

# Malaysia's Broadband Initiatives and Future Plans

Economic and Social Commission for Asia and the Pacific Expert Consultation on the Asian Information Superhighway and Regional Connectivity

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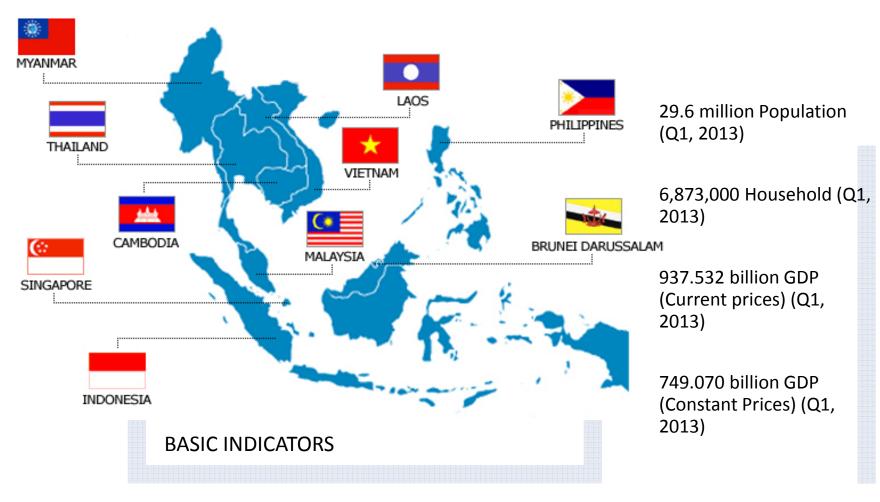
### **CONTENT**



Background
National Broadband initiatives
High Speed Broadband Project
Issues and Challenges
Moving Forward

## **MALAYSIA**





#### ICT GROWTH MOMENTUM



National Broadband Plan

- Formation of Cabinet Committee on Broadband (CCB)
- Broadband Implementation Strategy

- Launching of HSBB services and National Broadband Initiatives (NBI)
- Economic Transformation Program (ETP) and NKEA CCI

**National Strategy Development** 

Implementation & Transformation

2004

2006

2007

2008

March 2010

Governance and Monitoring





MyICMS 886
High speed broadband as the catalyst for broadband development

HSBB PPP Agreement between Government and Telekom Malaysia

# NATIONAL BROADBAND IMPLEMENTATION STRATEGY



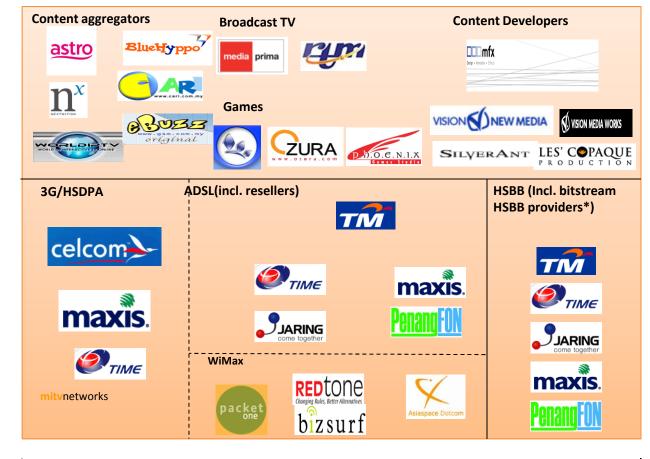
Supply		Demand	
Broadband for General Population (BBGP)	Incentives and facility-based competition based on major technologies (xDSL, WiMAX and 3G/HSDPA)	Awareness	Continuous government and private sector awareness initiatives
	USP programs roll out (collective and individual access)	Attractiveness	Enhance and promote e- government, e-education and e-commerce initiatives
	Average speed of 2Mbps		Improve and align online content strategies and activities
High Speed Broadband (HSBB)	Target capitals, industrial areas and development regions		Leverage on development of traditional information resources
	Public Private Partnership (PPP) arrangement for infrastructure roll out	<b>M</b> Affordability	Develop initiatives to reduce/ improve broadband access costs (PC, subscription etc)
	Speed exceeds 10Mbps		Widen community access facilities and deployment

# THE BROADBAND INDUSTRY IN MALAYSIA IS HIGHLY COMPETITIVE WITH CONTINUOUS INVESTMENT BY MULTIPLE PLAYERS



#### **Potential industry structure**

# **Content and Applications**



Access Services

Broadband

**HSBB** 

### **USP** Initiatives



339 Completed

1Malaysia Internet Centres (PI1M)



99 Completed

Community Broadband Libraries (CBL)



#### **National Broadband Initiative**

- Launched on 24 March 2010
- Objective: To drive the national broadband penetration rate
- Total Projects Value: more than RM2bil

1,005,000

**Distributed** 

**Netbook 1Malaysia** 

4,210 completed

Kampung Tanpa Wayar (KTW)
(Wireless villages)



824 towers

completed

Public Cellular Time 3



## nd Stimulation Programs





#### Awareness & Promotion

- Broadband Carnival
- Broadband & ICT Training (Basic computer, content development, hardware & software maintenance & troubleshooting
- Promotion through mass media

Distribution rdable broadband packages Network





#### Attractiveness

- Initiative under Economic Transformation Programme (NKEA) Communications Content & Infrastructure: e-Gov, e-learning, e-health, Track and Trace and connecting 1MY
- Portal My1Content to encourage content development and commercialization
- Creative content development by MDeC /FINAS