

SEMINAR ON SMART NETWORK #1/2011

Understanding and Challenges

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Auditorium
Malaysian Communications & Multimedia Commission, Cyberjaya

Co- organized by:



Supported by:



About NKEA Communications Content and Infrastructure

The government has unveiled the Economic Transformation Programme (ETP) to transform Malaysia into a high income economy, hence identified 12 National Key Economic Areas (NKEA) including the Communications Content and Infrastructure (CCI) which is sponsored by the Ministry of Information, Communications and Culture.

Where we are today

The Communications Content and Infrastructure (CCI) sector spans a wide ecosystem, from content generation to networks, services and devices. In 2009, the sector contributed RM22 billion of Gross National Income (GNI) from telecommunications, TV and broadcasting as well as post and courier.

For Malaysia to transition from a middle-income to high-income economy the continued development of the communications content and infrastructure sector is fundamental. The sector should now build on the infrastructure investments of the past and shift to providing applications and content in order to enable the knowledge-based society.

Vision for the future

The CCI NKEA aims at driving continued high growth in communications and enabling the paradigm shift from infrastructure to applications and content.

Targets and aspirations

We will raise the sector's GNI contribution from RM36 billion in 2009 to RM58 billion by 2020. This incremental increase is driven by 10 Entry Point Projects (EPP) including the EPP#9 on Smart Network that will deliver RM16.6 billion in incremental GNI and four business opportunities that will deliver RM11.7 billion in incremental GNI. In achieving this, an additional 43,000 jobs will be created.

www.etp.pemandu.gov.my

Entry Point Project on Smart Network (EPP9)

NKEA CCI EPP9 Smart Network

The EPP9 on Smart Network is aimed to address affordability and quality of services by network providers and to sponsor a streamline implementation of smart network features by network providers in providing differentiated pricing based on service prioritization, usage cap, and application specific packages to users.

Smart Network Initiatives and Key Deliverables

There are few projects and initiatives under EPP9 on Smart Network currently in progress and to be embarked soon namely:

- **Smart Network Baseline and Monitoring Exercises** - to gauge the current availability of smart networks and packages and to conduct quarterly stock-take from service providers as KPI;
- **Guidelines on Smart Network** - to develop industry guidelines for smart network covering both technical and commercial;
- **Smart Network Laboratory Project** - to implement smart network proof of concept (POC) for selected packages identified under smart network;
- **Smart Network Self Regulatory Quality of Service Initiatives** - to produce guidelines for industry on Quality of Service (QoS) periodical self declaration by service providers; and
- **Smart Network Awareness Programme** - to educate consumers on the benefits of smart packages.

The EPP9 Smart Network Awareness Programme is divided into categories which will be held in series to the specific target audience as follows:

1. **Smart Network Awareness Campaign** is a series of collaboration between PEMANDU, the Malaysian Communications & Multimedia Commission (SKMM), the Malaysian Technical Standards Forum Bhd (MTSFB), the Communications and Multimedia Consumer Forum of Malaysia (CFM) and other related agencies to educate consumers on the benefits of smart packages.
2. **Smart Network Seminar** is a series of collaboration between PEMANDU, the Malaysian Communications & Multimedia Commission (SKMM), the Malaysian Technical Standards Forum Bhd (MTSFB) and invited experts to interact and gain latest updates on networks technologies, industry trends, business challenges, as well as strategies and solutions from invited speakers and to establish networking with the EPP9 Technical Working Committee (TWC) and Commercial Working Committee (CWC) members.

Both Awareness Campaign and Seminar are **Free of Charge** and participation base on first come first served basis.

www.skmm.gov.my; www.mtsfb.org.my, www.cfm.org.my

Who should attend?

Network Service Providers namely from strategic, regulatory, technology and product departments, Vendors, Manufacturers, System Integration Companies, Application Developers, Research & Development Companies and other stakeholders.

Note:

Participants may download the updated programme, presentations and relevant information which will be made available on MCMC (www.skmm.gov.my) and MTSFB (www.mtsfb.org.my) websites.