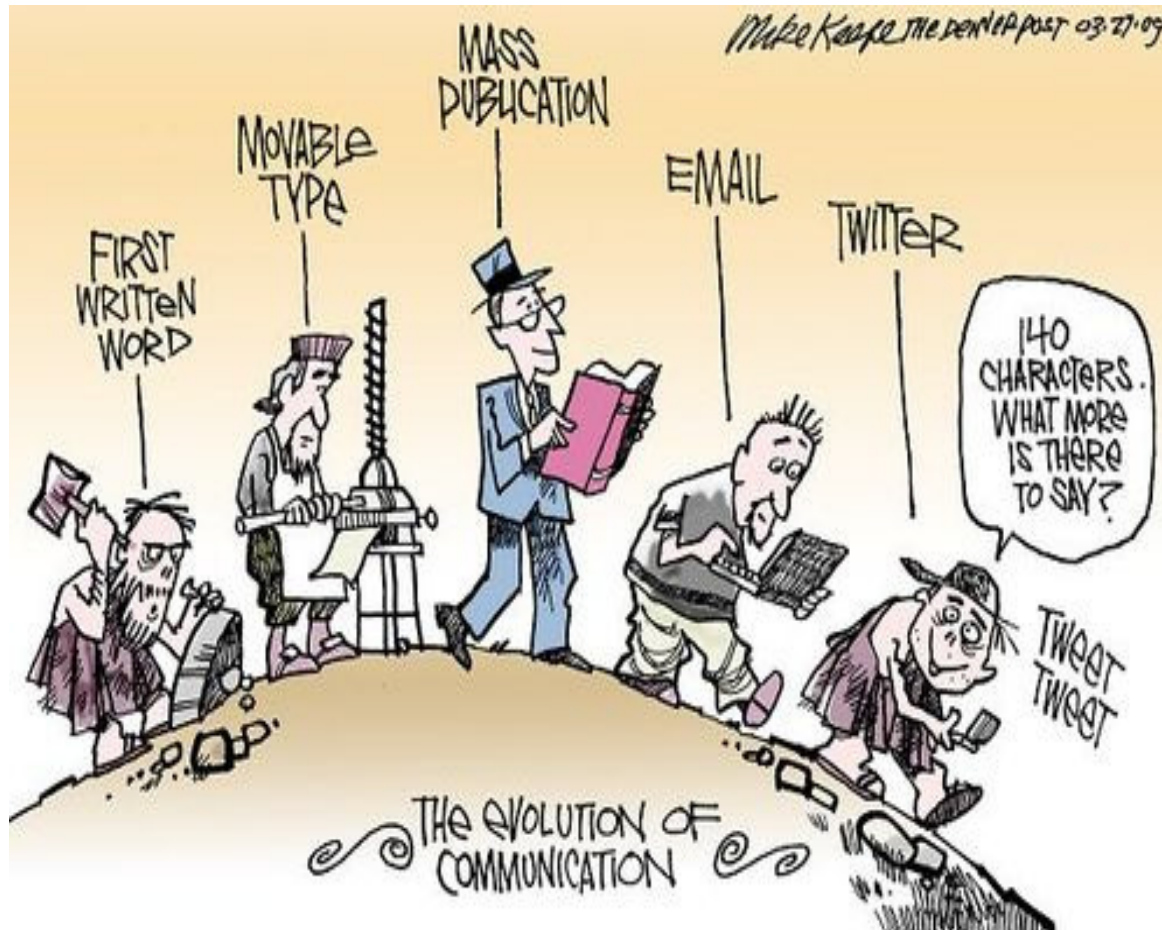# Facilitating regulatory environment for the networked society: The way forward

Session Chair : Sharil Tarmizi
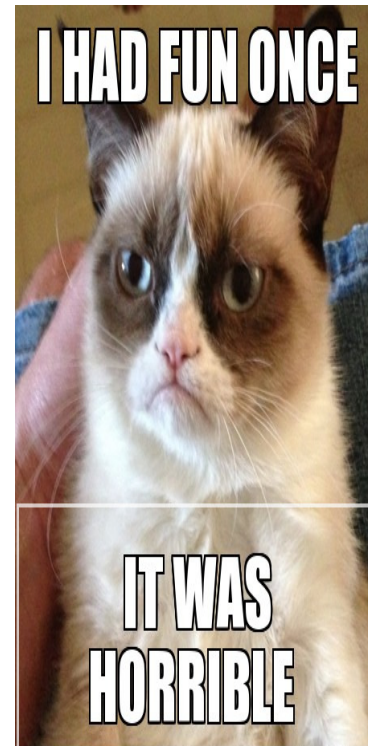
ITU-ACMA Asia-Pacific Regulators' Roundtable
Sydney, Australia

July 22, 2014

How has communication evolved?

A look at recent history – 10 years ago

Face book didn't exist

Twitter was a sound

The Cloud was in the sky

4G was a parking place

LinkedIn was a prison

Applications were what you sent to colleges

Thomas Friedman – NY Times Columnist & Pulitzer Prize winning author

Managing Content

Social technologies have been adopted at record speed

Time to reach 50 million users

ILLUSTRATIVE

50 million users

Radio	38 years
TV	13 years
iPod	4 years
Internet	3 years
Facebook	1 year
Twitter	9 months
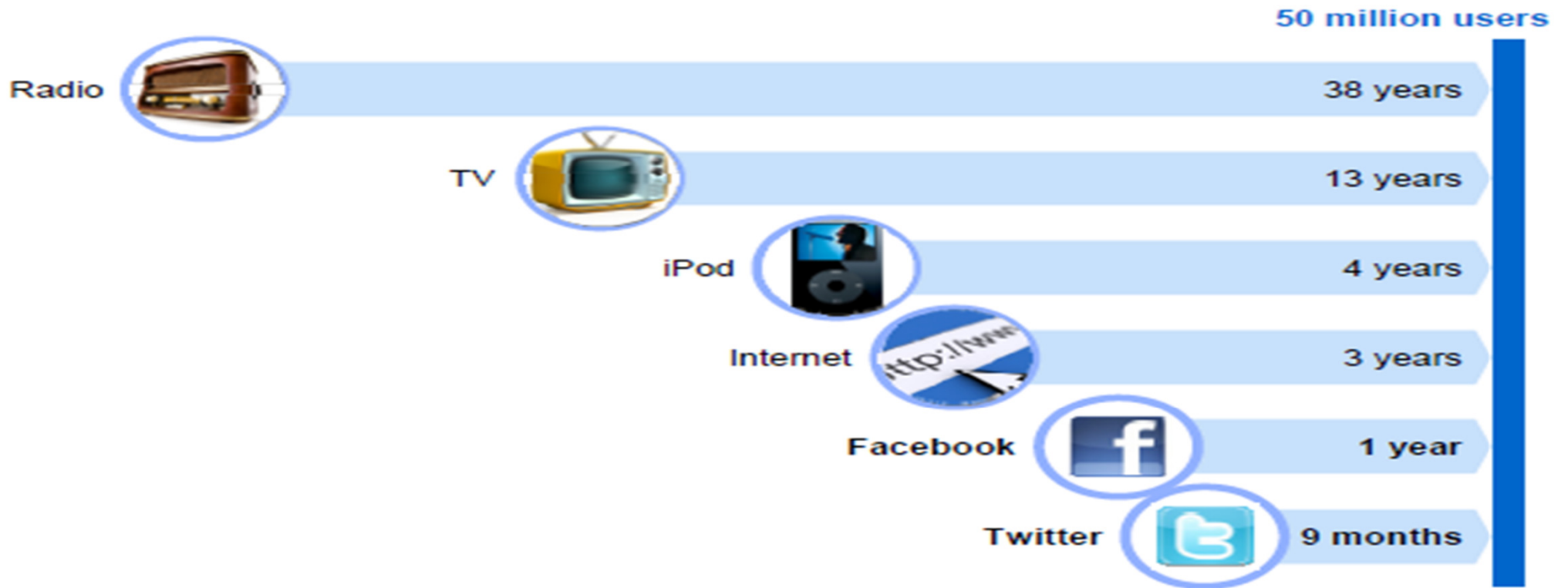
SOURCE: Various press reports

4

Source : Mckinsey Global Institute; The Social Economy: Unlocking Value and Productivity Through Social Technology

How do people access the content?

- 4 screen strategy – smart tv, computer, tablet, smartphone

Access Devices

- Devices are technology agnostic, using broadband & other transport technologies deliver content

Wired technology

Wireless technology

Satellite technology

Statistics on Youtube

More than 1 billion unique users each month

Over 6 billion hours of video watched each month — almost an hour for every person on Earth, and 50% more than last year

100 hours of video are uploaded every minute

Millions of subscriptions happen each day, and the number of people subscribing has more than doubled since last year

YouTube is localized in 56 countries and across 61 languages

- Shows trends on the most popular video by city & region
- Only available in US for now

Managing Content

WHY

The parameters of freedom and space found in
the mainstream media are directly or indirectly prescribed by the
government.

RISE OF NEW BREED

Users (Readers & Viewers) have become producers and transmitters.

RESULTS

People are now free, and have the opportunity to create their own news as well as to get the other side of the story by getting news from the Internet which is seen as free from control.

SHIFT new media *generation shift*

CONSEQUENCES

Many Malaysians have turned to alternative
media for new sources of content information, news and views.

HOW

The Internet as a global new medium

MAIN CONTRIBUTOR

• Government Policy – to promote the MSC where government has pledged not to censor the Internet

•The rise in Malaysian awareness and their consciousness in democracy, human rights etc.

•Loss of credibility to traditional media due to self-censorship.

Sources : The Impact of New Media on Traditional Mainstream Mass Media : Ali Salman & 4 others
Gan, S 2002, Virtual democracy in Malaysia: Putting press freedom in the front burner, Nielman Reports, Vol. 58, No. 2, pp. 65-67

Reform in C&M facilitates convergence regulation

WTO Commitments and Convergence Challenges

1995-2000

WTO Telecoms Reference Paper

- Competitive safeguards
- Interconnection
- Universal Service
- Licensing Criteria
- Independent Regulator
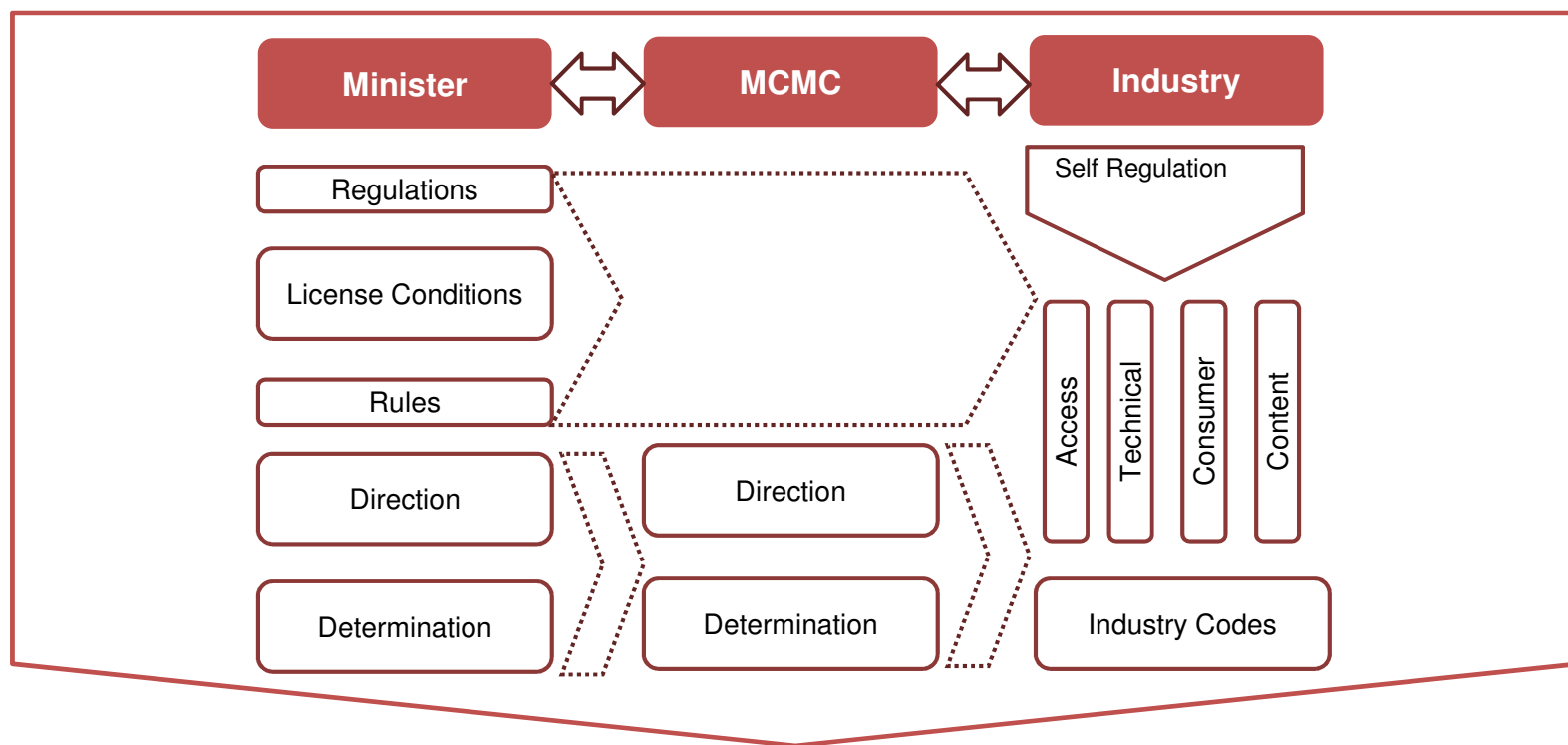- Allocation and Use of Scarce Resources

- Telecommunications, Broadcasting, Internet
- Self- Regulation
- Consumer protection, technical regulation, content regulation, competition framework

Convergence

2000-2015

Regulatory Obligation
- Licensing framework
- Resources management
- Consultative regulation
- Industry development

On-going initiatives
- Broadband roll-out
- Consumer protection
- Cost-based access
- Infrastructure competition
- Demand and supply
- Postal Strategic Plan

New Challenges
- Over-the-top services
- Social Media
- Lifestyle and demographic change
- Sustainable development

2015-beyond

Global Challenges
- Big Data
- Data Protection
- Co-regulation
- Resource maximization
- Bandwidth demand
- Content, rights and value-chain

Services Sector
- Quantity to Quality
- From liberalization to integrated sectoral governance reform
- Internationalization of service providers
- Re-engineering economic growth
- ICT Infrastructure

National Policy for Development

- ✓ **Sustainable regulation**
- ✓ **Competition and competitiveness**
- ✓ **Risk-based, performance driven**

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Open, consultative regulatory framework paved the way for self-regulation in C&M sector

Consultative Framework

| Minister | ⟷ | MCMC | ⟷ | Industry |

Self Regulation

Regulations

License Conditions

Rules

Direction → Direction

Determination → Determination

Access | Technical | Consumer | Content

Industry Codes
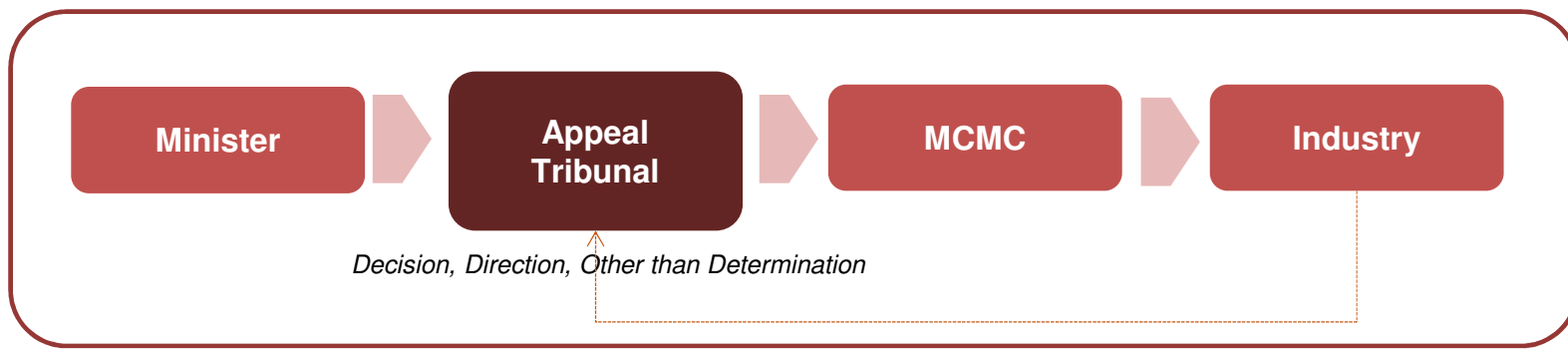
✓ Time-bound
✓ Non-time-bound

✓ Transparent process
✓ Registrable for validity
✓ Reviewable every 3 years

Appeal Framework

| Minister | ▶ | Appeal Tribunal | ▶ | MCMC | ▶ | Industry |

Decision, Direction, Other than Determination

✓ Binding
✓ Transparent
✓ Separation of Powers