Journalists' Working Status and News Gathering Habits in Asia Pacific
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The proliferation of digital and social media is rapidly changing the landscape of newsrooms – the 24/7 news cycle turnaround has become swifter and news gets published first online before appearing in print the next day. Social media has become a powerful tool in helping journalists monitor and gather breaking news, spread vital information using various avenues including live streaming apps and hashtags, as well as engage with their audiences. Additionally, the decrease in attention span in this age of smartphones has placed more emphasis on visual content, prompting the use of more multimedia assets in news stories.

As the media landscape evolves rapidly, so do the working habits and needs of journalists. Hence, PR and corporate communications professionals are required to keep abreast of the latest media developments and trends to better understand how they can engage with the media and strengthen the symbiotic relationship.

During the first half of 2016, PR Newswire conducted a survey on journalists’ working status and news gathering habits in six key locations in Asia-Pacific – Australia, Hong Kong, Indonesia, Malaysia, Singapore and Taiwan. The survey garnered responses from a total of 482 journalists.
Our survey shows that while social media has become a popular news source for journalists, official press releases are still viewed as a trusted and useful source of information. Furthermore, media professionals find it increasingly important to diversify their capabilities in the digital age and be knowledgeable about skills such as video editing, HTML and creation of infographics.

**This white paper will shed light on:**

- The various skills that journalists aim to acquire;
- Channels used by journalists to obtain and keep up with the latest information;
- Information that journalists wish to see in press releases;
- Journalists’ trusted sources when verifying fact;
- How journalists measure the success of their news stories.

The report also contains a checklist for successful pitching, touching on aspects such as timing, preferred mode of contact and factors that would make the media more open to communicating with PR and corporate communications professionals.

**Acknowledgement**

We would like to express our heartfelt thanks to our supporting partners – Online News Association Singapore, Singapore Press Club and Media Publishers Association Singapore – for promoting this survey among its members via EDM and social media.
Working status and news gathering habits
Trusted sources and the importance of newsworthiness

Majority of the respondents (62%) write approximately one to five news articles per week, and 71% of the 482 journalists went on to indicate they either republish or edit up to 20 articles. On average, over 48% require two to five hours to verify the information collected while 20% said they are able to complete the verification of data within an hour.

One essential thing the journalists surveyed look out for when sourcing for news is the newsworthiness of the stories. PR and corporate communications professionals can provide interesting storytelling angles when pitching by keeping in mind the factors of a newsworthy story – timeliness, proximity, prominence, conflict, novelty and human interest.

Number of original articles write in each week
(Content that is 100% original, not a rewrite, summary or compilation of network news)

- 1-5 articles: 62%
- 6-10 articles: 21%
- 11-20 articles: 9%
- More than 20 articles: 4%
- Very Few: 4%

Average time to complete the collection and verification of data when writing a piece of original, time-sensitive content

- Within 1 hour: 48%
- 1-2 hours: 16%
- 2-5 hours: 16%
- 6-10 hours: 20%
- More than 10 hours: 9%
- Other: 5%
- Very Few: 4%
What this means for brands:
Non-news content can be a tough sell to journalists. View your brand as a useful resource to the journalist communities by paying attention to the value of news before writing a press release.
Trusted sources and the importance of newsworthiness

In October 2015, Goldman Sachs announced that it would be releasing its earnings on Twitter instead of using newswires. Does this signify the beginning of the end of the press release in the digital era? The answer is an unequivocal no as press releases topped the list of trusted sources (22%) used by survey respondents to verify a fact, followed by corporate communications spokesperson (21%) and company’s official website (19%).

The rise of various websites, blogs and social media platforms has allowed for many discussions to take place, increasing the possibility of readers getting distracted by meaningless or inaccurate information. Hence, journalists still view press releases as an authoritative source to obtain and verify facts, in addition to gathering news from social media and other online platforms.

Press releases also serve as a one-stop source of information for journalists by providing additional information and multimedia, statistics and analysis. For instance, multimedia news releases such as those by Vivid Sydney, Marina Bay Sands’ ArtScience Museum and Asia Plantation Capital function as digital press kits for journalists by including multimedia assets, related documents and social media widgets. This reduces the time taken to research on a company when writing a news story.

Most trusted sources when writing a news report or verifying a fact
(Respondents can choose a maximum of 5 choices)

- Official press release: 22%
- Corporate communications spokesperson: 21%
- Company’s official website: 19%
- Third party experts: 12%
- Company’s official Facebook and Twitter accounts: 10%
- Information published by other media: 7%
- Information retrieved through search engines: 6%
- Information on Weibo, Facebook, Twitter, QQ and WeChat: 1%
- Information disseminated through blogs/BBSs: 1%
- Others: 1%
Social media has evolved a lot—before it would be all about you, and now it’s more about sharing news—but it is still far too chaotic to be a reliable source of news.

The press releases that are of most valuable are those that have a genuine news story attached to them, either breaking news or an interesting story angle. This is potential content and therefore valuable.

They [Press releases] exist to help journalists who are crunched for time figure out very quickly if a story is worth telling by providing the angle of the story, facts and quotes. A journalist pressed for time can lift one or two quotes without having to reach out to the PR spokesperson, which is really helpful.
Frequently used channels for news gathering

Journalists across the six key markets use different channels to stay up-to-date with news. While search engines are the most popular channel for Australian journalists (91%), social media came in top for respondents in Hong Kong, Indonesia, Malaysia and Singapore. Whereas in Taiwan, email, social media, websites and search engines were equally popular choices.

Asia-Pacific accounts for slightly over 52% of the global social media users and the social network user penetration for Southeast Asia is over 70%, which explains why social media was a popular choice for respondents in Hong Kong, Indonesia, Malaysia and Singapore. Additionally, survey results further reinforces the trend that readers use social media to keep up with the news.

Besides using social media to stay on top of issues, journalists across the board also use it to monitor data issued by relevant parties for a developing story (18%), source for more background information (15%) and contact specific individuals concerning the news topic (10%).

What this means for brands:

- Maintain a constant social media presence via your corporate accounts and use them to pitch. As media professionals are receiving countless emails daily, pitching via social media is one way to help your brand stand out among the crowd. Start the conversation by crafting a “tweetable” headline, for example, before switching to emails and a press release containing more details.

- Social media outreach: Besides standing out, brands can use social media to engage with media professionals and build a good relationship. Positive interactions help boost brand influence and credibility.

- Hashtag keywords to increase the visibility of your posts on Twitter and Facebook.

Frequently used channels for news gathering

Kitman Tam  
Editor, PCCW New Media - Hong Kong

*Facebook, Instagram, Weibo, etc. All sorts of social media become more and more popular. Many celebrities and corporate set up their page to post their latest update. I now search the above mentioned social media in order to know the latest trend and hot topics.*

Blair Hu  
Reporter, Taiwan Trade Insight Biweekly - Taiwan

*In the era of digital age, information transfer rapidly. People read latest news from social media, apart from newspapers, magazines. So, I believe well running social media platform, e.g. Facebook, Instagram are very important to help audience to get more information.*

Angie Tan  
Editor-in-Chief, Pamper.my - Malaysia

*Nowadays social media is one of the important channels to obtain quick information that we need.*
Measuring the success of news stories

Back when print media was at its peak, circulation rates were commonly used to determine the success of a newspaper or magazine and few options were available to ascertain the popularity of a specific news article and its reader demographics. The advent of social media has allowed media outlets to measure the success of their news stories in the form of likes, shares, hits/views and retweets, as well as made those stories available to a wider audience.

Out of the five choices available, the number of readers/hits (29%), amount of shares on social media (22%), and the attention and impact directly triggered by the news report (20%) were the three methods most frequently used by respondents to assess their story’s success.

Tip for brands:
A large number of likes on a news story might seem impressive at first glance, but those do not necessarily mean that readers have clicked through to read your article. One effective way to ascertain the quality and success of your story, besides the number of hits, is to analyse the average time readers spend on your article as it provides a better gauge of reader engagement.

The fact that people are sharing your article means it resonates with them or they feel that your article is very valuable. That is a good measure for you to tell whether you are producing content valuable to your reader. Another way to tell the success or popularity of your article is by how long an average person stays on your article. If it is longer than two to four minutes, that means they are actually taking the time to read it, as compared to an article containing irrelevant content and a clickbait headline.
Are journalists happy with their jobs?

Most of the respondents, whose age ranges are between 21-30 (40%) and 31-40 (30%), have expressed satisfaction with their current job (55%), and an overwhelming 84% intend to continue working in the editorial team for the next five years. The results are heartening as it implies that journalists do see potential to grow their careers within the media industry. Although contented, media professionals do see the need to enrich themselves and acquire more skills to better adapt to the changing media environment.

Juliana Rasul
Deputy Digital Editor, The New Paper - Singapore

Journalists realise they have to think of new ways to tell stories, and that usually includes multimedia. Increasingly, the multimedia aspect also includes coding. If you look at some of the award-winning stuff done by Singapore Press Holdings and other media outlets, a lot of it is a combination of a beautifully coded website, an infographic and a compelling video. So, all this contributes to what the face of journalism has already become and it’s just going to be more of that in the future. Video editing and HTML are very useful skills. It’s not so much of the journalists becoming experts, but more of them knowing the basics. Then, they’ll understand how to plan their stories around that or maybe dream of bigger stories.
Are journalists happy with their jobs?

The survey identified top four skills that journalists wished to acquire were video filming/editing (13%), news and information expressed through graphics/photos/videos (12%), photography (10%) and web design/HTML (10%). This supports the trend that multimedia is an important aspect in news stories.

While traditional journalism skills such as writing, finding news stories and interviewing are still important, stories are increasingly produced for digital devices and the web. Thus, having knowledge of digital skills such as video production and designing can enable journalists to carry out more effective and captivating storytelling. The rise of online newsrooms also makes basic HTML knowledge necessary.
Get inside the journalist's head
Time and mode of communication

Know the right time to establish contact

The time of contact is as equally important as the mode of communication. As a region, the top three timings indicated by respondents were 9 a.m. to 11 a.m., 11 a.m. to 2 p.m. and 2 p.m. to 5 p.m., signifying a difference in work habits.

For some respondents, contacting them in the morning would be more suitable as that period is used to catch up with breaking news, whereas others prefer afternoons as they have more time to check emails after writing articles and handling important issues in the morning.

Journalists from print media have specific timings and dates to develop their newspaper’s or magazine’s layout before sending it for printing. Hence, it is important to avoid contacting them when they are busy with editorial cut-off times.

The most suitable time to communicate with journalists

- 6:00-9:00: 8%
- 9:00-11:00: 40%
- 11:00-14:00: 40%
- 14:00-17:00: 22%
- 17:00-22:00: 6%
- 22:00-6:00: 2%
Preferred means of getting in touch

Email is the most commonly used medium of communication at work for journalists (59%), followed by meetings (11%) and social media platforms (10%).

Communication medium use most frequently

- Email: 59%
- Telephone: 6%
- SMS: 5%
- Social media platforms: 10%
- Instant message tools: 8%
- Meetings: 11%
- Others: 1%
Time and mode of communication

When it came to expanding their circle of acquaintances, the top three selections by the media professionals surveyed were phone/email (34%), the exchange of business cards (29%) and communication via social media (22%).

**Communication channels commonly use to expand the circle of acquaintances**
* (Respondents can choose a maximum of 3 choices)

- I use phone/email to contact the other party: 34%
- Exchange business cards when attending press meetings/industry events: 29%
- Industry insider gatherings: 14%
- Communication through online social platforms: 22%
- Others: 1%

Interestingly, business cards have not been rendered obsolete even in this digital age. While LinkedIn and other forms of social media offer a more convenient option for individuals to connect, those platforms lack a personal touch. Business cards, on the other hand, help put a face to a name and are a way to distinguish your brand. Majority of Malaysian journalists, for example, selected this as their top choice as business cards allow them to keep a better record of individuals’ contact details.

[3] [https://www.entrepreneur.com/article/231811](https://www.entrepreneur.com/article/231811)

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**What this means for brands:**

- Besides connecting via social media and communicating via phone or email, brands are strongly encouraged to build real relationships with media professionals through networking sessions or face-to-face meetings.

- If your story has been picked up, follow up with a “Thank you” to continue building the relationship and show you acknowledge the journalist's efforts. This is helpful for brands because the level of trust and familiarity accumulated will allow you to reach out to the journalist directly for future news stories, instead of having to send out mass releases or constantly call media outlets to pitch.
Ingredients for a newsworthy press release

It is of no surprise that journalists mainly look out for newsworthy stories (27%) in press releases. Therefore, when writing a release, consider how your target audiences will benefit from reading the news story and why it is important to them. Two other top choices included interesting story angles such as new products, technologies and businesses (19%) and multimedia materials (14%).

According to a previous study by PR Newswire\(^4\), press releases with visual assets receive an average of 1.4 times more views than text-only releases, and video releases are viewed 2.8 more times. Furthermore, a press release’s visibility increases when more images are added. For example, the addition of six images generates an average of 2.4 times more views compared to a pure text release. Therefore, PR and corporate communications professionals are strongly encouraged to have a mix of these multimedia assets in their releases to engage journalists and maximise the chances of their releases getting picked up.

Ingredients for a newsworthy press release

Tips for brands:

○ Short videos with subtitles are the trend nowadays as more users are watching them without audio. According to Digiday, 85% of Facebook video is watched without sound.

○ As journalists only report facts, by eliminating the use of fluff words and go straight to the point will make their job easier. For example, rather than saying “ABC drug is ground-breaking and is never before seen”, say “ABC drug has twice the amount of paracetamol that will help relieve pain for up to an additional 12 hours”.

○ Our findings show that 46% of journalists receive 6-20 releases daily. Since media professionals are constantly flooded with releases, use a compelling and concise headline to pique their interest, as well as sub-headlines to remain succinct. Ensure all important information is in the first 65 characters, which is the appropriate length for Google displays/indexing and omit non-essential words by replacing conjunctions with punctuation.

○ Good quotes are those that can stand on their own even when they are picked apart and used separately. As journalists only use certain sections of a quote in their news articles, it is crucial to ensure your quotes provide insight and help journalists add more layers to their story instead of stating the obvious, repeating what was said previously or being too corporate.

Laxmi Iyer
Editor and Co-founder
biotechin.asia - Singapore

You can never underestimate the value of high-definition pictures and infographics. Firstly, the audience is visually stimulated, especially when you insert a good featured image for your article. As soon as readers see the picture they will know what the article is about. Also, people like to see numbers represented visually in an infographic because it makes them more engaged in the content.
Tips for PR and corporate communications professionals

Provide journalists with valuable contacts/insights, such as interviews, referrals or information
Strengthen the symbiotic relationship by making it mutually-beneficial. For example, PR agencies can share with journalists the various clients they represent so journalists will know which agency to contact should they require quotes from certain companies in specific industries.

Relay key information in a clear and concise manner
Journalists are pressed for time so keep your pitch succinct with all the relevant facts. Avoid turning the pitch into a publicity stunt with cliché words.

When calling a journalist or editor, one possible way to start the conversation would be to ask “Do you have a minute?” rather than the usual “Did you receive my press release/media invite? As media professionals receive numerous releases daily, there might be high chance they missed yours. This might make them more willing to carry on the conversation.

Be knowledgeable about the nature of the media outlet
There is no one-size-fits-all approach because all news outlets have different needs. Start by identifying your target media and learn their different needs and specialities.

Research on the journalist’s beats and writing style
Instead of sending a press release to all the journalists in the media outlet, which is frustrating for the media and counterproductive for brands, take pains to find out the coverage of each journalist and target only the relevant ones.

Consider the journalists’ preferred mode of communication
Email is the most preferred mode of communication for journalists--avoid using Bcc (blind copy) and don’t attach oversized files.
Tips for PR and corporate communications professionals

Know who you are representing
PR agencies should know their clients inside out. If the client is launching a new product or campaign, make an effort to know it at the back of your hand instead of just reciting a sales pitch. On top of that, always have more details on hand when pitching over the phone in case the journalist or editor probes further.

Going beyond the basics

Show, don’t tell
When it comes to storytelling, the use of multimedia element will even more enrich your narratives. Check out these case studies from our clients.

Generally accepted principles
To gain more insights on the accepted industry standard for editorial content, check out the Associated Press News Values and Principles or PR Newswire’s Storytelling Guidelines for Corporate Press Release.
Tips for PR and corporate communications professionals

Don't pitch content that lacks news value or has an obvious marketing intent
It is the media's role to seek the truth and report it. Releases that use superlatives and paint companies in the best way possible do not provide an objective view.

Don't pitch unrelated or uninteresting content
Pitching unrelated content can come across as lazy because PR and corporate communications do not bother researching on a journalist’s area of coverage. Also, mass mailing is counterproductive and does not necessarily translate to editorial pickups. Journalists are constantly on the lookout for fresh and compelling content to educate their readers, so give them what they want rather than the same old storytelling angle that they have been receiving from numerous companies.

Don't pitch content without useful information
Media professionals seek to educate and inform the public. Hence, think about how readers will benefit from your pitch before reaching out to the media.

Don't send unprofessional or impolite emails
Email etiquette goes a long way. Being unprofessional or impolite will potentially cause the media to ignore your message or cease communication.
## Factors that will cause journalists to either immediately ignore someone’s email/ message or cease communication

(Respondents can choose a maximum of 5 choices)

<table>
<thead>
<tr>
<th>Reason</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>The content or information provided either lacks news value or the marketing intent is too obvious</td>
<td>22%</td>
</tr>
<tr>
<td>It is either not related to my industry or did not capture my interest</td>
<td>21%</td>
</tr>
<tr>
<td>The meaning of the email’s subject line is not clear</td>
<td>9%</td>
</tr>
<tr>
<td>The content is too brief and does not contain useful information</td>
<td>17%</td>
</tr>
<tr>
<td>The content is too brief and lacks sufficient details</td>
<td>9%</td>
</tr>
<tr>
<td>The email is either unprofessional/impolite and I do not prefer the mode of communication</td>
<td>10%</td>
</tr>
<tr>
<td>The contact is not made at the right and convenient time</td>
<td>4%</td>
</tr>
<tr>
<td>The person subsequently withdraws/modifies the content or his/her opinion.</td>
<td>4%</td>
</tr>
<tr>
<td>The corporate brand is either not well-known or has already developed a bad reputation</td>
<td>3%</td>
</tr>
<tr>
<td>Others</td>
<td>1%</td>
</tr>
</tbody>
</table>

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### Tips for PR and corporate communications professionals

#### Anjar Leksana
**Reporter, Autocar - Indonesia**

“We need to craft news that compelling to read, not just informative. One way to do that is by using multimedia elements.”

#### Jalelah Abu Baker
**Journalist, The Straits Times - Singapore**

“A lot of the things I receive are so broad and general. Of course there will always be information that PR professionals are unable to tell us, but I think there should be a reasonable allowance for what we can know. There should be some level of trust between a reporter and a PR professional. If there isn’t, then PR professionals should make an effort to know the journalist, so at least there is a relationship you can depend on to ensure you trust the information with the person.”
Charles Kang  
South Asia Correspondent, Central News Agency - Taiwan  
If the press releases sent by PR professionals are too commercial or look like advertisements which are not focusing on news fact or new breakthrough in the market, I will immediately ignore that information.

Gabi Mills  
Editorial Director, Premium Publishers - Australia  
I’d say poor quality images, too long to respond when we’re on deadline, a cheesy ‘advertorial’ style and an inability to be flexible to our requirements.

Firdaus Baderi  
Chief Editor, Neraca Economy Daily - Indonesia  
Sometimes I get press releases which are not newsworthy or don’t have interesting news angles. PR people are supposed to help us make interesting news.

Ardian Wibisono  
Senior Editor, Forbes Indonesia - Indonesia  
Sometimes PR people don’t even know who they are targeting at. For instance, a business publication gets bombarded with irrelevant press releases, with a lot of full-sized images as attachments. Please use links where we can simply download it.
Conclusion

Survey findings show that while journalists across the six key locations share the same work habits and practices, cultural differences also play a role in communication and connecting with individuals. At the end of the day, it all boils down to the basics – pitch newsworthy stories, know the journalists’ beats and be clear and concise. With the rapid penetration of social media channels, half of social media website users have shared news stories, images or videos and nearly as many as 46% have discussed a news issue or event, this is a trend that PR and corporate communications professionals cannot ignore. Official press releases still top the list as a trusted and useful source of information. In order to be able to pitch the media successfully, PR and corporate communications professionals must do their homework. Knowing the journalists and their beats as well as good content and story angles with clear insights determined the level of success from the outcome.
Methodology

PR Newswire produced this white paper with the intention of identifying journalists’ needs across six key markets – Australia, Hong Kong, Indonesia, Malaysia, Singapore and Taiwan – and help bridge the gap between PR and corporate communications professionals and journalists. The pool of respondents comprised mostly of news reporters, news editors and editor-in-chiefs, all of which answered the survey based on their work habits and personal experiences with PR and corporate communications professionals. The team at PR Newswire collected and analysed the data while bearing in mind the cultural differences and current media trends. Face-to-face and telephone interviews were subsequently conducted with respondents to gather their insights on the results.

Close to two in five of those surveyed have been working in the media industry for 11 years and above. The remaining included a healthy mix of media professionals with varying lengths of experience – less than 2 years (13%), 3 to 5 years (28%) and 6 to 10 years (19%).

Majority of the respondents worked for print media and 37% worked for online and mobile media, including blogs. The remaining 10% were in broadcast.
Methodology

Type of media organisations respondents work for

- 30% News websites
- 28% Magazine
- 10% Radio/TV
- 6% Blog
- 1% Mobile media

Industries these respondents are in

- Advertising/Media: 6%
- Manufacturing: 3%
- Society/The world at large: 8%
- Real estate/Home improvement: 4%
- Health/Medical care: 6%
- Education/Human resources: 6%
- Automotive/Transportation: 6%
- Energy/Environment: 6%
- Fashion/Entertainment: 9%
- Travel/Lifestyle: 14%
- Commerce/Retail: 7%
- Science and technology/Internet: 10%
- Economics/Finance: 13%

Others: 2%
Methodology

What titles they hold?
Amongst the 482 respondents, nearly one third of them are News Reporter, 15% are in the capacity of News Editor and 23% are Editor-in-Chief.

Age Group

- 21-30: 40%
- 31-40: 30%
- 41-50: 19%
- 51 & above: 11%
Methodology

Number of years working in the media industry

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<th>Experience</th>
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<td>Less than 2 years</td>
<td>13%</td>
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<tr>
<td>Between 3-5 years</td>
<td>28%</td>
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<tr>
<td>Between 6-10 years</td>
<td>19%</td>
</tr>
<tr>
<td>Between 11-20 years</td>
<td>23%</td>
</tr>
<tr>
<td>More than 20 years</td>
<td>17%</td>
</tr>
</tbody>
</table>

Journalists who have a major related to media such as journalism, communication, marketing or linguistics

Yes: 54%
No: 46%

Additional Resources:


Asian Media Landscape Series: Hong Kong, Taiwan, Singapore and Malaysia: http://misc.prnasia.com/td/custeventreg.php?event_id=113


10 Tips to Leverage the Power of Storytelling: http://misc.prnasia.com/td/custeventreg.php?event_id=213

2016 PR Calendar: http://en.prnasia.com/knowledge-center/contentcalendar
About PR Newswire

PR Newswire, a Cision company, is the premier global provider of news release distribution and multimedia platforms that enable marketers, corporate communicators, public relations practitioners and investor relations professionals to leverage content to engage with all their key audiences. Having pioneered the commercial news distribution industry in 1954, PR Newswire today provides end-to-end solutions to produce, distribute, target and measure text and multimedia content across traditional, digital, mobile and social channels. Combining the world's largest multi-channel content distribution and optimization network with comprehensive workflow tools and platforms, PR Newswire powers the stories of organizations around the world. PR Newswire serves tens of thousands of clients from offices in the Americas, Europe, Middle East, Africa and Asia-Pacific regions.

Cision is a leading global media intelligence company, serving the complete workflow of today's communication professionals.

www.prnasia.com

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For enquiries about this survey, please call or email our Audience Development team at hkmedia@prnasia.com:

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<th>Singapore:</th>
<th>Malaysia:</th>
<th>Indonesia:</th>
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