



EDITOR, News Desk, Feature Desk, Education Desk



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PRESS RELEASE

MCMC Funds RM1million for Creative Content MMU to Conduct Pilot Project, Chosen for Good Track Record

Cyberjaya, 27th July 2012 – Multimedia University (MMU) students will now have the opportunity to tap into a RM1 million fund provided by the Malaysian Communications and Multimedia Commission (MCMC) to develop creative content.

Under a Memorandum of Understanding (MoU) entered into between the MCMC and MMU, MCMC has allocated a grant worth RM1 million to MMU for this pilot project through the MCMC Grant for Innovative & Creative Contents & Applications (MaGICCA). Selected undergraduate and postgraduate MMU students of MMU will receive funding to develop content with high potential for commercialisation.

“We anticipate that the projects under this Grant will spur the development of the communications and multimedia industry as a whole,” said Dato’ Mohamed Sharil Tarmizi, Chairman of MCMC.

Dato' Sharil added, “We are happy to collaborate and partner with MMU in this venture given their experience and track record in this field. We are aware that MMU graduates are very active in the creative content industry be it in animation, visual effects or CGI. In fact, it was a group of MMU students who created a phenomenon in the animation industry in Malaysia with household characters such as *Upin* and *Ipin* and *BoBoiBoy* who have not only gained popularity domestically but also abroad.”

To witness the exchange was MMU’s Chairman Datuk Dr. Halim Shafie. MMU was represented by its President, Professor Dato’ Dr. Muhamad Rasat Muhamad, who was very excited with MMU’s role in the project. According to Professor Rasat, “MMU was established sixteen years ago for this exact reason, which is to produce graduates who can create superior content. To

date, we believe that we have done a good job of this. I think it is safe to say, with MCMC's decision to choose us for this pilot project, that there are other people who also think we have done a good job so far. With MaGICCA, we will do our best to inspire our students so that they would create groundbreaking material and take the Malaysian communications and multimedia industry to a whole new level."

More than 20,000 MMU students are eligible to take advantage of the grant. MMU staff who have enrolled with the university as postgraduate students are also allowed to apply for the grant. Students must form teams of at least 3 individuals, and each team must have Malaysians or permanent residents comprising the majority. Acceptable projects should be original works, and must have a high content for commercialization.

"We will soon be seeking to collaborate with the Ministry of Higher Education (MOHE) to extend MaGICCA to Institutions of Higher Learning nationwide. For this, we have planned an allocation for the next 5 years, if this pilot project is successful," said the MCMC Chairman.

This fund is in line with MCMC's goal of establishing Malaysia as a major global centre and hub for communications and multimedia information and content services, and promoting the development of capabilities and skills within Malaysia's convergence industries.

(End)

About 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>

About MMU

Multimedia University (MMU) is Malaysia's first private university. This tertiary education institution was set up through Universiti Telekom Sdn Bhd (UTSB), a wholly owned subsidiary of TM. MMU fulfills the noblest of corporate social responsibilities – taking up the challenge of educating the next

generation the nation’s leaders and knowledge workers. As the first private university in Malaysia, MMU developed the pioneer model for the successful establishment of private universities in the nation, paving the way for the growth of the private tertiary education sector. As the university at the heart of the MSC, MMU also serves as a catalyst for the development of the high tech ICT industry of the nation, parallel to the Silicon Valley-Stanford model in the United States.

Growing to over 20,000 students in 16 years, MMU has achieved much in a relatively short period of time. The university runs in two campuses, its original campus in the historical city of Melaka, and the campus in Cyberjaya that was launched by the fourth Prime Minister of Malaysia, Tun Dr. Mahathir Mohamed. It has produced 30,523 graduates to date, and a recent survey demonstrates that 91% of these secure employment within 6 months of the completion of studies. It has also grown an outstanding pool of international students numbering close to 4,000 from 77 countries.

MMU has established itself as a major player in research and development, and maintains excellent ties with the industry through collaborations and research partnerships. The university currently hosts 13 Research Centres. These centres focus on the niche areas of computing, informatics, nanotechnology, microsystems, biometrics, virtual reality, microwave and telecommunications, engineering, photonics, advanced robotics and business.

Currently, in a survey by www.topuniversities.com, MMU is the 194th ranked university in all of Asia. MMU is also recognized by the Malaysian government, through its 2009 SETARA rating, as an Excellent Tier-5 university; to date, no other Malaysian university occupies a higher tier.

To learn more about Multimedia University, visit <http://www.mmu.edu.my/>

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