



**Suruhanjaya Komunikasi dan Multimedia Malaysia**

*Malaysian Communications and Multimedia Commission*

**CALL FOR PROPOSAL FOR RESEARCH COLLABORATION BETWEEN SKMM  
AND INSTITUTIONS OF HIGHER LEARNING ON NETWORKED MEDIA  
CONTENT  
2010**

**4 May 2010**

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## SECTION 1 : INTRODUCTION

### 1.1 Purpose

1.1.1 The purpose of this Notice is to invite eligible persons to submit research proposal(s) on the fields of research as stated herein and subject to the guidelines as contained in the “Guide to the Research Collaboration between SKMM and Institutions of Higher Learning on Networked Media Content” (hereinafter referred to as “the Guide”).

### 1.2 Definition

1.1.2 In this document, unless the context requires otherwise, the following terms shall have the following meaning:

1.1.2.1 “Act” shall mean the Communications and Multimedia Act, 1998;

1.1.2.2 “Research” shall mean performing the research activity based on the Guide to the Research Collaboration between SKMM and Institutions of Higher Learning on Networked Media Content, the scope of the Call for Proposal (CFP) specified in Section 2 herein and the terms and conditions of this CFP;

1.1.2.3 “Lead Partner” shall mean the institution of higher learning (IHL) that is leading the research;

1.1.2.4 “SKMM” shall mean the Malaysian Communications and Multimedia Commission;

1.1.2.5 “Eligible person” are registered public and private IHLs and its students and lecturers.

### **1.3 Background**

- 1.3.1 The Research Collaboration programme provides a collaborative framework for promoting Networked Media content related research. The research grant will help increase the research capacity of IHLs as well as extend and enhance the research interest of SKMM in networked media content.
- 1.3.2 It is envisaged that the programme will build a knowledge base on which to establish SKMM as a focal point for knowledge and research for the development of comprehensive and robust policies and regulations in respect of Networked Media.

### **1.4 Reference Documents**

- 1.4.1 Before submitting any proposal, applicants are invited to consult the Guide to the Research Collaboration between SKMM and Institutions of Higher Learning on Networked Media Content (revised May 2010). The document is available on the SKMM website.

### **1.5 Objectives of the Research Collaboration Programme**

- 1.5.1 The objectives of the Networked Media Content Research Collaboration programme are as follows:
  - 1.5.1.1 Serve as a focal point for information, knowledge, research and development in relation to networked media policy and regulation;
  - 1.5.1.2 Develop knowledge resources relating to the use of networked media outlets by Malaysians;
  - 1.5.1.3 Provide a platform for collaboration, sharing and exchange of knowledge and expertise in the area of networked media content; and
  - 1.5.1.4 Assessment of policy effectiveness.

## **1.6 Intellectual Property Rights**

- 1.5.1 The ownership and management of the Intellectual Property Rights (IPR) shall vest with the Malaysian Communications and Multimedia Commission.

## **SECTION 2 : SCOPE OF CFP**

### **2.1 Scope of CFP**

- 2.1.1 The Proposer shall use the Application Form in Appendix B for each chosen field of research (FOR).
- 2.1.2 The Proposer shall perform a complete study based on the chosen FOR (Appendix C).
- 2.1.3 A Proposer may submit a maximum of three (3) proposals provided that each proposal is in a different FOR.
- 2.1.4 The Proposer shall:
- 2.1.4.1 Provide an executive summary containing a succinct description of goals, rationale, background, methodology, key preliminary data and clear description of proposed collaborative studies.
  - 2.1.4.2 Furnish detailed methodology/approach on how the research should be accomplished including details of existing research capacity and/or funds (if any) to augment the research.
  - 2.1.4.3 Specify clearly the Lead Partner and collaborative partners. The CVs of all the collaborative partners are required to be submitted together with the proposal.

- 2.1.4.4 Provide a Gantt Chart showing the activities and expected deliverables and milestones to achieve the research outcome.
- 2.1.4.5 Elaborate the technology and funding risks in performing the research project.
- 2.1.4.6 Furnish the quantum and schedule of financial support needed, including any other type of support needed such as technical experts, seminar/workshop, if applicable, for the completion of the research project.

## 2.2 Work Programme

2.2.1 The work programme is outlined in the table below and includes the timelines for implementation:

	Process	Date
1.	SKMM issues Call for Proposals (CFP)	4 June 2010
2.	Close of submission of proposals	12 noon, 16 July 2010
3.	Evaluation process	16 July - 20 August 2010
4.	Notification of application results	By 3 September 2010
5.	Project commencement	One month after signing of contract

## 2.3 Equipment

Please refer to the Guide.

## 2.4 Reports and Presentations

Please refer to the Guide.

## SECTION 3 : TERMS AND CONDITIONS OF THE CFP

### 3.1 Terms and Conditions of the CFP

The CFP is subject to the following terms and conditions:

- 3.1.1 SKMM may engage a Proposer to provide research covering the whole or any part of the CFP;
- 3.1.2 SKMM shall not be liable for any cost incurred, or work done, in relation to the CFP and any proposal submitted to the SKMM;
- 3.1.3 The CFP document is not to be construed as a legal document, does not constitute an offer by the SKMM and has no legal effect whatsoever;
- 3.1.4 The receipt of the proposal by the SKMM or any clarification session held, if deemed necessary, should not give rise to any expectation whatsoever on the part of the Proposer that they will be selected; and
- 3.1.5 SKMM will inform all Proposers on the outcome of this CFP.

### 3.2 Funding Amount

- 3.2.1 All the funding amounts shall be **typewritten** and every page shall be signed by the Proposer. All erasures, amendments and deletions must be initialled.
- 3.2.2 The Proposer's funding amount shall include any tax and duties or taxes imposed by the Government of Malaysia and all anticipated disbursement (please give details).
- 3.2.3 The successful Proposer need not be the one who quoted the lowest amount. Evaluation of the proposal will be based on other factors such as adherence to the scope of work, deliverables and timelines, financial, administrative and procedural requirements of the CFP, the Proposer's track record etc.

### **3.3 Proposals Received after the Closing Date of the CFP**

3.3.1 Any proposal received after the stipulated closing date and time shall be invalidated. Proposer's proof of posting or other evidence of transmission shall not be accepted as a proof of receipt by the SKMM.

### **3.4 Acceptance of CFP**

3.4.1 SKMM reserves the right to accept the whole CFP or such part or parts thereof as the SKMM may at its absolute discretion decide.

3.4.2 SKMM shall not be bound to assign any reasons for the rejection of any proposal.

### **3.5 Documentation Fees**

3.5.1 The CFP documentation and Research Collaboration Guide are free of charge and downloadable from the SKMM website at [www.skmm.gov.my](http://www.skmm.gov.my).

### **3.6 Omissions and Errors**

3.6.1 No oral, written, telecopied or otherwise transmitted information, modification or variation of the submission received after the CFP is closed will be considered.

3.6.2 The Proposer shall be solely responsible for all such omission and errors without any additional cost chargeable to SKMM. SKMM shall not entertain any request for variation of funding amount or submission of additional quotes for items left out in the original submission on the grounds of lack of knowledge, etc.

### **3.7 CFP Clarification**



- 3.7.1 The period for queries and clarification will be closed two (2) weeks before the closing date of this CFP, that is, 26 September 2010 at 5.00 pm. The SKMM may upload onto the SKMM website responses to queries and clarification.
- 3.7.2 Proposers are strongly advised to study all terms and conditions very carefully and to make all necessary clarification, etc., before submitting their proposals. Clarification may be sought from:

Ms Mooi Mee Mee

Secretariat, National Research Committee on Networked Media Content

Content Regulation Department

Monitoring and Enforcement Division

Malaysian Communications and Multimedia Commission

Tel: +603-8688 8000

email: [contentresearch@cmc.gov.my](mailto:contentresearch@cmc.gov.my)

### **3.8 CFP Submission**

- 3.8.1 The Proposer in submitting the CFP must ensure that **registered institution stamp is affixed and the authorised signature(s) appear on all pages of the original set of documents**. Improper endorsement and/or unendorsed sheets may invalidate the proposal.
- 3.8.2 The Proposer shall submit the proposal in ONE (1) ORIGINAL HARDCOPY and ONE (1) ELECTRONIC COPY. The hardcopy shall be enclosed in a sealed envelope addressed to:

**Chairman**

**Malaysian Communications and Multimedia Commission**

**Off Persiaran Multimedia**

**63000 Cyberjaya**

**Selangor**

**Attn: Secretariat, National Research Committee on Networked Media Content,  
Content Regulation Department**

The electronic copy of the proposal and appendices should be submitted to the Secretariat at [contentresearch@cmc.gov.my](mailto:contentresearch@cmc.gov.my) .

- 3.8.3 In the event of discrepancies, the hard copy documents shall prevail.
- 3.8.4 All submissions must be in the English language.
- 3.8.5 All corrections, changes, alterations and/or other amendments whatsoever shall be initialled by the Proposer's duly authorised officer and endorsed with the Proposer's registered institution stamp.
- 3.8.6 All documents which form part of the proposal shall be properly and securely bound in one or more ring binder with durable covers enclosed in a well-sealed package. If more than one such package is submitted, the package number and the total number of packages submitted shall be marked on the outside of each package in the following manner:
- PACKAGE NO. X/Y \*
- \* Where X is the package number and  
Y is the total number of packages submitted*
- 3.8.7 Handbooks and other literature shall be bound in separate covers. The covers shall be marked clearly with the title of the CFP on the cover sheets.
- 3.8.8 Failure on the part of the Proposer to comply with the requirements specified herein may invalidate the proposal.

**3.9 Closing Date**

3.9.1 All proposals shall be prepared in the manner prescribed and submitted at the place stipulated in Item 3.8 herein specified, on or before **12 noon, 2 July 2010**.

3.9.2 Late submissions shall be rejected.

### **3.10 CFP Deposit**

3.10.1 A deposit is not required for this CFP.

### **3.11 Terms of Disbursement**

3.11.1 All disbursements shall be made in Malaysian Ringgit (RM).

3.11.2 An amount up to 20% of the total funding amount may be disbursed up front subject to the terms and conditions of disbursement of the Research Collaboration Contract.

3.11.3 The disbursement schedule shall be agreed upon at a later and reflected in the Research Collaboration Contract. The Proposer shall provide its proposed disbursement schedule in the proposal for SKMM's consideration.

### **3.12 Retention Sum**

3.12.1 Not applicable.

### **3.13 Performance Bond**

- 3.13.1 A performance bond is not required for this CFP. However, in the event that the Research Collaboration Contract is terminated prematurely, the balance of the unutilised fund whether disbursed or not, shall be refunded to SKMM.

### **3.14 Research Collaboration Contract**

- 3.14.1 The successful Proposer shall be required to enter into a formal Research Collaboration Contract with the SKMM incorporating the terms and conditions of the CFP and all other relevant correspondences between the successful Proposer and the SKMM prior to the execution of the formal agreement. Such agreement shall be prepared by the SKMM.

### **3.15 Inducements**

- 3.15.1 The Proposer, its agent and employees shall not under any circumstance offer or make any gift, payment, loan, reward, inducement or benefit to any of the directors, officers or employees of the SKMM.
- 3.15.2 In the event of any such gift, payment, loan, reward, inducement or benefit being discovered after the acceptance by SKMM of the proposal or any Agreement made, the acceptance or Agreement shall have no further effect and the Proposer shall not have any claim against the SKMM in respect of any such acceptance or Agreement.

### **3.16 Conflict of Interest**

- 3.16.1 Disclosure of any commercial relationships or interests the Proposer or any of its directors, partners and officers may have with any of the Service Providers or any of the forums, registered under the Act.

### **3.17 Confidentiality**

- 3.17.1 Except with the prior consent of the SKMM, the Proposer shall not at any time communicate to any person or body or entity any confidential information disclosed for the purpose of the provision of services or discovered in the course of the provision and performance of the services, nor shall the Proposer make public any information as to the recommendations, assessments and opinions formulated in the course of or as a result of the provision and performance of the services.

**APPENDIX A: Form of CFP**

Chairman  
Malaysian Communications and Multimedia Commission  
Off Persiaran Multimedia  
63000 Cyberjaya  
Selangor Darul Ehsan

Sir,

**CALL FOR PROPOSAL (CPF) FOR RESEARCH COLLABORATION BETWEEN SKMM AND INSTITUTIONS OF HIGHER LEARNING ON NETWORKED MEDIA CONTENT 2010**

Under and subject to the terms and conditions of the CFP document requirements, the undersigned does hereby offer to provide the CFP for the **RESEARCH COLLABORATION BETWEEN SKMM AND INSTITUTIONS OF HIGHER LEARNING ON NETWORKED MEDIA CONTENT 2010**.

- 2. The undersigned agrees to be bound and submit to the said terms and conditions of the CFP document and requirements and the funding amount quoted.
  
- 3. Whereas, that it is understood that you reserve the right to accept or to refuse this proposal, or the same, the undersigned agrees that this CFP shall remain valid and shall not be withdrawn within six (6) months from the closing date of the CFP.

Dated this ..... day of ..... 2010.

\_\_\_\_\_  
(Signature of Proposer)  
Name in full:  
  
\_\_\_\_\_

\_\_\_\_\_  
(Witness)  
Name in full:  
  
\_\_\_\_\_

\_\_\_\_\_  
**Malaysian Communications and Multimedia Commission**

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In the capacity of:

---

Mailing Address:

---

---

E-mail Address:

Contact Nos. (Tel and Fax):

Tel:

Fax:

---

---

Occupation:

---

Mailing Address:

---

---

E-mail Address:

Contact Nos. (Tel and Fax):

Tel:

Fax:

---

Duly authorised to sign this CFP document for and on behalf of:

---

(Signature)

Name in full:

---

In the capacity of:

---

Address:

---

---

---

E-mail Address:

Contact Nos. (Tel. and Fax):

Tel:

---

Fax:

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## **APPENDIX B : Application Form**



### **Suruhanjaya Komunikasi dan Multimedia Malaysia**

*Malaysian Communications and Multimedia Commission*

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**APPLICATION FOR RESEARCH COLLABORATION BETWEEN SKMM AND INSTITUTIONS OF HIGHER LEARNING ON NETWORKED MEDIA CONTENT 2010**

<b>A. APPLICANT DATA**</b>					
1.	Lead Institution Name				
2.	Address				
3.	Contact Person				
4.	Designation				
5.	Contact Number	Off		Mobile	
6.	Fax Number				
7.	E-mail address				

*\*\* Please complete in full*

<b>B. PROJECT DETAILS</b>	
8.	Project Theme
9.	Project statement (Attach proposal and supporting documents)
10.	Lead researcher

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**Malaysian Communications and Multimedia Commission**

	(Attach CV)		
11.	Collaborative partners* (Attach CV of all partners)		
12.	Research methodology (Brief)		
13.	Commencement date of research period		
14.	Completion date of research period		
15.	Gantt chart (include activities, expected outcome, deliverables at each milestones)		
16.	To explain risk and provide its mitigation in the following aspects:	Explanation of risk	How to mitigate?
16a	Technology risk		
16b	Funding risk		
17.	Quantum and schedule of Disbursement (in brief – detailed disbursement requirements to be attached)		

*\* If applicable*

<b>C.</b>	<b>RECOMMENDATION BY THE VICE-CHANCELLOR/DEPUTY VICE-CHANCELLOR/DIRECTOR OF RESEARCH MANAGEMENT CENTRE</b>
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	Name (in BLOCK letters)
	Signature
	Designation
	Date
	Registered institution stamp

<b>D.</b>	<b>DECLARATION</b>
a.	<p>I, _____</p> <p>(NRIC No. _____) hereby declare that the information contained in this application forwarded to the Malaysian Communications and Multimedia Commission is true, accurate and complete to the best of my knowledge and belief and that I have not withheld/distorted any material facts.</p>
b.	<p>I also declare that I am free from any litigation, pending litigation claims, demands or actions pertaining to the proposed project. I understand that if the grant is obtained by false or misleading statements, I may be prosecuted and in addition, the SKMM may, at its discretion, withdraw the grant and recover immediately from me any amount of the grant that may have been disbursed.</p>



## **APPENDIX C : Fields of Research**



### **Suruhanjaya Komunikasi dan Multimedia Malaysia**

*Malaysian Communications and Multimedia Commission*

#### **RESEARCH COLLABORATION BETWEEN SKMM AND INSTITUTIONS OF HIGHER LEARNING ON NETWORKED MEDIA CONTENT**

##### **Research Topics for Year 2/2010**

#### **1.0 Introduction**

- 1.1 It is becoming increasingly apparent that electronic media and networked content are powerful mediums for learning, communication and commerce, effectively making them powerful tools for shaping community views and standards. Due to its pervasiveness and impact, there is a rising urgency to study and understand its uses and user-behavior.
- 1.2 There is also a concern that there is an erosion of content that represent Malaysian culture and heritage.
- 1.3 To this end, the areas of study were identified for their potential to derive insight to develop more effective content monitoring and enforcement strategies on current issues and which will resonate with the government's national policy objectives.

- 1.4 The Networked Media Content research grant will be awarded to projects that will have the most significant contribution to the objectives of the Research Collaboration programme. For further information about the Research Collaboration programme, please refer to the Guide.

## **2.0 General features of the SKMM Grant**

- 2.1 The grant is open to registered institutions of higher learning, its students and/or lecturers. All the principal investigators and their research team are supported.
- 2.2 The SKMM grant is not intended to fund commercial research and nor for purposes of product commercialisation.
- 2.3 Only the fields of research as outlined in this document are eligible.

## **3.0 Budget and Duration of Projects**

- 3.1 Proposals must fall within a maximum research grant award of RM100,000.
- 3.2 The planned duration of the project may not exceed twelve (12) months.

## **4.0 Proposed Research Topics for Year 2/2010**

### **4.1 Impact of Social Media**

1. New and popular social networking trends such as microblogging (e.g. Twitter) among Malaysians:
  - a. Pattern of usage
  - b. List of most popular social networking applications and services
  - c. Forecast of future usage trends
2. Trends and social impact of online communication on adolescent social ties.

#### 4.2 **Media Literacy – Traditional Media**

Study on the consumption/usage pattern of traditional networked media, that is, to provide comparatives and insights to trends etc among the following categories of radio and television channels/services:

##### Television:

- i. Government-owned terrestrial free-to-air TV stations;
- ii. Privately-owned terrestrial free-to-air TV channels; and
- iii. Privately-owned Satellite subscription TV.

##### Radio:

- i. Government-owned terrestrial free-to-air radio stations; and
- ii. Privately-owned terrestrial free-to-air radio stations.

Among others, the study should provide data and information on the following:

- Pattern of usage by:
  - Demographics
  - content genres
- preferred news/information source
- preferred devices/technology in accessing media
- perceptions and attitudes towards public service announcements

#### 4.3 **Impact of Networked Media Content**

Evaluate the impact of genres or elements or the proportion of genres or other aspects in networked content:

- Culture and heritage;
- Influences on values and norms among teenage/young adult by special interest groups within Facebook/weblogs/Google groups etc;
- impact of content with violence/supernatural (horror) on children;
- negative portrayals of women;
- Others (open to proposals).

#### 4.4 **Culture and Heritage**

Evaluate the status of existing archival systems and repositories in relation to **networked media content** with significant historical or cultural value to Malaysia.

The study is expected to look into challenges and opportunities of existing laws, requirements or incentives for collecting, documenting and archiving cultural heritage on networked media.

In addition to the above, proposers may also include a focused area of study from which a blueprint can be developed to build an exhaustive archival of a specific area of significant cultural heritage on networked media such as:

- recorded music industry;
- broadcast industry;
- Iconic historical figures, past/present artistes, etc.; and
- Period of historical significance to country's culture and heritage.

#### 4.5 Extension of research based on Year 1 studies - open to Year 1/2008 researchers only.