



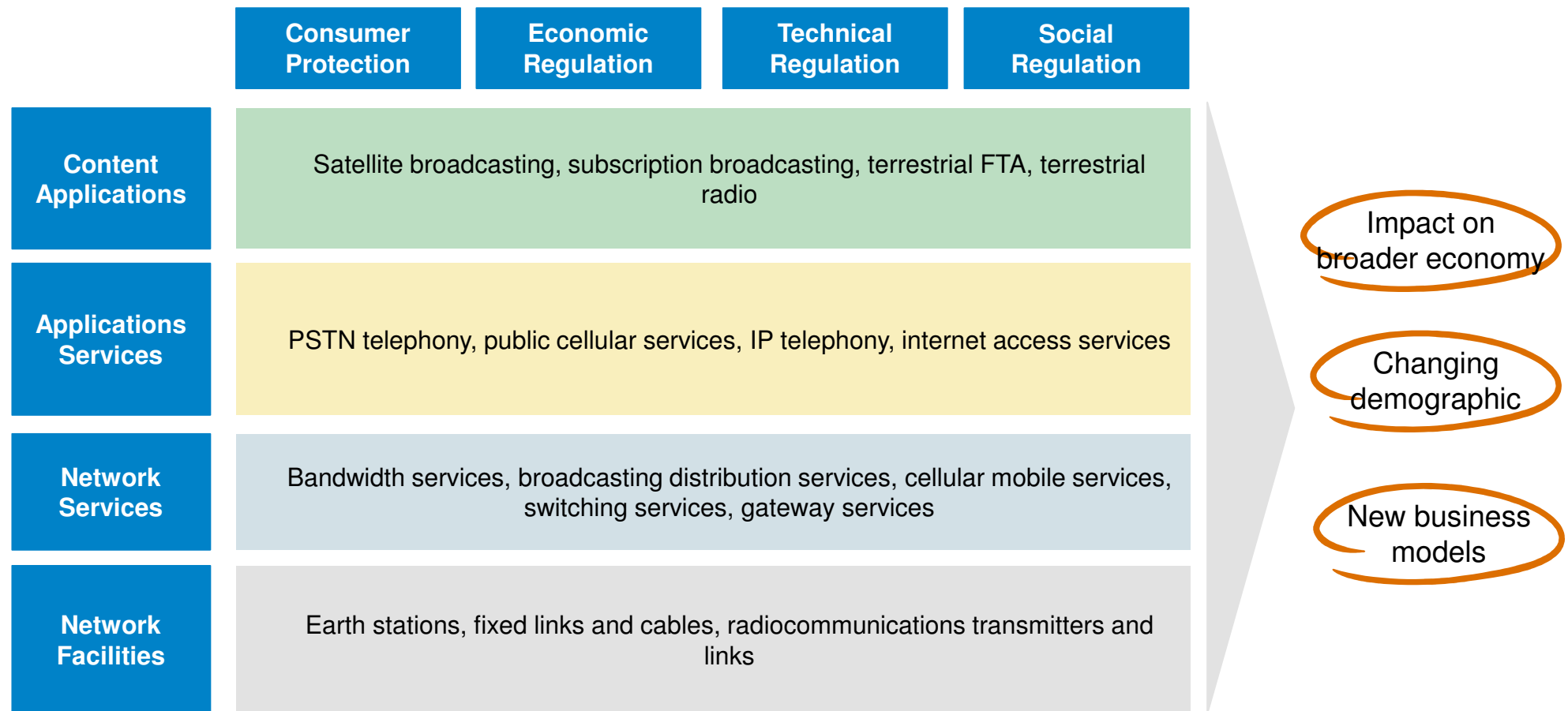
ITU-ASEAN Forum on OTT Services: Business and Regulatory Trends

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Malaysian communications and multimedia regulatory framework




”Traditional” C+M and the challenges (1/2)




"Traditional" C+M and the challenges (2/2)




Threat to traditional services



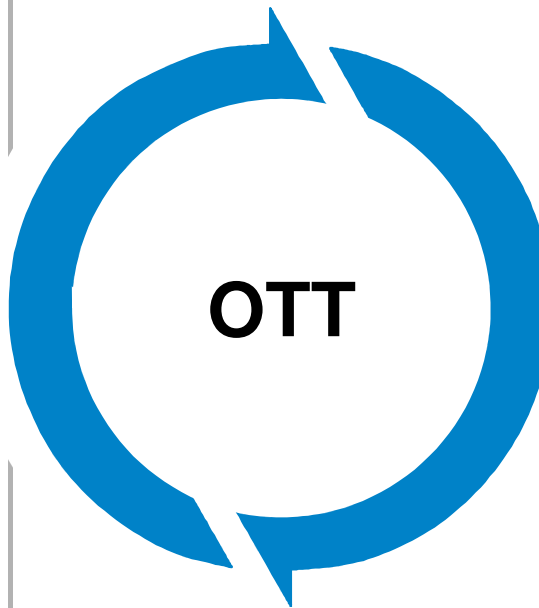
Low quality of service due to pressures on bandwidth



Loss of revenue to OTT services




Low investment in expanding infrastructure due to low profitability




Socio-economic benefits


Access to innovative services for free or at low cost e.g. WhatsApp, Skype



Access to non-linear and unbundled content at low cost e.g. iflix



Reduction in prices for retail goods due to innovative business model



Views on OTT



- OTT services need to be regulated.
- OTT brings additional value to consumers but drives away consumer from conventional communication services.
- OTT is a global threat – decline in voice and SMS revenue and ADEX.

LEVEL PLAYING FIELD

- OTT services not to be regulated – to promote healthy competition, creativity and innovation.
- Regulatory oversight may be difficult.

- Beyond local jurisdiction.
- Less protection due to the non-regulated activities.
- Inadequate personal data protection.

CONSUMER PROTECTION

- Adequate – need to be updated to ensure no obsolete rules.
- Adequate but not enforceable against foreign OTT.

- No need for net neutrality implementation.
- Current convergence framework is sufficient.
- Support for a balanced, principle based approach to open internet.
- It's a commercial matter.

NET NEUTRALITY

- Support net neutrality – to have a competitive environment, encourage innovation and creativity.

- Partnership with OTT players.
- Launch own OTT services.
- Bundled package – voice, SMS, data plan, etc

SUSTAINABILITY & VIABILITY

- Ensure high quality content delivery and compliance.
- Provide better QOS.
- Local content attuned to local tastes, hence hold special appeal to local audience



THANK YOU

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