and parents asked to sign pledge not to join in

Li Jing  
jing.li@scmp.com

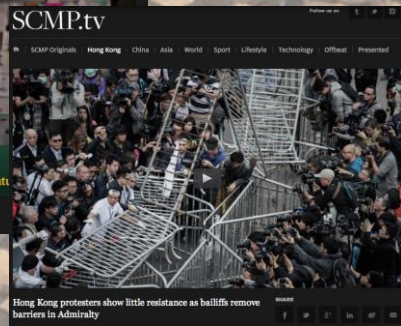
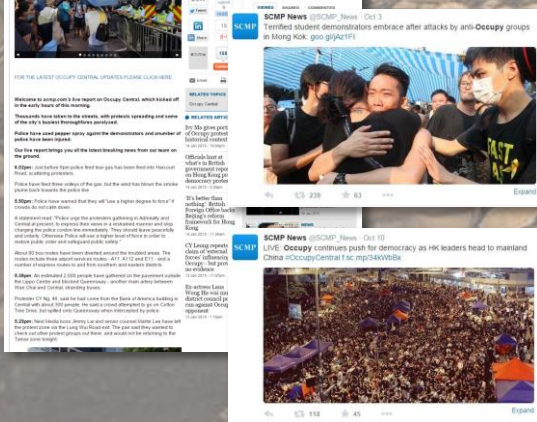
PUBLISHED: Saturday, 05 April 2014, 3:35am  
UPDATED: Saturday, 05 April 2014, 5:33am







# Integration



# Summary

1. **Find your niche, and *go all in*.**
2. **Embrace Social, but don't be all things to all people.**
3. **Keep it simple. Brevity *is* beautiful.**

**For questions, please contact:**

**Michael Chu**

Director, Group Marketing & Events

Tel: +852-2680-8189

Email: [michael.chu@scmp.com](mailto:michael.chu@scmp.com)

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*Make every day matter*