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Keeping abreast: Ong (second from right) visiting the new media section at The Star Gallery at Menara Star yesterday. With him are (from left) The Star group managing director and chief executive officer Datin Linda Ngiem, The Star group chief editor Datuk Seri Wong Chun Wai, Star Publications (M) Berhad executive deputy chairman Datuk Clement Hii and Star Publications executive director Ng Beng Lye.

Ong: Create more space for the young

'Allow them to participate in new media'

By **NG CHENG YEE** and **YUEN MEIKENG**
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PETALING JAYA: Young people should be given more space to participate in the new media, said MCA president Datuk Seri Ong Tee Keat.

Ong said media organisations must be accommodating and inclusive of the voices of the younger generation.

"The public expectations and demand of the media have been escalating and this is the reality that we need to grapple with.

"It is important to be youthful at heart to know what young people wanted and expected," he said in his speech during his visit to Menara Star yesterday.

Ong said the audience these days could no longer be compared with those in the 1980s or 1990s, and newspaper organisations must

explore all possibilities to venture into new frontiers.

Offering his views, Ong, who said he has been a regular reader of *The Star* since he was young, suggested that the group should also establish news portals in other languages to capture different sectors of readership.

"Even during these tough times, media organisations must be willing to undergo transformation in anticipation of positive results," he said.

Earlier, Ong was given a briefing on the various achievements and advancements the Star Media Group had made in electronic and digital media.

He was told that *The Star Online* had 55 million page views per month while the Bahasa Malaysia news portal *mStar* had 3.5 million.

Ong was also given a preview of the latest portal to be rolled out soon on property.

The Star aims to strengthen its online service with multimedia

PETALING JAYA: Multimedia is the way to go for *The Star* to further strengthen its strong online presence, said Star Publications (M) Berhad executive deputy chairman Datuk Clement Hii.

He said the group's evolution, with three of its subsidiaries securing Multimedia Super Corridor (MSC) status, would pave the way for it to transform from a one-time print publication to an all-encompassing media group.

"It will allow us to meet the many demands of our consumers today and the future," he said at a ceremony to welcome Transport Minister and MCA president Datuk Seri Ong Tee Keat to Menara Star yesterday.

He said one of its MSC companies would own an enhanced version of *The Star Online* website, which would help transfer vital and substantial areas of its business to the online

and mobile scene.

"Our second MSC-status company is developing a comprehensive job portal that will empower jobseekers and skilled individuals to stand out in today's competitive and borderless environment," he said.

He said its third MSC-status company would launch a property portal that would provide a host of powerful tools to the real estate market.

Hii said the group's venture into the new media and online operations had impacted the way its staff carried out their work.

"Our journalists today do not just provide coverage of events in prints and online but they SMS it, put it on Facebook, tweet updates on Twitter directly from the scene.

"We deliver our stories now and across multiple channels," he said.