

Microsoft, Accenture in MediaCorp deal

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Microsoft, together with Accenture and Avanade, will be building an integrated broadcast system for Singapore's MediaCorp.

Led by management consultants Accenture, the new system will allow broadcasters to create and manage services, thereby streamlining MediaCorp's business, including program planning, scheduling, airtime sales and finance processes.

"As one of the region's most established broadcasters, we need to be prepared to take advantage of new opportunities," said Henry Lim, deputy group chief executive officer of group services at MediaCorp. "By working with Accenture, Avanade and Microsoft and our internal IT teams, we are building a solution that will leverage our capabilities to support the current and future needs of our television businesses."

MediaCorp is Singapore's biggest broadcaster while Avande is a technology integrator specializing in the Microsoft platform.

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