



**Asia-Pacific Media Alliance for Social Awareness**  
- A media collaboration for building public awareness -

**MEDIA RELEASE**

**Industry veteran joins Board of Directors of The Media Alliance**

**Singapore, 21 March 2012:** The Asia-Pacific Media Alliance for Social Awareness ('The Media Alliance') has announced the appointment of an Asian television industry veteran to its Board of Directors.

He is Robert Chua, the Chairman and Founder of the Health & Lifestyle Channel.

The Executive Chairman of The Media Alliance, David Astley, said he was delighted that Mr Chua had agreed to join the board given his production experience and wide industry connections gained from 48 years working in the broadcast industry in Australia, Singapore, Hong Kong and China.

"Robert's views on the power of the media to inform and influence social change are consistent with the mission of The Media Alliance", he said. "His many achievements in the creation of pro-social programming initiatives demonstrate that he recognizes the value of multi-sector partnerships in delivering public awareness campaigns that produce results."

In 1967 at the age of 21, Mr Chua helped launch TVB Hong Kong's first terrestrial TV channel and created the longest running 'live' variety show 'EYT' (Enjoy Yourself Tonight), and in 1973 the 'Miss Hong Kong Pageant.

In 1979, his company became the first foreign media company to enter the Chinese TV market.

In 1994 he founded a satellite channel CETV to broadcast across China. In late 2003 he sold his stake in CETV to his partner Time Warner to concentrate on pioneering the world's first 'cross-media' interactive channel TIC (The Interactive Channel) which was subsequently awarded the AFDESI 2006 'Best International Interactive Enhanced Television Award' in Cannes.

In mid-2007, TIC focused on health and lifestyle content and evolved into the 'cross-media' interactive 'Health & Lifestyle Channel' (HLC). All its 'live' shows are simulcast over the Internet and through 3G to enhance TV viewers' and Internet users' viewing experiences.

In 2010, Mr Chua co-founded a company that produces Blanc White nano-ceramic cookware [www.blancwok.com](http://www.blancwok.com).

He has been or is currently a board member of NATPE (USA), a committee member of the Advisory Board of 'Rose d'Or Festival' (Switzerland), a member of the Board of Governors of the 'Banff TV Festival' (Canada), an Honorary Committee member of the 'Monte Carlo TV Festival' and an Advisor to the 'Monaco Media Forum' (Monaco), a board member of 'FRAPA' (Germany), a consultant to the Shanghai Oriental TV Entertainment Channel and 'Channel Young' (SMG), and a guest professor for 'News and Media Studies' at Nanjing University, (China).

The Media Alliance's Board of Directors is responsible for the corporate governance of the organization which is registered as a non-profit company in Singapore.

Mr Chua's board appointment took effect on 21 March 2012.

The Media Alliance also has a Board of Advisors comprising senior level industry executives from around the Asia-Pacific region. These advisors provide high-level assistance in countries outside of Singapore and expertise from other industry sectors. A full listing of the Board of Advisors can be found on The Media Alliance's website at <http://www.mediaalliance.asia/board-of-advisors>

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The **Asia-Pacific Media Alliance for Social Awareness** ('The Media Alliance') is a Singapore-based non-profit organization formed through the involvement of a group of Asia-regional media industry executives and their companies. The Media Alliance was formed to leverage valuable media "inventory" or media space for the delivery of critical pro-social messaging through Public Service Advertising, entertainment and editorial content. The Media Alliance also leverages the contribution of creative expertise of advertising agencies in the production of high-quality campaigns designed to achieve maximum target audience penetration. The Media Alliance stakeholders include **(1) Media Companies**, including print, broadcaster, online, outdoor, cinema and in-flight who provide media space for pro-social campaigns; **(2) Advertising & Creative Agencies**, who contribute in-kind creative and production services **(3) International Development and Donor Organizations** working in sustainable development; and **(4) Private-sector Companies** supporting Corporate Social Responsibility initiatives.