

SCMP

# SCMP.com Features Introduction



**South China Morning Post**

*Make every day matter*

# South China Morning Post

## Hong Kong's Number One English-language Newspaper

Since 1903, the *South China Morning Post* has been the gold standard of news publishing in the region, and has continued to build this reputation around the world.

Our credibility is founded on years of award-winning, world-class journalism, plus our deep understanding and interpretation of the issues locally, regionally and internationally. We deliver insights and expose important issues, earning us a reputation as the regional authority on current affairs.

Proven to be the most influential paper for elite business readers in Hong Kong, the *South China Morning Post* continues to maintain its widely respected position as the most important voice for reaching discerning audiences.



# 10 years at your fingertips



SCMP.com features Hong Kong's easiest-to-access and most comprehensive archive news source, allowing you to retrieve any article, image or key word published in the South China Morning Post in the past 10 years. You can sub-select by subject and section category, in a newly built archive management system that gives you flexibility, deep content and speed.



# SCMP Main

Our Main section features insightful and up-to-date news , analysis and commentary.



- Connects our readers with relevant news, analysis, features and columns spanning Hong Kong, the mainland, Asia and the world.
- Daily sections include: Day by Day, Focus, China, Asia, World, Opinion and Insights.
- Features regular columns: China Briefing by Wang Xiangwei, and Green Matters by Shi Jiangtao

# SCMP Business

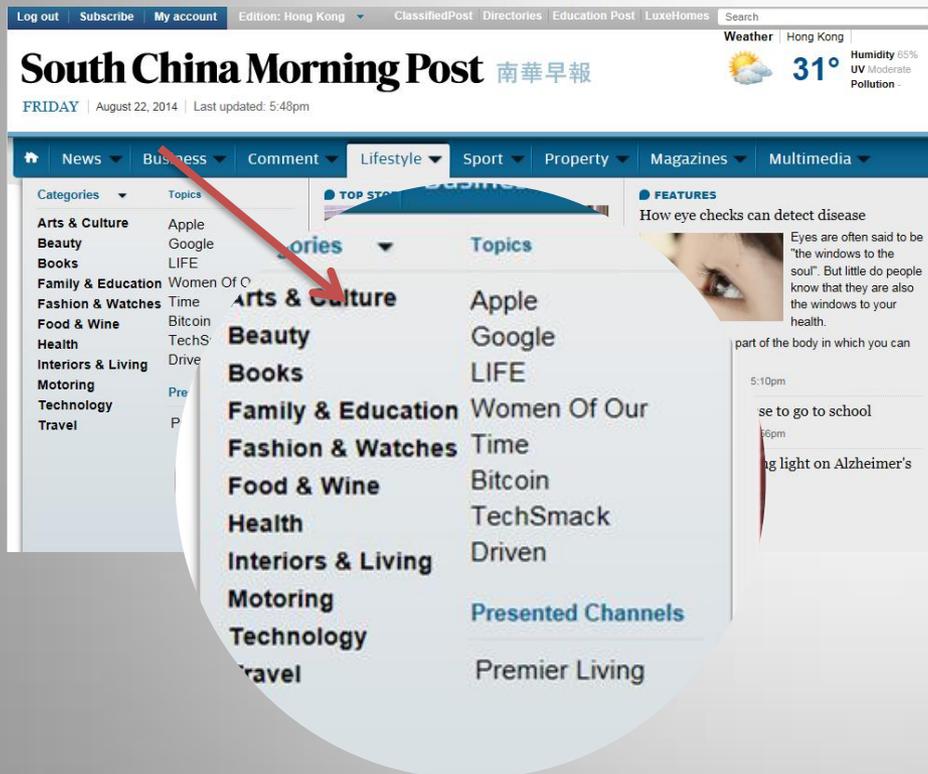
Hong Kong's business leaders need a source of information they can trust, which is why the South China Morning Post is the number one publication for Hong Kong's business elite.

The screenshot shows the South China Morning Post website interface. At the top, there is a navigation bar with links for Login, Subscribe, and Edition: Hong Kong. Below this is the main header with the newspaper's name 'South China Morning Post' and '南華早報', along with the date 'THURSDAY August 21, 2014' and weather information for Hong Kong (29°C, Humidity 73%, UV Low, Pollution). The main navigation menu includes News, Business, Comment, Lifestyle, Sport, Property, Magazines, and Multimedia. A red arrow points to the 'Business' dropdown menu, which is expanded to show a list of categories and topics. The categories listed are Money, Investor Relations, Companies, Banking & Finance, Economy, Commodities, and China Business. The topics listed are Chart Book, Sina Weibo, Chinese Economy, Yuan, People's Bank of China, Energy, and Bitcoin. Below the categories and topics, there is a section for 'Presented Channels' which includes MBA Education, Entrepreneurship, Special Reports, and Jobs and Career.

- Covers major business stories, industry updates, management issues, legal advice, executive moves and more.
- Regular features: Monitor by Tom Holland, Jake's View by Jake van der Kamp, and Lai See, a lighthearted look at the world of business.

# SCMP Lifestyle

Hong Kong's vibrant community wants to know what's going on in town. The Lifestyle section is the place to go for the latest news from the city that never sleeps, as well as a guide to understanding Hong Kong, and a forum for debate and action.



- Features key news and information about Hong Kong
- Covers Arts& culture; beauty, food & wine; style & living, etc

# SCMP Property

The Property section provides readers with expert articles on the local, regional and international real estate markets. Showcasing Hong Kong's top real estate for sale or rent, as well as indispensable insights into interior design, this weekly section is a valuable source of information for property investors and homemakers alike.

The image shows a screenshot of the SCMP Property section website. The top navigation bar includes links for News, Business, Comment, Lifestyle, Sport, Property, Magazines, and Multimedia. Below this, there are sections for Categories and TOPICS. The main content area features a 'TOP STORY' section with a featured article titled 'Lukewarm retail response sees China Vast to international IPO offering'. A circular callout highlights the 'TOPICS' list, which includes: Hong Kong & China, International, Experts Q&A, LUXE Homes, and At Your Service. The corresponding entities listed are: Chinachem, Cheung Kong, Sun Hung Kai Properties, Kerry Properties, Wheelock Properties, Hongkong Land, and China Overseas Land & Investment. A red arrow points from the 'Hong Kong & China' topic to the 'International' topic.

News Business Comment Lifestyle Sport Property Magazines Multimedia

Categories TOPICS

Hong Kong & China  
International  
Experts Q&A  
LUXE Homes  
At Your Service

Chinachem  
Cheung Kong  
Sun Hung Kai Properties  
Kerry Properties  
Wheelock Properties  
Hongkong Land  
China Overseas Land & Investment

Presented Channels

International  
Property

TOP STORY

Business

FEATURES

Lukewarm retail response sees China Vast to international IPO offering

China Vast Industrial Urban Development has not attracted enough retail investors to buy its new shares, with its initial public offering

ed.

for 681.3m yuan

up sales drive to

# SCMP Magazines

Unlimited access to SCMP Magazines, including Style Magazine; Post Magazine; 48 hrs and other glossy magazines.

The screenshot shows the SCMP website's navigation bar with the following items: News, Business, Comment, Lifestyle, Sport, Property, **Magazines** (highlighted with a red box), and Multimedia. Below the navigation bar, the 'Magazines' section is divided into 'Featured Magazines' and 'Other Magazines'. The 'Featured Magazines' section includes:

- 48hrs** (21 AUG 2014)
- Money** (7 APR 2014)
- Good Eating** (18 JUN 2014)
- Post Magazine** (17 AUG 2014)
- Style** (3 AUG 2014)

The 'Other Magazines' section includes:

- \* 100 Top Tables
- \* Women Of Our Time

The main content area features three featured articles:

- 48hrs** (21 AUG 2014): **A violent Sin City sequel gives Robert Rodriguez and Frank Miller fans what they want**. A photograph of a woman in a dark coat is shown. Text: "Nine years on from the original, the Sin City sequel delivers more politically incorrect thrills and spills."
- Post Magazine** (17 AUG 2014): **A life sentence: Cambodia's acid-attack victims face an agonising future**. A photograph of a woman sitting on a bed is shown. Text: "Gruesomely disfigured, shunned by society and often penniless, victims deal with the harsh realities caused by a malicious attack, writes Tibor Krausz."
- Shipping out: the Panama Canal at 100**. A photograph of a canal is shown. Text: "Friday marked the 100th anniversary of the opening of the Panama Canal."
- Power play: China and India jostle for influence in Nepal**. A photograph of a group of people is shown. Text: "It's July 6 and, on a rundown bridge in Kathmandu, half a dozen police o

Additional featured articles include:

- Handmade desserts are the coolest things**: Artisan ices (with a photograph of a dessert).
- Video games as a global spectator sport**: An Olympic event it isn't (yet) but professional video game playing, or [Examinat](#) (with a photograph of a video game scene).

# SCMP Multimedia

Enjoy SCMP infographics, Today in pictures & videos at our multimedia sections. With special multimedia features of Edward Snowden and many more.

The screenshot displays the SCMP Multimedia section with a navigation bar at the top containing: News, Business, Comment, Lifestyle, Sport, Property, Magazines, and Multimedia (highlighted with a red box). Below the navigation bar, the content is organized into three main columns:

- INFOGRAPHICS:** Features an infographic titled "LEADERSHIP INFOGRAPHIC: The legend of Deng Xiaoping" dated 22 Aug 2014 - 9:47am. Below it is another infographic titled "INFOGRAPHIC: The Premier League back in action" dated 19 Aug 2014.
- IN PICTURES:** Features a "Today in Photos, August 22" section dated 22 Aug 2014, and a "Today in Photos, August 21" section dated 21 Aug 2014.
- VIDEOS:** Features a video titled "CHINA China's mixed martial artists rising up from the fields" dated Aug 22, 2014 | 2:20.

At the bottom of the page, there is a horizontal carousel of featured multimedia items:

- In the eye of the storm:** Typhoons in Hong Kong
- Chic Chat with Hugh Jackman**
- The forgotten army of the first world war:** How Chinese labourers helped shape Europe
- INFOGRAPHIC:** Why China is the real winner at the World Cup
- Multimedia:** Edward Snowden in Hong Kong
- Voices from Tiananmen:** Eyewitnesses look back to the spring of 1989