

Kenyataan Media Press Release

For Immediate Release

MALAYSIA DUE TO START THE IMPLEMENTATION OF NEW PUBLIC CELLULAR PHONE NUMBERING WITH 3 + 8

Cyberjaya, 2 November 2010 - The Malaysian Communication and Multimedia Commission (MCMC) today announced that Malaysia is in the midst of implementing a new public cellular phone numbering format which is 3 + 8. The announcement was made at a briefing held at MCMC Headquarters which was attended by industry members, regulatory bodies, the media, consumer forums and interested parties. The briefing sought to enhance participants understanding of the new public cellular numbering system.

The new public cellular phone numbering will take off with the prefix-011 followed by eight digit numbers (011 1XXX XXXX), set to be launched on **15 December 2010**.

This is one of the long-term planning measures undertaken by MCMC after taking into consideration that the existing public cellular phone numbering format of 3 + 7 is running out and will not be able to support and accommodate the demands from the industry in the near future. This new implementation is also a result of the increase in the number of cellular service providers and the potential of various service applications which will be made available due to the advancement of communication technologies.

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Thus, MCMC is making a comprehensive approach in implementing the new format via consultation and close collaboration with communication service providers to ensure that this initiative is successfully carried out.

In his speech, Dato' Jailani Johari, MCMC Chief Regulatory and Supervisory Officer, explained, "This project is a preliminary task by MCMC in carrying out the new format of the public cellular numbering into eight digits. Based on the national numbering plan, all numbers for the public mobile service will be migrated into 8 digits, which will be done through phases according to the present needs, and MCMC will inform everyone concerned on this matter from time to time".

MCMC has established a working group comprising industry players to identify various issues in relation to this exercise plan. The working group, headed by MCMC has discussed actions to speed up the implementation process as it can have a major impact on communication service providers as well as consumers.

"Through MCMC, the Government has collaborated with the industry in carrying out this new format to the consumers and will continuously monitor the preparation and readiness of the participating parties. This is because it will involve various systems and differing service providers networks. This is a matter that requires efficient management, including upgrading or overhauling the systems and network so as to enable this exercise to be carried out without interrupting existing services," he added.

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The service providers' commitment towards the implementation of the new public cellular numbering is required to ensure success of the numbering programme as it is one of the Government's strategic initiatives to increase the national broadband penetration rate.

In relation to that, a briefing was held to inform the industry, regulatory bodies, consumer forums and interested parties to enhance their understanding on the implementation of this new public cellular phone numbering.

[End]

Notes to Editor:

1 If your organisation wishes to include a quote from Malaysian Communications and Multimedia Commission (MCMC) in an article or news item, kindly attribute the quote to our organization (MCMC) rather than an officer of the organisation, unless a designated spokesperson from MCMC is specified in the Press Release or reply to Press.

About Malaysian Communications and Multimedia Commission (MCMC)

The primary role of MCMC is to implement and promote the Government's national policy objectives for the communications and multimedia sector. MCMC is also charged with overseeing the new regulatory framework for the converging industries of telecommunications, broadcasting and on-line activities, in accordance with the national policy objectives set out in the Communications and Multimedia Act 1998 (CMA), as well as postal services and digital certifications. The CMA provides that MCMC undertakes a policy implementation role, while policy decision-making is vested with the Minister. The Minister may also give policy directions to the Commission.

For more information visit <http://www.skmm.gov.my>



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