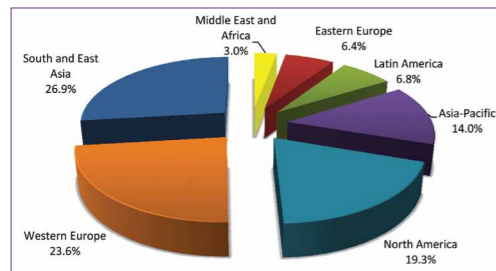


Global Broadband Statistics

Share of World Broadband Subscribers by Region, 2Q 2010

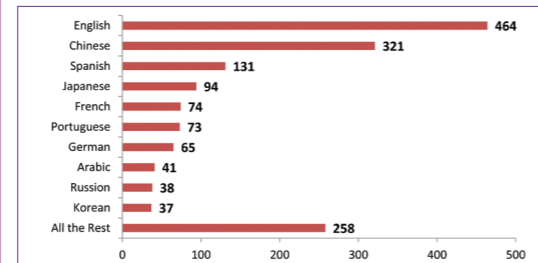


Note: Western Europe and North America have well established telecommunications infrastructure which is regularly upgraded. Quarterly growth is minimal since market penetration is high and closer to saturation.

By 2Q 2010, Malaysia broadband subscribers is at 3.2 million, representing a household broadband penetration rate of 37.5%.

Source: "World Broadband Statistics Report - 2Q 2010" by Point Topic; SKMM

Top Ten Language on the Internet, 2009



Note: Although non-English speakers are increasingly going online, the web is still largely dominated by English language due to the lack of local content in local languages on the Internet.

In Malaysia, the Networked Content Development Grant (NCDG) continues to catalyse new talent and efforts in content development, by promoting human and knowledge capacity building.

Source: "ITU Calls for Broadband Internet Access for Half the World's Population by 2015" by ITU, June 2010; SKMM

What is Driving Mobile Broadband?

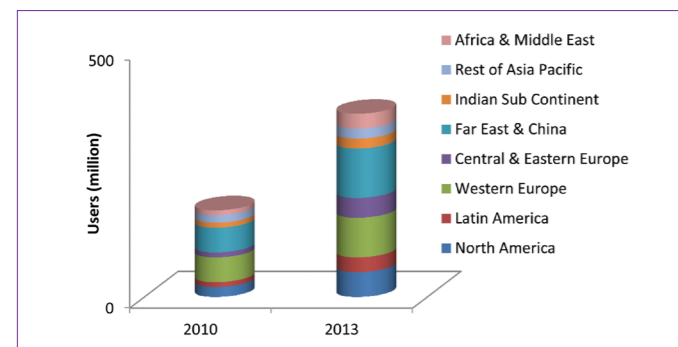
Factors	Example	Details
New Devices	Apple iPhone	Vast range of applications and even the potential for users to develop applications of their own.
	iPod and iTunes	Combines a phone with a music player and a digital camera with a digital library and photo album in a single device with access to the World Wide Web.
	Apple iPad	Combine the portability of an e-book reader with artwork and the real-time response and immediacy of a website.
	Samsung Wave	Features games, navigation, social networking, e-book, health and lifestyle applications.
Location-based services	Nokia	Combining the maps and navigation with the camera and GPS on the phone.
Social networks	Facebook	Applications such as Facebook Connect are finding more widespread use outside of their original use.
	Twitter	More than fifty million tweets a day.

Note: According to GSA.com, mobile broadband subscriptions stood at 530 million as at 2Q 2010.

Broadband subscriptions in Malaysia for 2Q 2010 indicated that mobile broadband connected 43.4% (1.4 million user) of all broadband subscribers, increased by 122% (2Q 2009: 0.631 million).

Source: "Mobile Broadband" by ITU, April 2010; GSA.com; SKMM

Users of Mobile Banking Information Services by Eight Key Regions

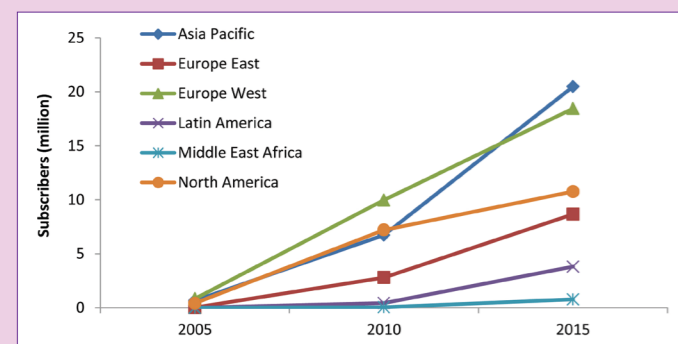


Source: "Mobile Banking Usage to Double by 2013" by Marketing Charts, June 2010 based on "Mobile Banking Goes Mainstream," Juniper Research

Users in million	2010	2013
North America	20	50
Latin America	10	30
Western Europe	50	80
Central & Eastern Europe	10	40
Far East & China	50	100
Indian Sub Continent	10	20
Rest of Asia Pacific	15	20
Africa & Middle East	10	30

Note: By 2013, mobile banking users estimated to hit 400 million users, with three types of mobile banking dominate the market; message-based mobile banking, mobile browser, downloadable Application.

Global Pay IPTV Subscribers Forecast by Region, 2005-2015



Source: Informa Telecoms & Media

	2005	2010	2015
Asia Pacific	0.7	6.7	20.5
Europe East	0.0	2.8	8.7
Europe West	0.8	10.0	18.5
Latin America	0.0	0.4	3.8
Middle East Africa	0.0	0.0	0.8
North America	0.4	7.2	10.8
TOTAL	1.9	27.2	62.9

Note: Total forecasted IPTV subscribers for 2015 is 63 million subscribers worldwide.

Converging to 1Malaysia

myBroadband

A quarterly newsletter

• Vol 2 • Number 2 • 2nd Quarter 2010



Suruhanjaya Komunikasi dan Multimedia Malaysia
Malaysian Communications and Multimedia Commission

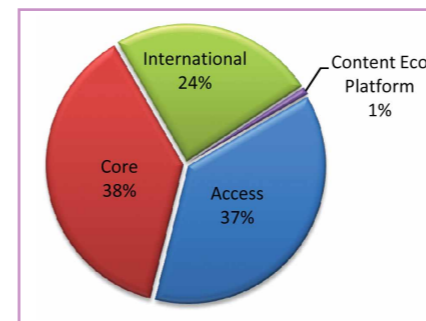


Highlights!

- Generating Ubiquity: 1Malaysia Netbook Programme
- HSBB Project
- Blogger - Global Facts
- Did You KNOW?
- Is this your reason for going to the Cinema?
- Internet TV for Home Entertainment
- The Power of the Internet
- Enterprise Security Challenges
- Global Broadband Statistics

HSBB Project

The RM11.31 billion HSBB project over ten years is a public-private partnership between TM and the Government of Malaysia, with the Government investing RM2.4 billion in initial years and TM footing the balance. A major portion of the cost (75%) is invested in the core and access infrastructure. Noteworthy, is the 1% invested in the Content Eco Platform.



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Generating Ubiquity: 1Malaysia Netbook Programme

In Malaysia, we are bringing broadband connection to all homes. Among the broadband initiatives to reach the masses is the allocation of one million netbooks and access to Internet for young users. The government in its 1Malaysia Netbook Programme targets secondary school and university students from low-income families nationwide as the netbook recipients. The allocation is done through a Universal Service Provision (USP) programme implemented by SKMM. The netbooks are to be delivered in stages directly to the identified target group starting June and ending in December 2010.

The plan under the USP programme is to work with designated service providers through tender to allocate the netbooks as follows:

Target group for 1Malaysia Netbooks

1. Students from low-income families with priority given to secondary students of Government-funded or assisted schools and university students who still do not possess broadband subscriptions. **65%**
2. Low-income and targeted groups living in the underserved areas that have low broadband penetration rate but with ready communication infrastructure and services. **35%**



The Netbook programme is not done in isolation, but linked to community broadband projects under the USP programme. For example, some netbooks were distributed in September 2010 by the Information Communication and Culture Minister in conjunction with the launch of the second Kampung WiFi project in Sibu, Sarawak. The Kampung WiFi project encompasses building broadband centres for 615,000 people in 246 locations at a cost of RM60 million.

In collaborative efforts to meet the national target of 50% household broadband penetration rate by the end of 2010, there are other incentives under high speed broadband implementation (HSBB) and NBI implementation organised by service providers. The private sector, for example, is pursuing this target with incentives that include free smartphone with mobile broadband subscription packages.

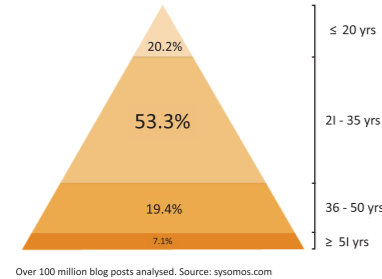


Blogger – Global Facts^{#1}

Once Blogging – Still Blogging

Sysomos.com^{#2}, after an analysis of more than 100 million blog posts, found the most active bloggers are younger people who have grown up during the blogging revolution, which started about seven years ago.

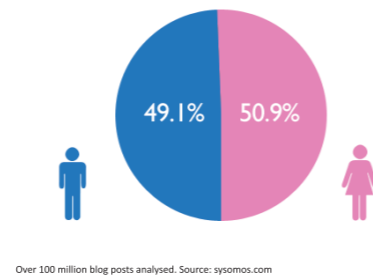
Age distribution



Blogosphere	
Country	Location (%)
US	29.2
UK	6.75
Brazil	4.2
Canada	3.9
Germany	3.3
Italy	3.2
Spain	3.1
France	2.9
Russia	2.3
Australia	2.22
India	2.14
Sweden	2.05
Malaysia	1.7
Netherlands	1.69

Internet is a gender neutral environment
(at least in the Blogger context)

Gender distribution



Over 100 million blog posts analysed. Source: sysomos.com

^{#1} Analysis of more than 100 million blog posts.
^{#2} Toronto-based Sysomos incorporated in September 2007; a subsidiary of Marketwire Inc. Details at <http://sysomos.com/company/about-us>
Source: sysomos.com, June 2010

Did You KNOW?

Video game consoles now top the list of platforms (other than PCs) offering Internet connectivity and consumer access to thousands of television shows and movies.

Source: Market research group iSuppli report on "Gaming Platforms Evolve Beyond Gaming – Console, Handheld and Mobile Gaming Continues to Battle"

US-based UL Environment, the environmental evaluation arm of safety certifier Underwriters Laboratories, is starting a **GREEN mobile phone standard**. So far, the 4.6 billion cell phones in the world do not as yet have a consistent way to compare the environmental impacts of different brands and models.



Source: <http://www.greenbiz.com/news/2010/08/09/ule-dialing-new-cell-phone-sustainability-standard#ixzz10DRRDH3H>

Women shaping the Internet^{#1} as globally they visit more social network sites and spend more time there. Furthermore, The Nielsen Company study indicated women and people between age 35 and 54 are most apt to perform social networking activities via mobile device. In December 2009, Nielsen research indicated that women were responsible for 55% of mobile social networking activity, compared to 45% done by men.

Worldwide Social Networking Category Usage and Engagement by Females and Males May 2010
Total Worldwide Audience, Age 15+ - Home & Work Locations*
Source: com Score Media Metrix

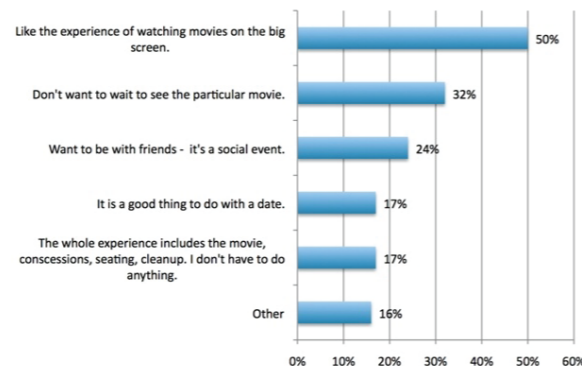
Social Networking					
	% Reach	% Composition Unique Visitors	% Composition Pages	% Composition Minutes	Average Hours per Visitor
Total Audience	72.5%	100.0%	100.0%	100.0%	4.7
All Females	75.8%	47.9%	57.0%	56.6%	5.5
All Males	69.7%	52.1%	43.0%	43.4%	3.9

*Excludes visitation from public computers such as Internet cafes or access from mobile phones or PDAs.

^{#1} Source: http://www.comscore.com/Press_Events/Presentations_Whitepapers/2010/Women_on_the_Web_How_Women_are_Shaping_the_Internet

Is this your reason for going to the Cinema?

Reasons to choose a movie theatre over at-home viewing

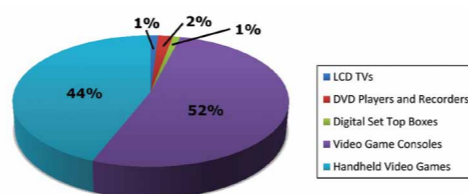


Source: http://www.businesswire.com/portal/site/home/email/headlines/?ndmViewId=news_view&newsLang=en&div=-867702808&newsId=20100316005727

Internet TV for Home Entertainment

Recently, game consoles emerged as a significant platform offering consumers VOD in the US, according to iSuppli*. In April, Sony's PlayStation Network added MLB.TV to its lineup. This is a TV service on the PS3 for live streaming Major League Baseball coverage. In the US also, Netflix (offering online flat rate DVD and Blu-ray Disc rental-by-mail and video streaming), which has been available on the Microsoft Xbox 360 and PlayStation 3, is available on the Nintendo Wii.

iSuppli: Percentage of Worldwide Shipments of Consumer Electronic Devices Equipped with Embedded WLAN in 2009 (Percentage of Unit Shipments)



*Source: <http://broadcastengineering.com/news/game-platforms-bring-internet-tv-0518/>

The Power of the Internet

Social Media Marketing for more Eyeballs

While businesses were uncertain about social media marketing a year ago, this medium is now reported to be rapidly gaining traction. Social Media Examiner.com in their study of this development, found that social media marketing is generating exposure for the business (as indicated by 85% of all marketers – see chart below), increasing traffic/subscribers/opt-in list (63%), and building new business partnerships (56%).

The benefits of social media marketing



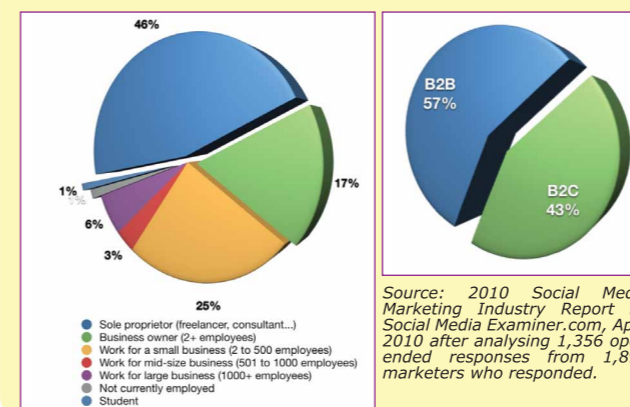
The report found use of blogging among marketers is on the rise. The Top four social media tools are Twitter, Facebook, LinkedIn and blogs. Marketers also want to learn more about social bookmarking, Twitter and Facebook networks and tools.

Commonly used Social Media Tools	
Twitter	88%
Facebook	87%
LinkedIn	78%
Blogs	70%
YouTube or other video	46%
Social bookmarking sites (i.e., Del.icio.us)	27%
Forums	26%
Digg, Reddit, Mixx, StumbleUpon or similar sites	22%
Ning sites	17%
MySpace	11%

The findings on mobile smartphone marketplace are that bigger businesses were more likely to optimise their websites and leverage on mobile advertising.

Most marketers are interested in learning more about smartphone opportunities, and are seeking to optimise their websites for mobile browsing. Also, B2C companies were more interested in interacting with mobile fans (65.4% of B2C versus 54.6% of B2B).

About the survey respondents



Source: 2010 Social Media Marketing Industry Report by Social Media Examiner.com, April 2010 after analysing 1,356 open ended responses from 1,898 marketers who responded.

Enterprise Security Challenges

Increasing risk to enterprise security results from:

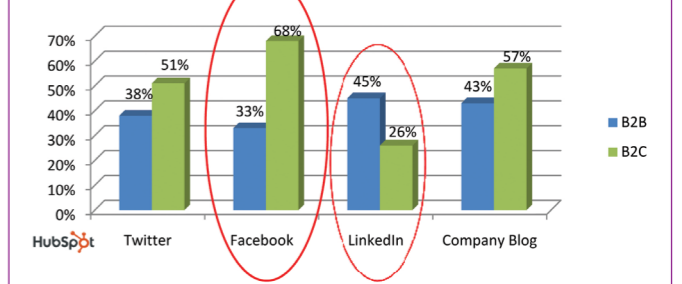
- More electronic transactions** – More transactions are done online resulting in more payment and financial information being at risk compared to a decade ago. Online transactions include electronic banking such as Internet banking, payment services such as Paypal, facilities such as online stock trading, and many more.
- More Mergers and Acquisition** – Especially during this crucial period of recovery from global crisis when mergers bring together new systems, new users and more access to the network that can fall through cracks and open up to new threats. For example, when two or more large organisations are integrated, it takes quite a bit of time to recognise the new communities as well as update the system with merged users. In this event, it is easier to take sensitive data without even being able to trace the accessed path.
- More Outsourcing activities** – As more and more business functions are outsourced to third parties these days, a non-employee seems to have control over internal systems which raises the business risk.

Source: Adapted from ArcSight, Defeat Cyber Threats & Risks white paper, 2009

Social Media Effectiveness Depends on Type of Business

In a separate study by Hubspot.com, B2C businesses found Facebook to be more effective, while B2B businesses found LinkedIn more effective. This is based on customer acquisition numbers obtained through the four social media channels surveyed*, that is, Twitter, Facebook, LinkedIn and company blogs as follows:

Percentage of Companies Using Specific Social Media Channels and/or Blogs Who Have Acquired a Customer From That Channel



Social Media & Blogs Generate Real Customers

Channel	Percentage
Company blog	46%
Facebook	44%
LinkedIn	41%
Twitter	41%

*Based on a survey of 231 professionals involved or familiar with their business' marketing strategy.

Source: The State of Inbound Marketing 2010 by Hubspot.com, February 2010