

# **ITU Regional Workshop on IMT**

**Da Nang, VietNam; 7-8 June 2010**

## **Malaysia's Experience: Development Aspects**

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**Malaysian Communications and Multimedia  
Commission**

# AGENDA

- Facts and Stats
- Initiatives
- Our experiences
- The challenges ahead

# Global Facts & Figures

**4.4 billion**  
mobile subscribers  
2009  
*ABI Research*

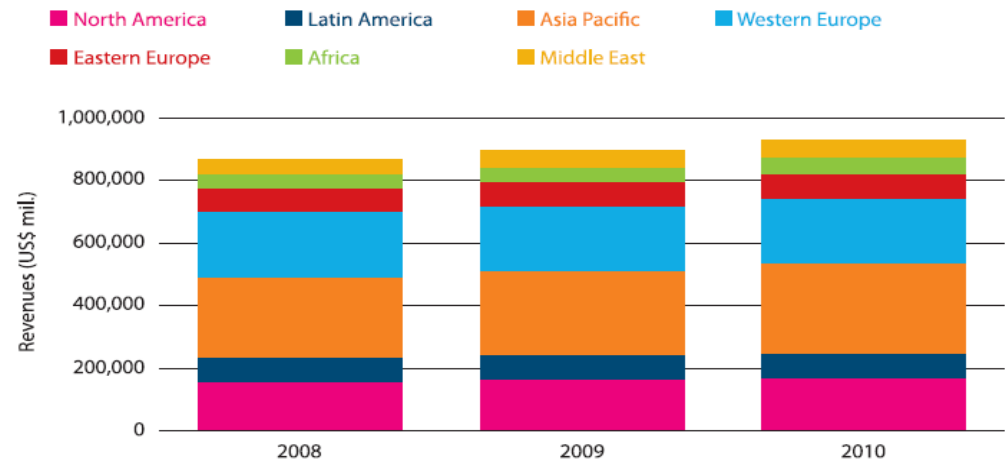
**5.8 billion**  
mobile subscribers  
by 2013  
*Portio Research*

**271 million**  
mobile broadband subscription  
2009  
*ABI Research*

**2.7 billion**  
devices access Internet  
(including mobile devices, PCs, game consoles, others)  
by 2013  
*IDC*

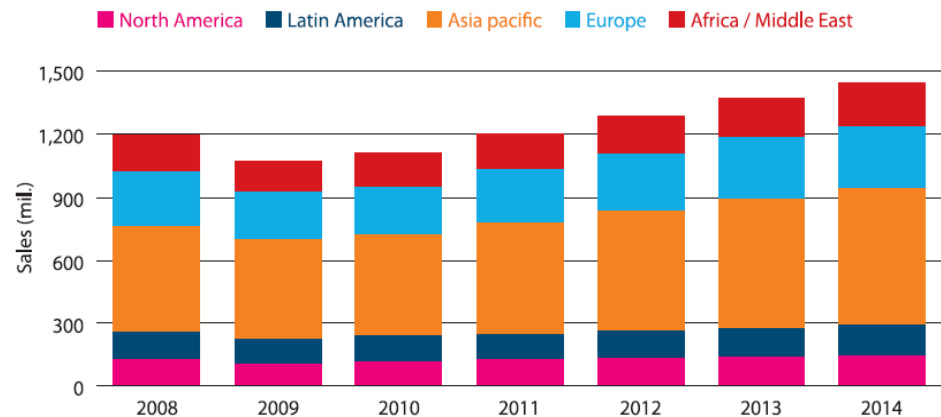
**1 billion**  
smartphone users by  
2014  
*Parks Associates*

Mobile operator revenues, 2008-2010



Source: Informa Telecoms & Media

Global mobile handset sales by region, 2008-2014



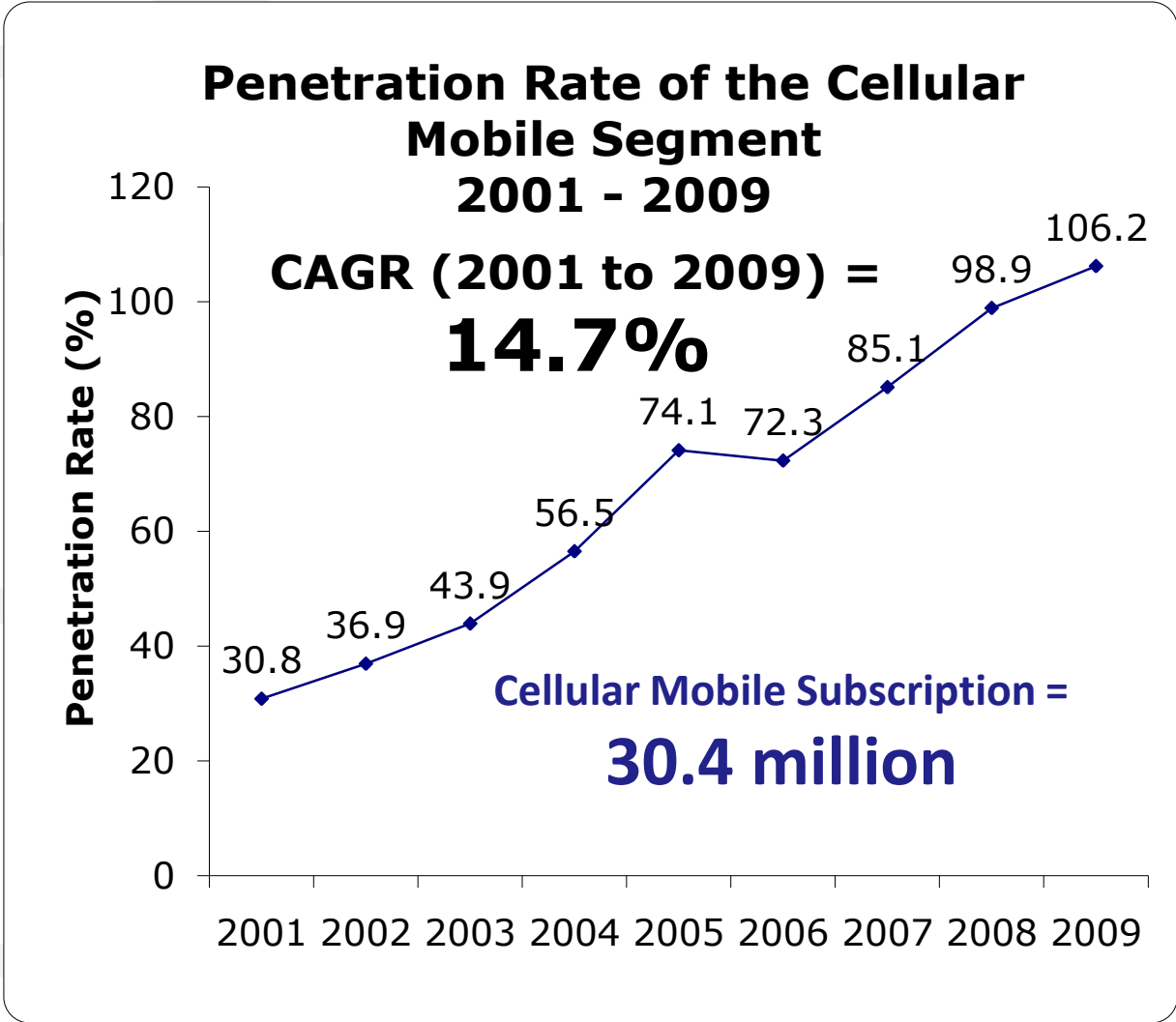
Source: Informa Telecoms & Media

# MALAYSIA

Cellular Phone Penetration over 100%



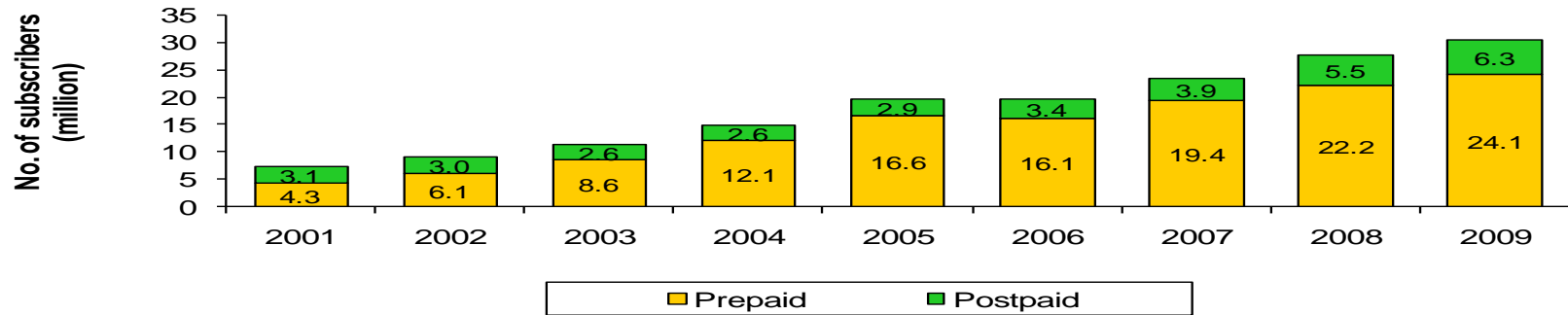
- 34.2%**  
Broadband penetration
- 43.6%**  
Fixed line penetration
- 94.9%**  
Peninsular radio coverage
- 96%**  
Peninsular TV coverage



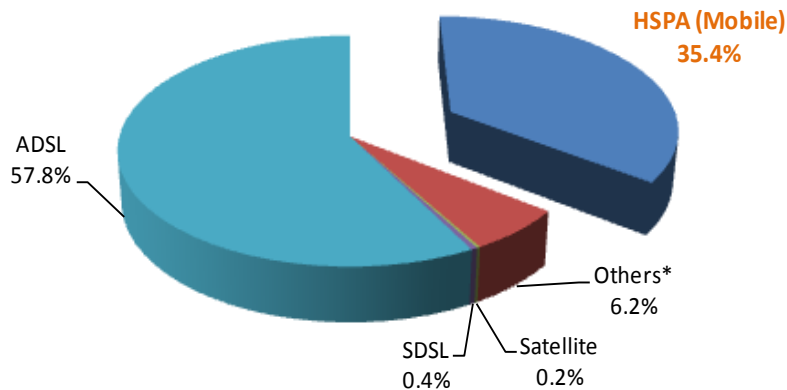
Source: SKMM

# MALAYSIA – Mobile Industry by Subscribers

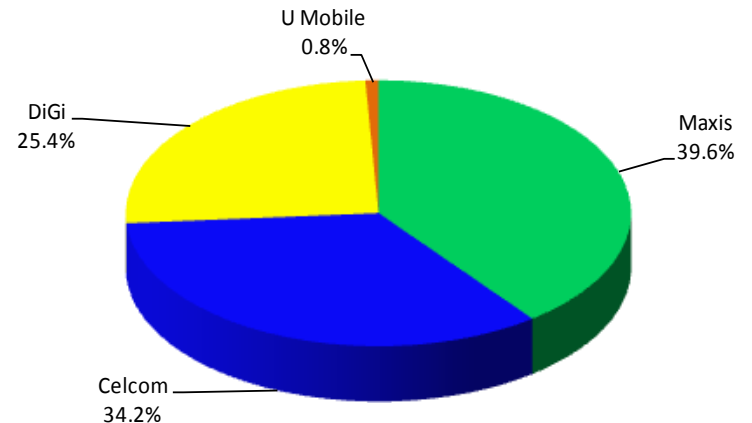
**Prepaid and Postpaid Subscribers of Cellular Mobile Services 2001 - 2009**



**Percentage of Broadband Subscriptions by Technology, 2009**

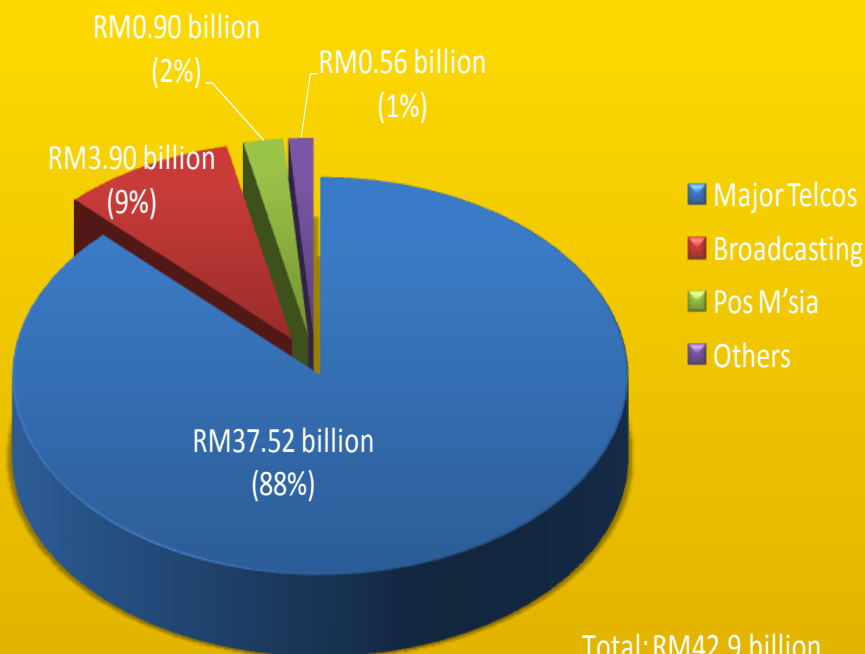


**Cellular Mobile Phone Subscribers : By Market Segment 2009**



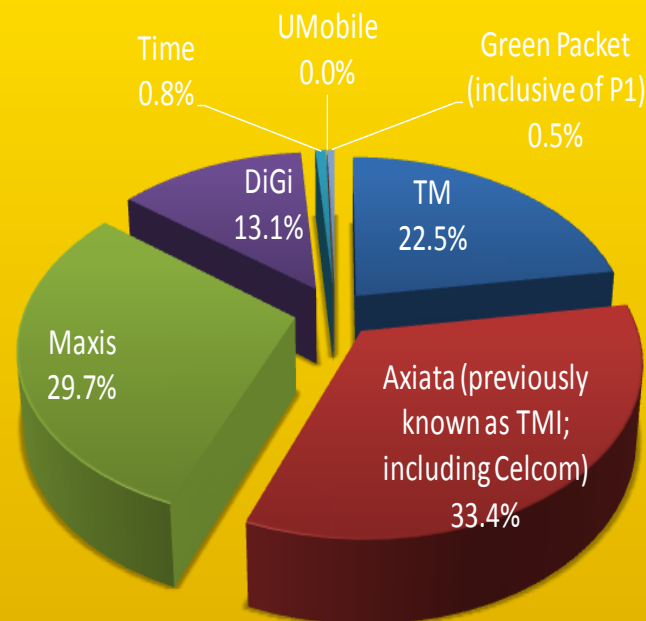
# MALAYSIA – Mobile Industry Revenue

## Communications and Multimedia Revenue Market Share by Sectors 2009



Total: RM42.9 billion  
(2008: RM40.8 billion)

## Telecommunications Sector Revenue Market Share 2009 (RM37.5 billion)



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# MALAYSIA – National Broadband Implementation Strategy

## Household Broadband Penetration



### SUPPLY

#### Broadband for General Population (BBGP)

- Multiple Technologies - xDSL, 3G/HSDPA & WiMAX Services
- Universal Service Provision (USP)
- Speed up to 2 Mbps

#### High Speed Broadband (HSBB)

- PPP Project with Telekom Malaysia (TM)
- Speed more than 10 Mbps

### DEMAND

#### Broadband Awareness and Promotion Program

#### Online content development for Government and private sectors

#### Affordable broadband package by Government and Service Provider

# MALAYSIA – Broadband Deployment

## HSBB

High Speed Broadband Rollout with speed more than 10Mbps at strategic areas with high economic impact.

## BBGP

Broadband Services Rollout to the general population with speed up to 2 MBps.

## BROADBAND



**50%  
Household  
End-2010**

## USP

Communication Infrastructure Rollout at Rural and Underserved Areas

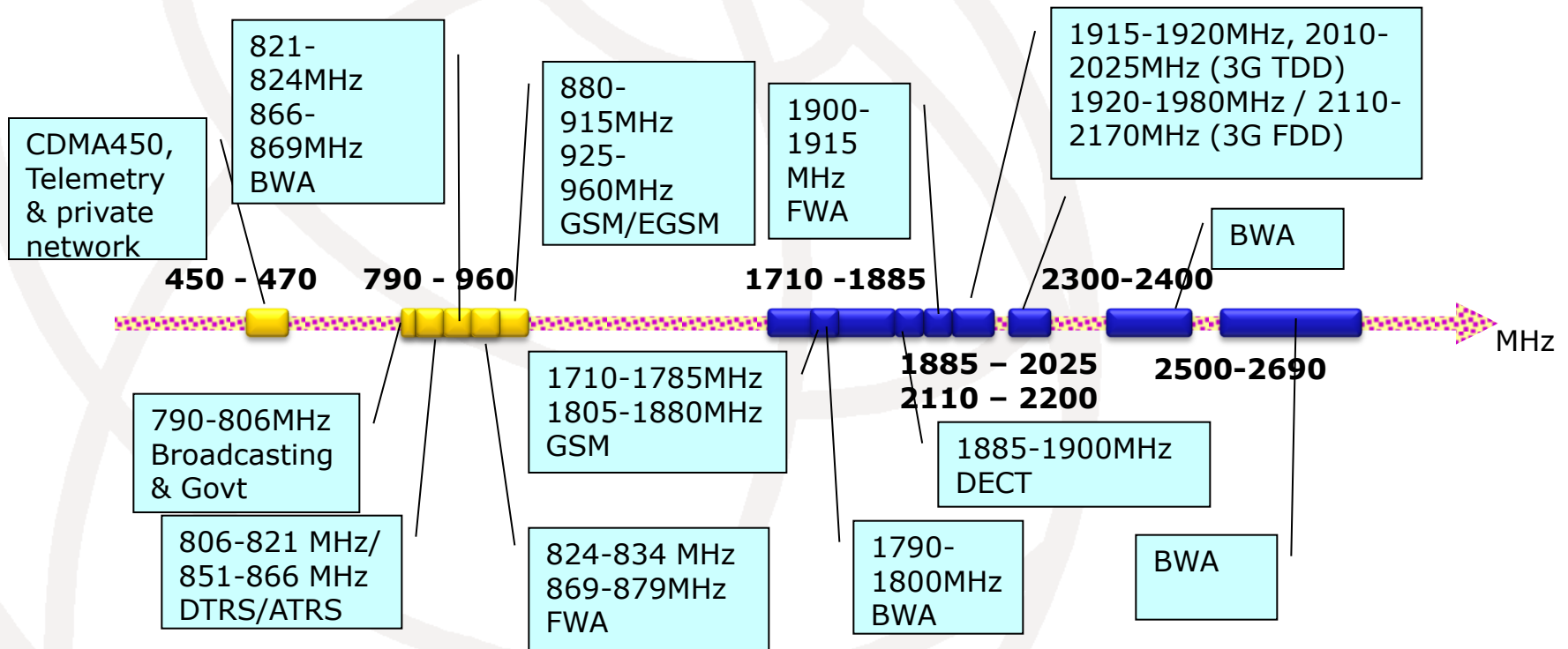
**ADSL  
3G  
WiMAX**



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# MALAYSIA – Current usage of identified IMT bands



# MALAYSIA – 2.1GHz Experiences

## ■ Fixed price 'Beauty contest'

- Tendered in 2002 and 2005, award in 2003 and 2006
- Evaluation Criteria (2005)

No	Basis	Weightage (%)
1.	Service Roll out and Coverage	40
2.	Infrastructure Sharing	15
3.	Roaming	12.5
4.	Financial Considerations	12.5
5.	Industry Development	10
6.	Management and technical experience	10
<b>TOTAL</b>		<b>100</b>



## ➤ Current status

- more than 70% population coverage
- 7.4 M 3G Subscription

# MALAYSIA – 2.3GHz Experiences

- 'Beauty contest'
  - Tendered in 2006, award in 2007
  
- First network launched in August 2008
  - First large-scale commercial deployment of Mobile WiMAX in SEA using 802.16e 2.3GHz WiMAX network (outside Korea)
  
- Current status
  - more than 25% population coverage
  - Focused in the urban areas



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# MALAYSIA – Challenges on IMT

## Spectrum

- Making the spectrum available - Vacate spectrum bands or Spectrum re-farming
- How to allocate the spectrum
- How much spectrum for an operator need?
- Managing interference
- Spectrum band harmonization - Neighbor countries and Regional/global

## Competition

- How many operators needed for healthy competition?
- 3-4 players? Some niche players?

## For the People

- Affordability
- Compelling services and contents

## Something to ponder

"I don't know the key to success,  
but the key to failure is trying to  
please everybody."

*Bill Cosby*

# Thank you

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