

EXPERIENCING CONVERGENCE.MYBROADBAND '08 CONFERENCE & EXHIBITION



The Experiencing Convergence.MyBroadband '08 conference and exhibition that took place on 28 October 2008 at the Kuala Lumpur Convention Centre was a showcase of convergence and broadband technologies as well as an industry celebration of ten years of convergence that started with the establishment of SKMM in 1998.

Yang Berhormat Dato' Shaziman Abu Mansor, Minister Of Energy, Water And Communications said at the launch that there was rapid growth of the communications and multimedia sector in which Cellular services grew from 21.8% in 1998 to 90.7% in 2008. Broadband was almost non-existent in 1998 but now is available in 17% of Malaysian households. He added that content is an equally important component in the whole scheme of the communications and multimedia services sector. Parallel to network growth is also the growth of Networked Content, in which for 2007, revenue has grown to RM6.34 billion.

Dato' Shaziman spoke of the numerous initiatives to transform the communications and multimedia industry to propel us along the national vision of becoming a knowledge driven economy by

2020. Among the initiatives was the implementation of the National Broadband Plan in 2004. In 2005, the Government launched the national ICT blueprint, the MyICMS 886, that detailed the nation's information, communications and multimedia services agenda for the period 2006 – 2010.

The Minister also shared initiatives the Government had lined up that were aimed at bridging the digital divide. These include the production of low cost Internet devices to address broadband affordability for users and the BBGP programme under the "bridging the digital divide" initiative, where 500 additional community-based telecentres will be implemented. He added that these initiatives were over and above the Universal Service Provision (USP) programme designed to bring communications services to underserved areas, utilizing the USP fund that is being contributed by the industry.

The Experiencing Convergence exhibition was held concurrently with two other international expos which are the ACM 2008 Expo and the International Broadcasting Industry Show (IBIS) 2008.

Mobile Number Portability Realised in Malaysia

Mobile Number Portability (MNP) was finally realized in Malaysia after months of deliberation and planning with the telecommunications industry. The Minister of Energy, Water and Communications, Yang Berhormat Dato' Shaziman bin Abu Mansor announced that it will benefit consumers in terms of flexibility and choice of subscription plans as competition among mobile service providers is expected to intensify.

"The MNP will give consumers more freedom and flexibility to choose the mobile products and services that best serve their needs. It will remove what could be a hindrance to consumers switching service providers and therefore generate further competition in the mobile market to benefit all consumers" said Dato' Shaziman Abu Mansor during the nationwide launch of Mobile Number Portability (MNP) at Putra World Trade Centre. Yang Berbahagia Datuk Dr Halim Shafie, Chairman of the Malaysian Communications and Multimedia Commission (SKMM) and representatives from the telecommunication service providers were also present to witness the launch.

"Based on the studies undertaken by SKMM, it was felt that the market condition was just right for the introduction of MNP. With



Malaysia's mobile subscription standing at more than 24.25 million, this clearly shows there is an increasing number of mobile subscribers with healthy growth for the past few years. In addition, there are in existence advanced networks offering leading-edge services and a big number of consumers are becoming more technology-savvy by the day."

The porting process takes place not more than 5 business days for individual porting while for business porting, it will not take more than 10 business days. Porting fees of RM25 is absorbed by mobile operators at this moment.

TM launches High Speed Broadband (HSBB)



The Ministry of Energy, Water and Communications (MEWC) and Telekom Malaysia Berhad (TM) recently signed the Public-Private Partnership agreement to officially launch Phase 1 of the national High-Speed Broadband (HSBB) initiative.

HSBB is a premium broadband service with speeds of 10 Mbps to 100 Mbps for residential customers and up to 1 Gbps for businesses for high economic impact areas delivered via fibre optic infrastructure. The infrastructure will be rolled out over a period of 10 years with the Government investing RM2.4 billion and TM RM8.9 billion to provide HSBB access to over 1.3 million premises by 2012.

Phase 1 of the project will cover the Inner Klang Valley, all key economic and industrial zones throughout the country, the Iskandar Malaysia Region, all IPTAs throughout the nation and all IPTS within the rollout areas.

Under this initiative, TM will roll-out last mile access network to homes and businesses to facilitate HSBB services using 3 main technologies, i.e. fibre-to-the home (FTTH), Ethernet-to-the-home (ETTH) and Very High Speed Digital Subscriber Line (VDSL2). In addition, TM will be rolling out its Next-Generation Network (NGN) core backbone network based on an all IP Platform as well as grow the nation's global capacities by building new international gateways for enhanced connectivity and network efficiency.

YAB Dato' Sri Najib Tun Razak, Deputy Prime Minister and Dato' Shaziman bin Abu Mansor, Minister of Energy, Water & Communications witnessed the signing of the partnership between the Government and TM. Dato' Dr. Halim Man, Secretary General of the Ministry of Energy, Water & Communications represented the

Government while Dato' Zamzamairani Mohd Isa, Group CEO of TM signed on behalf of the Company.

Speaking at the event, YAB Dato' Sri Najib Tun Razak said, "HSBB will be a key national infrastructure initiative which will allow Malaysia to enhance its economic competitiveness in the region, help attract

FDI to the country as well as accelerate the nation's ICT and high-tech aspirations and agenda through an enhanced knowledge capital workforce. More importantly, consumers will now be able to enjoy an exciting lifestyle with a variety of services such as high speed Internet access, file sharing, e-commerce, e-Government, e-learning, video-conferencing, web browsing, IPTV and high definition TV."

Realising the importance of the contribution of this industry to the country's growth, Dato' Shaziman Abu Mansor said, "The Ministry has taken numerous initiatives to expedite the implementation of projects and activities to increase the penetration of broadband in Malaysia. To ensure that we achieve 50% penetration by 2010, the approach taken by the Ministry is to fulfill the supply and demand of the service. The supply of the service is focused on the provisioning of infrastructure facilities and to meet the supply requirement, the Government will not only focus on the HSBB initiatives, but also Broadband to the General Population (BBGP)."

"The Government is confident that with the combination of the current available technologies such as Fibre-to-the-Home (FTTH), WiMAX, ADSL and 3G/HSDPA and the commitment from all relevant parties, we can achieve the 50% broadband penetration target," he added.