

MEDIA RELEASE

For Immediate Release

NBDCS AND SAMSUNG CONTINUE THEIR PARTNERSHIP AND ANNOUNCE THE SECOND ITERATION OF THEIR ASEAN AWARD

The Samsung KidsTime™ Author Award 2016 will continue to give writers and illustrators a platform for wider exposure outside their home nations.

Singapore, 21 October 2015 – In partnership with Samsung Electronics (Samsung), the National Book Development Council of Singapore (The Book Council) is excited to announce the second iteration of the Samsung KidsTime™ Authors' Award (SKTAA)! Supported by Samsung and organised by the Book Council, this award will seek to give both published and unpublished authors the chance to see their works turned into mobile apps. The SKTAA is open to all authors of ASEAN nationality, and every nation could have up to two Grand Prize winners and eight Second Prize winners!

2 The Grand Prize winners will receive an SGD \$2,000 cash prize, and their winning work will be turned into a mobile app that will be exclusively available on the Samsung KidsTime™ mobile platform for a period of 12 months. Second Prize winners will also see their work exclusively featured on the Samsung KidsTime™ mobile platform for 12 months.

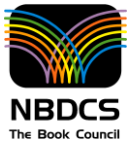
3 Executive Director of the National Book Development Council of Singapore Mr R Ramachandran says, "After last year's impressive slate of submissions and winners, we are very excited to see what amazing work we'll receive in this second edition. Samsung has been busy creating the apps for the 2015 winners in their native languages, and the Book Council is very happy to be part of this effort to promote and provide more literary works from Asian writers to a wider regional and international audience."

4 Nicholas Wodtke, Vice President, Media Solution Center, Southeast Asia & Oceania, Samsung Electronics said, "We are proud and honoured to be able to help support reading by transforming these physical book submissions into digital titles that will come alive on our Samsung Tablets. Our mission with Samsung KidsTime™ is to be 'more than play'. Promoting literacy and learning is key to supporting this goal."

5 The SKTAA 2015 is now open for submissions until 1 February 2016. The award is open to authors and publishers of picture books for 3-10-year-olds and in all native languages, and requires an English translation only for the purposes of assessment. The winners will be officially announced in May 2016 during the Asian Festival of Children's Content, which they will be invited to.

(For more details on the competition and prize categories, please refer to the Official Rules & Regulations.)

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About Samsung KidsTime™

Samsung KidsTime™ is a children's content subscription service for Samsung tablets and provides parental time control, personalised usage reports, with access to a carefully curated set of edutainment apps and eBooks. The content and service caters to parents from the age of 3 to 10 years old and is focused on learning through play.

About the National Book Development Council of Singapore

The National Book Development Council of Singapore (The Book Council) is a non-profit, charitable organisation committed to addressing the needs of publishers, book suppliers, and libraries, as well as the reading and writing communities. Founded in 1969, the Book Council has been setting the stage for a vibrant literary arts community in Singapore for the past four decades. For more information, visit: <http://bookcouncil.sg/>