Suruhanjaya Komunikasi dan Multimedia Malaysia
Malaysian Communications and Multimedia Commission

GUIDE TO RESEARCH COLLABORATION BETWEEN SKMM AND INSTITUTIONS OF HIGHER LEARNING ON NETWORKED MEDIA CONTENT

May 2010

For enquiries please contact:

Secretariat
Content Regulation Department
Monitoring and Enforcement Division
Malaysian Communications and Multimedia Commission
Off Persiaran Multimedia
63000 Cyberjaya
Selangor

Tel: +603-8688 8000
Fax: +603-8688 1003
email: contentresearch@cmc.gov.my

TABLE OF CONTENTS

Section 1: RESEARCH COLLABORATION BETWEEN SKMM AND INSTITUTIONS OF HIGHER LEARNING ON NETWORKED MEDIA CONTENT

1.1   Introduction

The Malaysian Communications and Multimedia Commission (SKMM) Research Collaboration with institutions of higher learning on Networked Media Content was conceived for the purpose of enhancing knowledge, research and development in relation to media policy and regulation. The programme stems from the SKMM's commitment in working towards the realisation of the National Policy Objectives for the communications and multimedia industry.

It is envisaged that the research collaboration will promote and accelerate the pace of development of knowledge resources as well as provide insights and information into issues arising from the use of networked media and its content by Malaysians. The research outputs of this collaboration will further strengthen the capacity for effective and timely regulatory and policy formulation and implementation amidst the rapid pace of development in the communications and multimedia landscape.

The grant is limited to supporting research in the area of networked media content and to provide insights and perspectives into concerns that have emerged or evolved around networked media content.

1.2   Objectives

The objectives of the Networked Media Content Research Collaboration are as follows:

a. Serve as a focal point for information, knowledge, research and development in relation to networked media policy and regulation;

b. Develop knowledge resources relating to the use of networked media outlets by Malaysians;

c. Provide a platform for collaboration, sharing and exchange of knowledge and expertise in the area of networked media content; and

d. Assessment of policy effectiveness.

1.3   Governance

The research grant as provided under the Networked Media Content Research Collaboration will be governed by the National Research Committee on Networked Media Content (hereinafter referred to as the 'Steering Committee'). The members of the Steering Committee will comprise distinguished representatives of the SKMM, stakeholders and institutions of higher learning (IHLs). The role of the Steering Committee is to provide vision and direction to steer the programme to achieve its objectives. The Steering Committee will be chaired by the Chairman of SKMM.

The Steering Committee will ensure:

1.3.1   The integrity, transparency and independence of the programme;

1.3.2   The establishment and maintenance of world-class standards and reputation;

1.3.3   The appropriate networking of available resources. In this respect, the Steering Committee will be responsible for the strategic direction, policy aspects, determination of priorities, recommendation of collaboration projects to the SKMM as well as approval of the annual operational plan of the programme; and

1.3.4   The Steering Committee may modify the mandate of the Networked Media Content Research Collaboration programme as it considers appropriate.

1.4   Research Areas

The Networked Media Research Collaboration programme supports research that will be useful in formulating policies and regulatory implementation and enforcement in the networked media environment. The SKMM will consult with academicians, industry and other stakeholders to identify policy-relevant research questions. A critical factor in developing the programme's research projects is the extent to which the research will be directly relevant to networked media policy decisions.

Proposals with research focus in the areas described below will be given priority:

1.4.1   **Impact of Social Media**

1.4.1.1 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

1.4.1.2 Trends and social impact of online communication on adolescent social ties.

1.4.2   **Media Literacy – Traditional Media**

1.4.2.1 Study of the consumption/usage patterns 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

1.4.3 Impact of Networked Media Content

1.4.3.1 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).

1.4.4 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.

1.4.5 Extension of research based on Year 1 studies

Open to Year 1/2008 researchers only.

1.4.6 Other topics as approved by the National Research Committee on Networked Media Content.

1.5   Eligibility

The Research Collaboration programme is open only to private and public IHLs. Other organizations who are interested to participate in the programme may form collaborative partnerships with IHLs whereby the IHL shall be the Lead Partner.

Applications for the grant shall be assessed by the Steering Committee. SKMM will not normally supplement support provided by other funding bodies.

1.6   Research Methodology

Proposals shall contain detailed research methodology for the proposed research topic.

1.7   Support for Research

The SKMM shall provide support as per agreed schedule and terms and conditions as contained in the Research Collaboration Contract and shall cover the following:

1.7.1   *Financial Support*

o   *Remuneration and allowances*
    This extends to wages and allowance for temporary and contract personnel who are directly engaged in the project. Period of employment and hourly/monthly rate for research assistant must be clearly stated and justified.

o   *Travel and transportation*
    Only travel expenses (domestic and international) directly related to the project are claimable. The international trip must be strongly justified. Only one international travel is allowed for the whole duration of the project, and must incur the lowest possible airfare using the shortest route.   Travel costs should be fully itemized and the length of time that subsistence is sought is justified.

o   *Rental*
    Only rental expenses for building space, equipment, transportation and any other item directly related to the project should be included.

o   *Research materials and supplies*
    This extends to expenses for research materials and supplies directly

related to the project such as books, magazines, computer software, photocopying, printing binding, filming, consumables (stationeries, etc), charges from postage, telephone, fax and other expenses necessary to complete the project. Mobile phones and thumb drives are not claimable.

o *Minor modifications, maintenance and repairs*
Only expenses for minor modifications, maintenance and repairs of the building, laboratory, equipment or any other item directly related to the project should be included. Maintenance cost of any pre-existing equipment used for the project can also be included. Any cost incurred for the maintenance of the equipment shall not be covered by the grant once the project is completed.

o *Equipment and accessories used in research*
Only purchase of special equipment and accessories (including accessories to upgrade the capability of existing equipment), usage of computer facilities and data processing directly related to the project shall be included. All equipment purchased under the project shall belong to the Lead Partner institution. The maintenance of the equipment after the project completion shall be borne by the Lead Partner institution.

o *Special Services*
Consultancy, translation, payment of research subjects, data gathering and processing costs are claimable.

1.7.2   *Technical Expertise*

The SKMM may provide support in terms of technical expertise or consultancy in areas related to the work of the Commission. The SKMM may also engage local or overseas experts to provide technical advice based on the request submitted and agreed upon in the terms and conditions of the Research Collaboration Contract.

1.7.3   *Seminars and Workshops*

The SKMM may invite or facilitate participation in local or overseas seminar or workshop for participants in the Research Collaboration programme and/or organize local seminars or workshops to promote the development of knowledge base in the areas or themes of networked media content.

1.8   Research Collaboration Contract

The Steering Committee will inform the successful applicants in writing. The Steering Committee may suggest changes to the proposals which may include cost/funding, scope, intellectual property rights, timelines and collaboration/grouping/partners. On acceptance, the successful applicant is required to enter into a contract with SKMM.

1.9   Duration of the Project

All research must commence within one (1) month of the date of the Research Collaboration Contract. The project shall be completed by the time stipulated in the Contract, which will not normally exceed twelve (12) months.   Applicants shall indicate the project duration in the proposal.

1.10   Grant Amount and Coverage

The grant amount shall depend on the type and scope of the research project and subject to the guidelines herein may be of a sum of up to Ringgit Malaysia one hundred thousand (RM100,000.00).

Section 2: APPLICATION PROCESS AND PROCEDURE

2.1 Preparation of Application and Proposal

The proposal shall be presented clearly and concisely and shall be submitted together with the following:

- Application form as per Appendix 1
- Curriculum vitae of the research personnel involved
- Certified true copies of academic certificates and transcripts
- Other relevant materials to support the proposal

The research proposal must include the following:

- Aims and objectives of the research
- Detailed research methodology
- Relevance of the research work to Networked Media Content industry and regulatory and monitoring aspects
- Impact of research, next recommended course of action and should be a significant for offering new insights in the subject area.
- Applicant's research expertise relevant to the research proposal
- Project schedule or phases of the research
- Detailed budgetary requirements

2.2 Proposal Submission

Applications must be received *no later than* **12 noon, 16 July 2010** via e-mail to contentresearch@cmc.gov.my with "Networked Media Content Research Proposal" in the subject line and in hardcopy 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

An acknowledgement will be sent once the proposal has been received by the Secretariat. Those submitting proposals and NOT receiving an email confirmation within a week should contact the SKMM. Applicants are to ensure

that the proposal is complete. The Secretariat reserves the right to reject supplemental documents after the closing date.

2.3 Evaluation of Proposals

The SKMM has appointed the Steering Committee to evaluate, advise, monitor and manage the Research Collaboration projects. The SKMM together with the assistance of the Steering Committee will evaluate proposals based on the criteria outlined below:

2.3.1 *Quality and Innovation*
- The **quality** of the research proposed, relevance to subject matter and its contribution to addressing the key issues for **achieving the objectives** of the programme and/or value add to knowledge and capacity building;
- The originality, **degree of innovation**, taking into account the level of risk associated with the project;
- The **adequacy** of the chosen approach, methodology and work plan for achieving the objectives.

2.3.2 *Community added value and contribution to SKMM policies*
- The extent to which the project would contribute to solving problems at the national level;
- The project's contribution to the implementation or the evolution of one or more **SKMM policies** or addressing problems and issues connected with social regulation and new media content.

2.3.3 *Contribution to social objectives of the SKMM Vision and Mission*
- The contribution of the project towards the SKMM **vision** of:
  - A globally competitive, efficient and increasingly self-regulating communications and multimedia industry generating growth to meet the economic and social needs of Malaysia;
- The contribution of the project towards SKMM achieving its **mission** of:
  - Promoting access to communications and multimedia services;
  - Ensuring consumers enjoy choice and a satisfactory level of services at affordable prices;
  - Providing transparent regulatory processes to facilitate fair competition and efficiency in the industry;
  - Ensuring the best use of spectrum and number resources;

and

- o Consulting regularly with consumers and service providers and facilitating industry collaboration.

2.3.4   *Resources, Partnership and Management*

- Win-win for parties in the collaboration;
- Availability of existing support including financial means, facilities and other forms of support and the chance for successful completion within the proposed timeline;
- **Quality of the management and project approach** proposed, in particular the appropriateness, clarity, consistency, efficiency and completeness of the proposed tasks, cost, the scheduling arrangements (with milestones) and the management structure. In addition, the tools to be used for monitoring project progress, including the quality of specified indicators of impact and performance, and ensuring good communication within the project consortium;
- **Quality of the partnership** and involvement of users and/or other parties when appropriate; in particular, the competence and expertise and the roles and functions within the consortium and the complementarity of the partners; and
- **Appropriateness and availability of the resources** to effectively collaborate - the manpower effort for each partner and task, the quality and/or level and/or type of manpower allocated, durables, consumables, travel and any other resources to be used. In addition, the resources not reflected in the budget (e.g. facilities to carry out the research and the expertise of key personnel).

2.4   Reject/Award of Proposal

The SKMM will consider the advice/recommendations of the Steering Committee before making decisions to reject or award a proposal. SKMM reserves the right to consider any other factors that it may deem relevant in the process of evaluation.

The SKMM will reject proposals that do not meet the submission and evaluation criteria.

The decision to award or reject the proposal shall be communicated by the Steering Committee to the applicants within three (3) months of the closing date.

2.5 Variation of Research Project

Any requests for variation in scope and/or funding after a project has been approved must be made in writing with prudent justification to the Secretariat for consideration. The SKMM after considering the advice from the Steering Committee will decide on the request within one (1) month of receipt of such request.

2.6 Extension of Project

Only written requests addressed to the Secretariat three (3) months before the targeted completion date will be considered. Extensions shall not exceed two (2) months from the targeted completion date. Nevertheless, the SKMM reserves the right to grant additional extension period.

2.7 Process Cycle

The overall application process is as tabulated below:

	Process	Date
1.	SKMM calls for proposals	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 outcome	By 3 September 2010
5.	Project commencement	One month after signing of contract

Table 1. Application Process
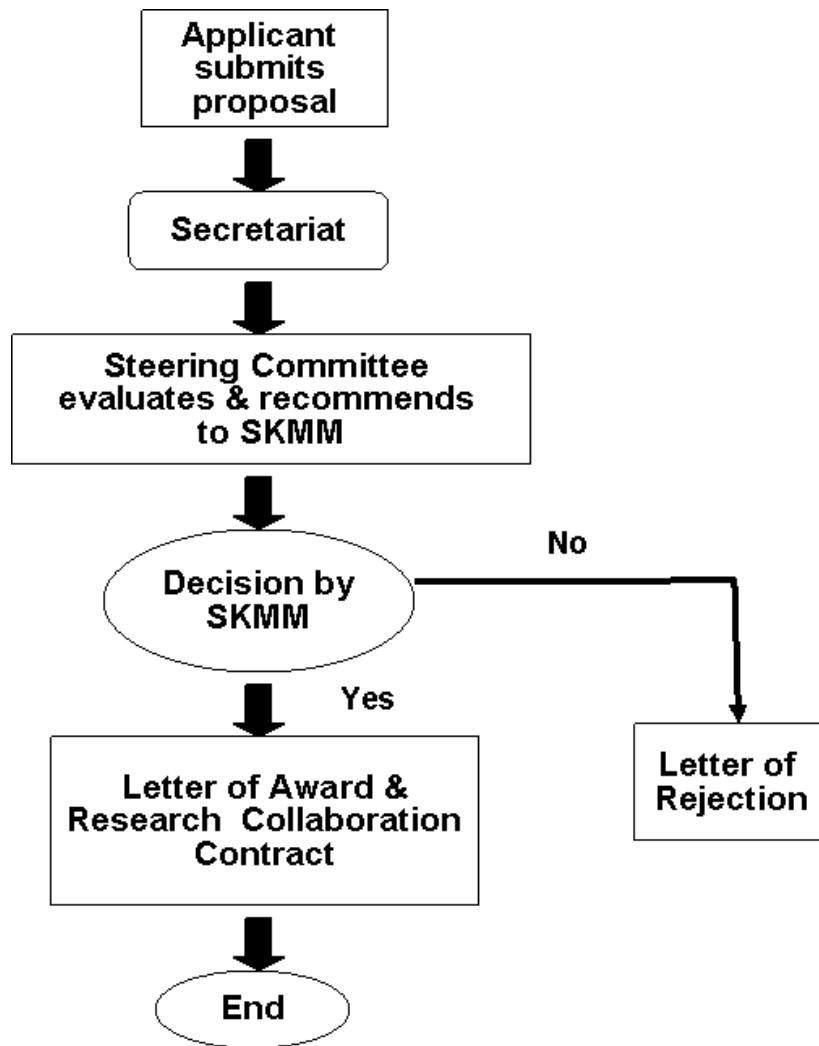
The application process flow is shown in Figure 1 below.

Figure 1. Application Process Flow Chart

Section 3: PROJECT IMPLEMENTATION AND MONITORING

3.1   Reports by Lead Partner

a. *Periodic Progress Report (PPR)*

The Lead Partner is responsible for implementing the project. Periodic reports are required to be submitted in a timely manner and subject to the duration of project it shall be submitted on a quarterly basis or bimonthly basis if the project duration is six (6) months or less.

The report is to be submitted by the 7th day after the end of each reporting period together with the following:
- Statement of expenses incurred for the period reported
- Direct outputs

The report will be evaluated against the deliverables and the SKMM will use this mechanism to determine whether it will continue to support the project.

New developments in the form of knowledge or technology may prompt the SKMM to make changes to the project subject to the agreement of parties involved in the Research Collaboration Project.

b. *End-of-term Report (ER)*

The ER is required to be submitted through the Lead Partner institution within one (1) month of project completion to the SKMM. In the ER, the Lead Partner shall include (but not limited to) the following:

- Direct outputs of the research
- Achievements based on the original objectives and its implications
- Full financial report for the entire project duration
- Assessment of the whole project

The SKMM may appoint independent experts at any stage, to carry out specific, scientific, financial or technological audits to ascertain the status/performance of the project.

3.2   Steering Committee Reports

The Steering Committee shall review all reports submitted by the Lead Partner and make recommendations to the SKMM. The Steering Committee shall evaluate the reports as follows:

3.2.1 *Assessment Report of PPR*

Upon receipt of the PPR report from the Lead Partner, the Steering Committee will assess the overall progress of the project and shall give advice on its direction. The Steering Committee shall also provide recommendations on improvements to the project, where necessary/applicable. Such recommendations may include whether to continue support of the project depending on the progress and status of the research.

3.2.2 *Assessment Report of ER*

Upon completion of the project, an ER shall be submitted to the SKMM. The Steering Committee is to review the ER and highlight to the SKMM on the outcome of the project and the way forward.

The project monitoring and implementation flow chart is as shown in Figure 2 below.
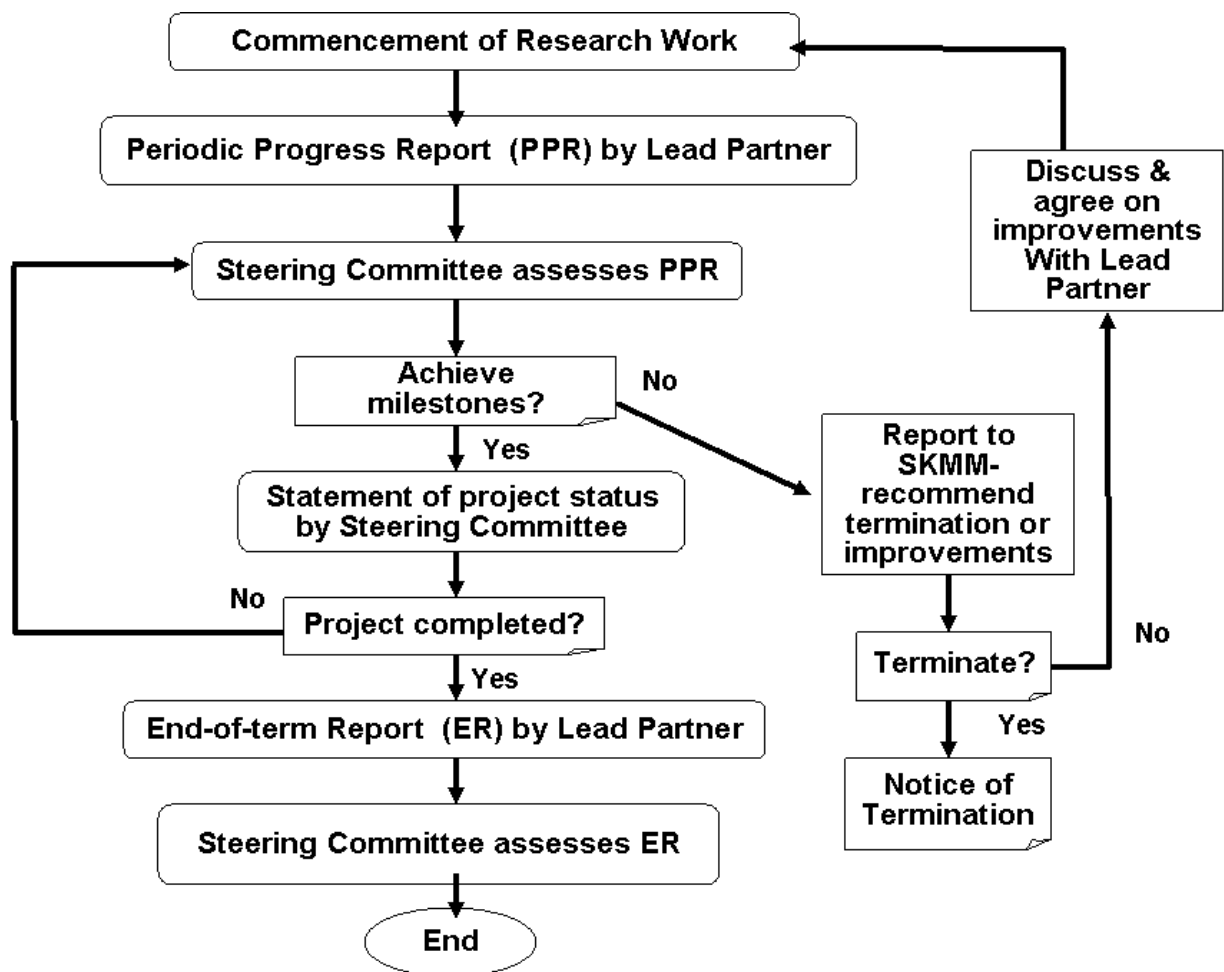
Figure 2. Project Monitoring and Implementation Flow Chart

3.3   Disbursement of Funds

Disbursement of funds for the research project is subject to the approved amount as per agreed schedule and terms and conditions as contained in the Research Collaboration Contract. The grant recipient will be required to submit detailed invoices and receipts to support each claim.

Section 4: INTELLECTUAL PROPERTY

4.1 Intellectual Property (IP)

All the research-related data collected and reports prepared during the performance of the Research Collaboration Contract are the property of the SKMM and will be disposed of at the discretion of the Commission.

All title, right and interest in any system or tool developed in the course of the Research, including but not limited to the development of software or product, shall be vested in the Commission.

Ownership and management of IP, royalties and any other forms of fees received by the institution resulting from the findings or outputs of the research such as licensing of the IP or any other forms of commercialization, shall be governed in accordance with the agreed terms and conditions outlined in the Research Collaboration Contract.

4.2 Publishing Rights

The SKMM is entitled to publish the research reports in any form as it deems fit, for the purpose of education or knowledge transfer. This notwithstanding, the Lead Partner is required to contribute through publishing and presenting research findings in local or international events/media, subject to the prior approval of the SKMM. Copies of all publications are to be submitted to the Secretariat.

The Lead Partner shall denote and acknowledge the sources of research support for the project and the contribution of the various entities.

4.3 Contact

Secretariat
National Research Committee on Networked Media Content
Content Regulation Department
Malaysian Communications and Multimedia Commission
Off Persiaran Multimedia, 63000 Cyberjaya
Selangor Darul Ehsan
Tel: +603-8688 8000
Fax: +603-8688 1003
email: contentresearch@cmc.gov.my

APPENDIX 1

<u>Application Form</u>

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

A.	APPLICANT DATA**				
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.	PROJECT DETAILS		
8.	Project Theme		
9.	Project statement (Attach proposal and supporting documents)		
10.	Lead researcher (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 milestone)		
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

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

D.	DECLARATION
a.	I, _____ (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.
b.	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.
	Signature	
	Designation	
	Date of application	
	Registered institution stamp	

For the Commission's Use only

E.	Secretariat Comments

Date:

Comments:

☐ Recommend

☐ To re-submit (incomplete/amendments/clarification required)

☐ Reject