

Winning works

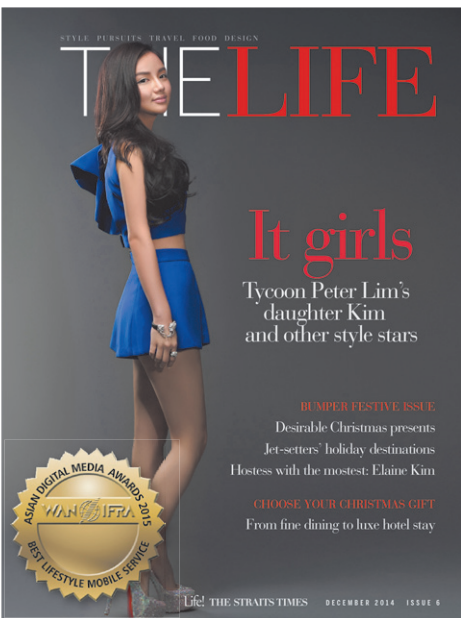
The Straits Times clinched 11 awards at the Asian Digital Media Awards this year, the biggest win so far for a publication since the annual awards started six years ago. Here's a look at the winning entries:



BEST NEWS WEBSITE

- **straitstimes.com (GOLD)**

The news portal of The Straits Times underwent a major revamp to mark the 170th anniversary of the newspaper, and to better showcase the best of its content across all platforms. One key feature is ST Now, a live blog that provides rolling coverage of breaking news from Singapore and around the world.



BEST LIFESTYLE MOBILE SERVICE

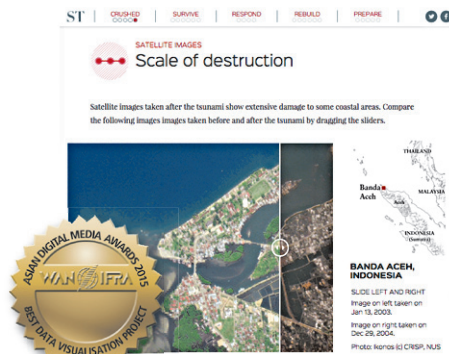
- **The Life E-book Series (GOLD)**

An interactive monthly lifestyle magazine with articles on style, design, pursuits, travel and food, with highly visual and interactive designs.

BEST ONLINE VIDEO

- **It Changed My Life (GOLD)**

A weekly video series that features Singaporeans who have overcome the odds to turn their lives around. Helmed by senior writer Wong Kim Hoh and directed by executive video journalist Shawn Lee Miller, the series began in November 2013.



BEST DATA VISUALISATION PROJECT

- **Ocean's Fury (GOLD)**

A cross-media project that marks the 10th anniversary of the Indian Ocean tsunami of 2004. Besides a 15-page package in the print edition of The Straits Times, there are also a microsite and an e-book that repackage some of the best content from the print package into a collection of essays for easy reading.



- **Who's Who of Orchard Road (SILVER)**

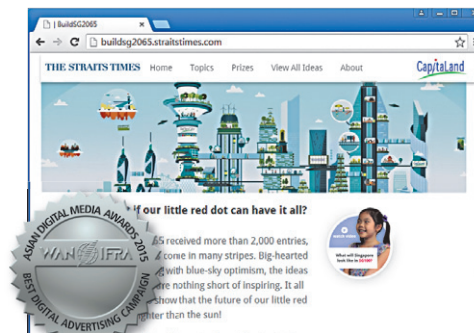
The interactive graphic not only offers readers a unique bird's eye view of Orchard Road, but also profiles the owners of key buildings along the stretch.



BEST MOBILE SERVICE

- **ST Mobile Apps (SILVER)**

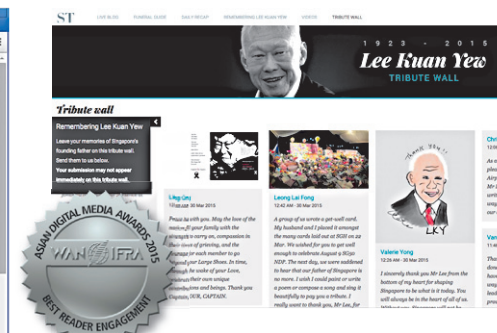
The Straits Times apps for iPhone and Android devices were redesigned and launched together with the revamped print edition of The Straits Times on July 1 this year, to celebrate the 170th anniversary of the newspaper. Besides more personalisation and sharing of the content, the apps also offer more video content.



BEST DIGITAL ADVERTISING CAMPAIGN

- **CapitaLand #BuildSG2065 (SILVER)**

A successful cross-media advertising campaign that got readers thinking and talking about what Singapore would be like in 2065. More than 2,000 readers submitted their ideas on how to improve their environment by the year 2065.



BEST READER ENGAGEMENT

- **Tribute Wall for Mr Lee Kuan Yew (SILVER)**

This interactive feature was part of the Remembering Lee Kuan Yew microsite that allowed readers and members of the public to submit their memories and tributes to the founding father of Singapore, who died in March this year.



BEST NEW PRODUCT

- **ST On Apple Watch (BRONZE)**

The Straits Times Apple Watch app is the latest offering from the newspaper to meet the needs of time-starved readers in the digital age. This platform provides readers with quick and easy access to breaking news and useful information.



BEST IN TABLET PUBLISHING

- **ST STAR E-books App (BRONZE)**

The Straits Times Star E-books app for iPhone and Android devices has had more than 250,000 downloads so far, with downloads for the books inside totalling more than 600,000. It features an online library of e-books, including Lee Kuan Yew: The Final Journey, which tells the story of the death of Singapore's founding Prime Minister and Singaporeans' overwhelming response; The Life, a monthly lifestyle magazine; and Ocean's Fury.

- **ST170: A Journey Together To Celebrate (SILVER)**

This is a multi-platform, multi-party effort to capture The Straits Times' 170-year history, and celebrate the milestone with various activities for its readers, stakeholders and staff. The key events, showcased in a microsite, included a three-month-long multimedia exhibition, an e-book, a concert and year-long ST170 treats for readers.