



SCMP ePaper Features Introduction

AUGUST 2018



South China Morning Post

Who are we?

South China Morning Post is a leading news media company that has reported on China and Asia for more than a century with global impact.

Founded: 1903

Vision: "Elevate Thought"

Mission: "Lead the global conversation about China"

China Focus



- Following the rise of the Chinese economy, interest in the statistics and information coming from China is intensifying.
- The ever growing Foreign Direct Investment in China reflects that overseas investors keep putting an eye on China's businesses and market opportunities.
- China-focused research and business programs are on the rise among top universities (e.g. Harvard, MIT, Yale, Oxford, etc.)



E

ELECTRONIC

--- Digital replica of the full printed newspaper (1 Aug 2018 - onward)

P

PORTABLE

--- Available on desktop and mobile as well as accessible on your tablet

A

AUDIO-VISUAL

--- Text to speech. Learn English on the road.



P

POST & KEYWORD SEARCH

--- Advanced search function enabled for full text and keyword



SCMP.com: SCMP ePaper:



E

ENRICHMENT

--- SCMP (News, Business, Features), Post Magazine, This Week in Asia, Racing Post

R

READER FRIENDLY

--- Mobile responsive. Tap/Pinch to zoom interface



South China Morning Post

Audio- Visual

Read Aloud Mode



Button for PLAY/STOP



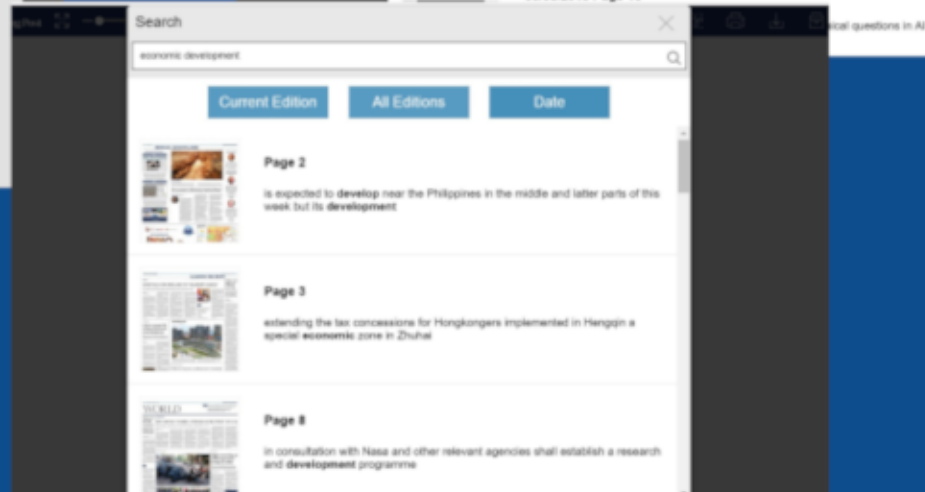
Highlight the text you wish to be read



Full Text Search

Select Date Range

Search Button



Search Options:
- Current Edition
- All Editions
- Date



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 are navigation 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°', 'Humidity 73%', 'UV Low', and 'Pollution'. A blue navigation bar contains categories: '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 sub-categories: 'Money', 'Investor Relations', 'Companies', 'Banking & Finance', 'Economy', 'Commodities', and 'China Business'. Below this, there are 'Presented Channels' including 'MBA Education', 'Entrepreneurship', 'Special Reports', and 'Jobs and Career'. The main content area features a 'TOP STORY' with a photo of a group of people and a 'FEATURES' section with a photo of a man in a suit and a headline about China's strategy.

- 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.

The screenshot shows the South China Morning Post website interface. At the top, there are navigation links for 'Log out', 'Subscribe', and 'My account'. The main header includes the site name 'South China Morning Post' and '南華早報', along with weather information for Hong Kong (31°C, Humidity 65%, UV Moderate, Pollution). Below the header is a navigation bar with categories: News, Business, Comment, Lifestyle, Sport, Property, Magazines, and Multimedia. A red arrow points to the 'Lifestyle' dropdown menu, which is expanded to show a list of sub-categories: Arts & Culture, Beauty, Books, Family & Education, Fashion & Watches, Food & Wine, Health, Interiors & Living, Motoring, Technology, and Travel. To the right of the menu, there are 'Topics' listed: Apple, Google, LIFE, Women Of Our, Time, Bitcoin, TechSmack, Driven, and Premier Living. The background shows a featured article titled 'How eye checks can detect disease' with a sub-headline 'Eyes are often said to be "The windows to the soul". But little do people know that they are also the windows to your health.'

- 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 two main sections: 'TOPICS' and 'FEATURES'. The 'TOPICS' section is highlighted with a red arrow pointing to a list of categories: Hong Kong & China, International, Experts Q&A, LUXE Homes, and At Your Service. The 'FEATURES' section displays a featured article titled 'Lukewarm retail response sees China Vast to international IPO offering' with a sub-headline 'China Vest Industrial Urban Development has not attracted enough retail investors to buy its new shares, with its initial public offering' and a price tag 'for 681.3m yuan'. The 'TOPICS' list also includes sub-topics like Chinachem, Cheung Kong, Sun Hung Kai Properties, Kerry Properties, Wheelock Properties, Hongkong Land, and China Overseas Land & Investment.

Categories	TOPICS
Hong Kong & China	Chinachem
International	Cheung Kong
Experts Q&A	Sun Hung Kai Properties
LUXE Homes	Kerry Properties
At Your Service	Wheelock Properties
	Hongkong Land
	China Overseas Land & Investment
Presented Channels	
	International
	Property

SCMP Magazines

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

The screenshot displays the SCMP website's navigation and content. The top navigation bar includes: News, Business, Comment, Lifestyle, Sport, Property, **Magazines** (highlighted with a red box), and Multimedia. Below the navigation, the 'Featured Magazines' section lists: 48hrs (21 AUG 2014), Money (7 APR 2014), Good Eating (18 JUN 2014), Post Magazine (17 AUG 2014), and Style (3 AUG 2014). Under 'Other Magazines', there are links for '* 100 Top Tables' and '* Women Of Our Time'. The main content area features two columns of articles. The left column has an article from 48hrs (21 AUG 2014) titled 'A violent Sin City sequel gives Robert Rodriguez and Frank Miller fans what they want', with a sub-headline 'Nine years on from the original, the Sin City sequel delivers more politically incorrect thrills and spills.' Below it are two more articles: 'Handmade desserts are the coolest things' (Artisan ices) and 'Video games as a global spectator sport' (An Olympic event it isn't (yet) but professional video game playing, or [Expanded](#)). The right column has an article from Post Magazine (17 AUG 2014) titled 'A life sentence: Cambodia's acid-attack victims face an agonising future', with a sub-headline 'Gruesomely disfigured, shunned by society and often penniless, victims deal with the harsh realities caused by a malicious attack, writes Tibor Krausz.' Below it are two more articles: 'Shipping out: the Panama Canal at 100' (Friday marked the 100th anniversary of the opening of the Panama Canal,) and 'Power play: China and India jostle for influence in Nepal' (It's July 6 and, on a rundown bridge in Kathmandu, half a dozen police o

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). The main content is organized into three 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 "PHOTOS Today in Photos, August 22" dated 22 Aug 2014, and "Today in Photos, August 21" 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.

A horizontal scroll bar at the bottom shows additional featured content:

- "In the eye of the storm: How deadly typhoons have changed the face of Hong Kong" (with typhoon image)
- "Chic Chat with Hugh Jackman" (with Hugh Jackman image)
- "The forgotten army of the first world war: How Chinese labourers helped shape Europe" (with WWI image)
- "INFOGRAPHIC: Why China is the real winner at the World Cup" (with World Cup infographic)
- "Multimedia: Edward Snowden in Hong Kong" (with Edward Snowden image)
- "Voices from Tiananmen: Eyewitnesses look back to the spring of 1989" (with Tiananmen image)