

ProAudioAsia

TSL opens representative office in Singapore



SINGAPORE: TSL has announced it will open a representative office in Singapore, which will be managed by international broadcast ‘media expert’ John Wigglesworth.

Mr Wigglesworth previously held the title of head of production and post-production at Star TV in Hong Kong, then worked at Ascent Media Singapore in a large creative services facility in South East Asia. Establishing his own consultancy in 2004, Mr Wigglesworth advised international clients such as Technicolor and Red Bee Media on their broadcast and digital media strategies throughout the region.

‘Asia is likely to see healthy growth in the coming years, with expanding economies in countries such as Vietnam joining the massive growth in India and China,’ asserted David Phillips, MD of TSL. ‘As we showed in the Middle East with the investment in our Dubai facility, it is vital to commit to a market through an on-the-ground presence,’ he explained.

‘John Wigglesworth knows the regional market well, and has significant experience translating the commercial and creative aspirations of broadcasters and content distributors into practical technology solutions,’ he added. ‘He is the perfect choice for TSL and I’m sure he will be a great ambassador for the company,’ he enthused.

Describing the pace of change in Asia as ‘relentless’, Mr Wigglesworth added that, in his opinion, ‘both new and incumbent media players have to react fast to avoid losing audience share to innovative distribution platforms and disruptive markets. These companies increasingly value knowledgeable, independent advice when scoping a project, re-defining workflows, creating solutions, integrating increasingly IT based systems, then delivering long term support – and these are exactly the skills that TSL is known for.

‘I am looking forward to the challenges of establishing TSL in Singapore and bringing their experience and expertise to clients in the region,’ he concluded.