

## Mobile Number Portability (MNP) Nationwide Launch in August 2008

The Malaysian Communications and Multimedia Commission (SKMM) signed an agreement in December with Talian Gerak Alih Sdn. Bhd. (TGA) in relation to the establishment of the MNP Clearinghouse for the implementation of MNP in Malaysia. The signing ceremony was witnessed by Y.B. Dato' Sri Dr. Lim Keng Yaik, Minister of Energy, Water and Communications (KTAK).

MNP allows mobile phone customers to retain their existing cellular numbers while switching from one service provider to another. The main benefit of MNP to consumers is the cost savings to the porting customer of having to change telephone numbers while at the same time having the freedom to choose the supplier with the best overall value.

The signing ceremony between SKMM and TGA on 5 December 2007 not only signifies the establishment of contractual ties between the parties but more importantly, it marks an important milestone in the implementation of MNP in Malaysia. This event also marks the completion of work in the Plan Phase and the Build Phase for the industry and TGA and this has laid the foundation for the Test Phase in January 2008.



Datuk Dr Halim Shafie of SKMM and Mr Raja Sekaran of Talian Gerak Alih Sdn Bhd exchanging documents after the signing ceremony between the two parties on the establishment of an MNP Clearinghouse, witnessed by Dato Sri Dr Lim Keng Yaik. Also present during the ceremony were Mr Wong Tze Leng of Talian Gerak Alih and Tuan Haji Mohd Aris Bernawi of SKMM.

Currently, the industry is in the final phase of preparing their networks and IT systems for the MNP testing which will begin in January 2008. Upon completion of the Planning and Testing Phase, a Pilot Launch in Klang Valley will be held in April 2008. With the experience gained during this Pilot Launch, all parties will be better poised to ensure that all technical and operational issues are resolved so as to guarantee a positive user experience before the nationwide launch in August 2008.

### Malaysian to lead a High-Level Experts Group for the Global Cybersecurity Agenda



Malaysia continues to keep the flag high in the international arena when one of SKMM's officers, Mr Shamsul Jafni Shafie, Director of Security, Trust and Governance Department was appointed as leader of one of five work areas set by the High-Level Experts Group for the Global Cybersecurity Agenda, at its inaugural meeting held in October 2007 in Geneva.

The deliverables of this group will be five strategic reports that will be consolidated into a global roadmap delivered to the ITU Secretary-General on how best to achieve the goals of the Global Cybersecurity Agenda. Mr. Shamsul Jafni will lead the identified work area on International Cooperation.

The Global Cybersecurity Agenda (GCA) is an ITU framework for international cooperation aimed at proposing strategies for solutions to enhance confidence and security in the information society. It will build on existing national and regional initiatives to avoid duplication of work and encourage collaboration amongst all relevant partners.

### Mobile Coverage Reaches East West Highway

The East West Highway has been one of the last major highways in Peninsula Malaysia without adequate mobile coverage. Travellers used to lose mobile phone signals a short distance after Grik, Perak and coverage only resumed towards the end of the highway, near the town of Jeli, Kelantan.

The lack of mobile coverage will soon be a thing of the past. As part of SKMM's USP strategy to bring telecommunications services to underserved areas, a project was launched in October 2007 to bring mobile telecommunications services to this underserved area.

The initiative, which will be undertaken by Telekom Malaysia, will see towers erected along the highway. This network of towers will bring mobile coverage to a highway that still occasionally sees elephants crossing it.

Mobile coverage in this area will also benefit the few homes along the area and especially, the expanding resort area of Banding that lies on the edge of the Temenggor Dam.



SKMM Chairman Datuk Dr Halim Shafie (middle) explaining the need for extensive mobile coverage to Perak Executive Councillor YB Dato' Chong Ko Youn at the launch of the project in Grik.

## Malaysia to introduce laws to control spam

In order to address the issue of spam in Malaysia, the Malaysian Communications and Multimedia Commission (SKMM) in November appointed Messrs. Raslan & Loong to carry out a strategic study and draft an anti-spam legislation.

Spam is often defined as unwanted or unsolicited electronic messages or electronic 'junk mail'. It is flooding the electronic networks and remains a threat to the development and effectiveness of electronic communication.

There is no single solution to the problem of spam. A multi-disciplinary approach focusing on regulatory and self regulatory measures, technical solutions as well as consumer and business education is required to develop sustainable solutions to combat spam.

In line with this, Malaysia has always promoted a multi-prong approach in its fight against spam. However, it is important to have a

strong legislative recourse to address enforcement matters and also to serve as a deterrent to the spammers. This is evident in the fact that numerous countries around the world such as Australia, New Zealand, Singapore, Hong Kong, United States of America and many more have enacted anti-spam legislation to curb spam in their countries.

On the strategic study and drafting of anti-spam regulation for Malaysia, Messrs. Raslan & Loong, together with an internal team from SKMM, is tasked to do a review of the current regulatory framework on spam in Malaysia, map a recommended approach and propose necessary regulatory changes in addressing spam in Malaysia including the drafting of relevant legislation.

Feedback and comments will be sought from all relevant stakeholders on changes in the regulatory framework and the proposed anti-spam legislation.

## Mobile Content Challenge winners announced



◀ Deputy Energy, Water and Communications Minister YB Dato' Shaziman Abu Mansor (third from right) and SKMM Chairman Datuk Dr Halim Shafie with the winners.

▼ SKMM's Content Development Director Roslan Mohamad giving a brief explanation to the Deputy Minister on the contest which will be held annually.



SKMM Chairman Datuk Dr Halim Shafie dropped in on students of Sekolah Menengah Kebangsaan Miri in Sarawak to see how they utilise broadband in their classrooms while in Sarawak to officiate the opening of SKMM's new branch office in Miri.



Team Focus IT from Universiti Malaysia Sarawak won the top prize of RM30,000 for their Halal Food Product Verification system for Muslims using bar codes in the inaugural Mobile Content Challenge 2007. The team also won RM30,000 for their university.

The second prize of RM20,000 went to Team Kids Cashier from Universiti Teknikal Melaka for their downloadable, Flash-Lite based, educational mobile game which lets players serve customers in a virtual shop on their phone. The Third prize of RM10,000 went to MMU Team 2 from Multimedia University, Cyberjaya for their Mobile Interactive TV, a Java-based application which lets viewers not only select the TV programmes to view on their 3G phones but also to vote, obtain information on videos, dedicate videos to others and download videos to their phone.

The challenge was jointly organized by Malaysian Communications and Multimedia Commission (SKMM), the Ministry of Energy, Water and Communications (KTAK) and Maxis. The competition was officially launched by the Dato' Sri Dr. Lim Keng Yaik in Cyberjaya in May 2007.

The content challenge will be held again next year, though prizes are yet to be decided.