

Framework for Industry Development

2002 – 2006



Suruhanjaya Komunikasi dan Multimedia Malaysia
Malaysian Communications and Multimedia Commission

INTRODUCTION

The Malaysian Communications and Multimedia Commission (MCMC) produced the Framework for Industry Development (FID) at the end of 2001 to provide a five-year rolling plan for the development of the communications and multimedia industry in Malaysia.

It was intended that the FID would be a living document, up-dated according to the needs of consumers, the industry and the nation.

When the FID which covered the period 2001–2005 was drawn up, five major challenges were identified and articulated, which would have to be faced by the communications and multimedia industry, to achieve the National Policy Objectives set out in the Communications and Multimedia Act (1998) (CMA). These five challenges were:

- a) Upgrading Network Capabilities
- b) Improving Service Quality and Choice of Service
- c) Building Capacity
- d) Managing Resources Efficiently
- e) Regulating Efficiently

Specific strategies for meeting these challenges were identified. Targets were then set to implement these strategies. These targets formed the basis for the benchmarks set out in the FID 2001–2005. It was originally planned that the FID would be reviewed regularly.

On 1 November 2001, the MCMC took over as regulator for the Postal Industry in Malaysia. It was also made Controller of Certifying Authorities under the Digital Signature Act 1997.

The first review of the FID took place in June 2002. During the review which involved consultation with the Minister and the industry, it was decided that a key priority would be to focus on the development of Malaysia as a global hub for communications and multimedia services. Although the five major challenges remain the same as those set out in the FID 2001–2005, new strategies have been identified which take into account the evolution of services and technology in the communications and multimedia industry.

The FID 2002–2006 sets out these strategies in detail as well as identifying the benchmarks for achieving them. It is intended that this document will serve as a guide to facilitate strategic planning and investment in the communications and multimedia industry in Malaysia.

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OUR CHALLENGES

Challenges

1. UPGRADING NETWORK CAPABILITIES

- 1.1 Increase National Communications and Multimedia Services Penetration Rates
- 1.2 Promote the development of a fully digital National Network System
- 1.3 Expedite and Implement the National Broadband Plan

2. IMPROVING SERVICE QUALITY AND CHOICE OF SERVICES

- 2.1 Improved service quality
- 2.2 Wider choice of service providers for consumers
- 2.3 Wider choice of Content and Applications Services that are of high quality
- 2.4 Standards development
- 2.5 Promote competitive environment in view of globalisation
- 2.6 Improving and upgrading Postal Service

3. BUILDING CAPACITY

- 3.1 Building industry skills
- 3.2 MCMC as an acknowledged regulator in the convergence environment
- 3.3 Developing knowledge and intellectual capital for the Communications and Multimedia industry

4. MANAGING RESOURCES EFFICIENTLY

- 4.1 Spectrum Utilisation and Electro-Magnetic Compatibility
- 4.2 Electronic Addressing and Numbering Utilisation
- 4.3 Optimise use of Network Infrastructure Investments
- 4.4 Facilitating a robust financial environment

5. REGULATING EFFECTIVELY

- 5.1 Improving the regulatory framework and processes
- 5.2 Strengthen market supervision and enforcement activities

DEVELOPING A COMMUNICATIONS & MULTIMEDIA GLOBAL HUB

To create conditions that nurture the development of a world class communications and multimedia industry within an effective converged regulatory framework, having the following attributes:

1. availability of high quality services at reasonable prices;
2. infrastructure to suit all sectors of society;
3. adequate financial resources to nurture growth;
4. proliferation of knowledge, skills and entrepreneurship;
5. ability to attract international and regional communications and multimedia traffic to compete at home and abroad; and
6. offering a wide array of content and application services.

1. UPGRADE NETWORK CAPABILITIES

DELIVERABLES

1.1 Increase National Communications and Multimedia Services Penetration Rates

Task	Performance Indicators / Targets
1.1.1 ON GOING IMPLEMENTATION OF THE USP PROGRAMME	Initial roll out of USP programme scheduled for 2002 with Universal Service Targets determined and published annually by 1 August of the preceding year ¹
1.1.2 ENCOURAGE LAST MILE ROLL-OUT AND TO INCREASE CONNECTIVITY IN UNSERVED AND UNDER SERVED AREAS	Licensed network facilities providers to be monitored to ensure roll out as part of their license conditions. Success measured by increase in penetration rates as per KPI Table 1.1
1.1.3 PROMOTE INTEROPERABILITY OF NETWORKS TO ACHIEVE SEAMLESS ACCESS TO DIFFERENT SERVICES	1) Technical standards WG – TSF by 2003 2) Number portability and personal numbering policy in place by 2003 3) Domestic Internet Peering Policy by 2003
1.1.4 DEVELOP POLICIES ON DOMESTIC ROAMING AND PROMOTION OF EFFECTIVE AND EFFICIENT ROAMING SERVICES NATIONWIDE	Domestic roaming of current cellular networks to be in place by 2003 All identified areas under the Domestic Roaming Plan to be under coverage by 2003
1.1.5 DEVELOP POLICY ON ELECTRONIC NUMBERING (ENUM) IMPLEMENTATION	Enum Policy in place by 2003 Successful inter-working from E164 to IP environment by 2003
1.1.6 DEVELOP NEW KEY SERVICE PENETRATION INDICATORS, INCLUDING NEW DEFINITIONS TO TAKE INTO ACCOUNT ROLLING OUT OF NEW SERVICES, BROADBAND AND CONVERGENCE	New list of KPIs (service parameters or indicators) to be in place by 2003

KPI Table No: 1.1		
% Penetration	2001	2007
Fixed line	20	30
Rural (payphones and DEL)		25
Mobile cellular (2G, 2.5G, 3G)	31	60
Internet dial-up subscribers	9	30
Set-top box ²	3	35
Free to air TV and radio (of household)	97	99

¹ 89 districts have been identified as underserved in 2001

² broader base indicator which includes DTH, DTTB, ITV, etc

DELIVERABLES

1.2 Promote the Development of A Fully Digital National Network System

Task	Performance Indicators / Targets
1.2.1 GROUNDWORK TO DEVELOP AND IMPLEMENT DIGITAL SIGNALING AND SYNCHRONISATION PLAN	1. Develop Digital Signaling and Synchronisation Plan within 2003 2. Implement Digital Signaling and Synchronisation Plan within 2003
1.2.2 FULLY DIGITAL NETWORK SYSTEM IN PLACE (IMPLEMENTATION)	1. Review Public Mobile Radio Policy by 2003 2. Local Access Networks, Transmission & Switches by 2003 3. Phasing out of analogue systems by 2008 4. IMT-2000 implementation done in accordance with business plans submitted by successful operators during 3G spectrum assignment in 2002 5. DTTB implementation by 2005 6. DSB implementation by 2007 7. Wireless Hot spots (WLAN Access Points) coverage defined under the National Broadband Plan

KPI Table No: 1.2		
% Penetration	2001	2007
IMT-2000		
Population Coverage	–	50
Take up	–	30
DTTB		
Household Coverage	–	99
Take up	–	35

DELIVERABLES

1.3 Expedite the Development of A National Broadband Plan

Task	Performance Indicators / Targets
1.3.1 FORMULATE AND CONCEPTUALISE BROADBAND SUPPLY	1. Concept for National Broadband Plan in place by 2003
1.3.2 FORMULATE AND CONCEPTUALISE BROADBAND DEMAND	1. Concept for National Broadband Plan in place by 2003 2. Local Peering Policy in place by 2003
1.3.3 FORMULATE AND CONCEPTUALISE NATIONAL BROADBAND FINANCIAL PLAN	Concept for National Broadband Financial Plan by end-2003
KPI Table No: 1.3	
% Penetration	2001 2007
Composite Broadband	
Population Coverage	— 80
Take up	— 50

2. IMPROVING SERVICE QUALITY AND CHOICE

DELIVERABLES

2.1 Improve Service Quality

Task	Performance Indicators / Targets
2.1.1 CONDUCT REGULAR ASSESSMENTS AND SURVEYS ON CONSUMER SATISFACTION TO MONITOR QUALITY AND SERVICE LEVEL	1. Quarterly surveys to be done to determine consumer perceptions through the Consumer Satisfaction Index (CSI) 2. Surveys on Endpoints Service Availability Testing (ESAT) to be done once every six months Refer to KPI Table 2.1 below for targets
2.1.2 ENSURE A SAFE AND SECURE NETWORKING ENVIRONMENT VIA AWARENESS, SECURITY AUDITING, STANDARDS AND CLOSE COORDINATION AMONG ENFORCEMENT AGENCIES	Network Security Center to be set up by 2003 New KPIs to be determined by 2003
2.1.3 ESTABLISH QUALITY OF SERVICE (QOS) BENCHMARKS	Establishing the Quality of Service (QoS) benchmarking parameters for fixed, mobile, ISP and broadcasting by 2003

KPI Table No: 2.1	2001	2007
Mobile cellular (2G) EESAT	9.5 to 9.8	9.8
Mobile cellular (2G) CSI	6.9	7.5
Fixed line CSI	6.6	7.5
TV CSI	7.3	4 ³
Internet dial-up CSI	6.3	7.5
Postal CSI		4 ³
Courier CSI		4.5 ³

³ In 2002 the CSI was reconfigured for these services to give a score of 1 out of 5 in place of the previous scoring system which was 1 out of 10. All other scores are based on a value out of a total of 1 out of 10.

DELIVERABLES

2.2 Wider Choice of Service

Task	Performance Indicators / Targets
2.2.1 IMPROVE EQUAL ACCESS (EA) CALL-BY-CALL AND FINALIZE ON PRE-SELECTION	Volume of calls by EA to increase by 5% p.a. Further reviews on pre-selection to be done by 2003
2.2.2 EXPANSION OF ACCESS LISTS AND DEVELOPMENT OF ACCESS REGIMES	Implementation of Access Regime by 2003 Access Pricing mechanisms and/or requirements in place by 2003 New Access List in place by 2004 to cater for new services Dispute mechanisms on access in place by 2003 Register on access undertakings in place CSI from licensees in place by 2003 Pricing mechanisms in place by 2003
2.1.3 IMPLEMENT SPECIAL SERVICE NUMBER PORTABILITY AND PERSONAL NUMBERING	KPI – see 1.1.5 Plan ready 2003
2.2.4 FURTHER LIBERALIZATION OF CUSTOMER PREMISES EQUIPMENT (CPE) IN IMPORTATION REQUIREMENTS, REGULATORY REQUIREMENTS AND PROMOTE DOMESTIC MANUFACTURING	CPE (fixed network) standards within 2003
2.2.5 ENCOURAGE NON-FACILITY BASED APPLICATIONS PROVISION, E.G. MOBILE VIRTUAL NETWORK OPERATOR (MVNO), VOICE OVER IP AND OTHER SERVICES	Application Service Provider to Network Facility Provider ratio of 20:1 by 2007
2.2.6 ESTABLISH THE GROUNDWORK NECESSARY TO EXECUTE MUTUAL RECOGNITION ARRANGEMENTS (MRAs)	Standards harmonization will start with fixed networks Certification authority readiness and acceptability by 2003

DELIVERABLES

2.2 Wider Choice of Service (cont'd)

Task	Performance Indicators / Targets
2.2.7 PROMOTE INTEROPERABILITY OF NETWORKS TO ACHIEVE SEAMLESS ACCESS TO DIFFERENT SERVICES	ENUM Policies in place by 2003 Successful inter-working from E164 to IP environment by 2003
2.2.8 PROMOTE THE INTRODUCTION OF NEW SERVICES UTILISING EXISTING INFRASTRUCTURE AS WELL AS BROADBAND AND DIGITAL PLATFORMS	Number of new Application Service Provider licenses being issued Refer to KPI Tables No. 1.2 & 1.3 for digital and broadband
2.2.9 DEVELOP THE CONSUMER DISPUTE RESOLUTION MECHANISM	Consumer dispute resolution in place by 2003
2.2.10 RATIONALISATION OF INTERNET NETWORK SERVICE PROVIDER BY ESTABLISHING LOCAL PEERING POLICIES	1. Local Peering Policies by 2003 2. Establishment of National Internet Exchange within 2003
2.2.11 DEVELOP POLICIES ON UNBUNDLING OF LOCAL LOOP	Local Loop Policy in place by Q1 2003 with new New KPIs defined

DELIVERABLES

2.3 Wider Choice of Content and Application Services that are of High Quality

Task	Performance Indicators / Targets
2.3.1 TO DEVELOP NATIONAL CONTENT POLICIES	Policy in place by 2003
2.3.2 ESTABLISH CONTENT STANDARDS BENCHMARKS PERTAINING TO NETWORKED CONTENT INDUSTRY	Registration of content code by 2003
2.3.3 REVIEW POLICY ON AUDIOTEXT HOSTING SERVICES	Implementation at all levels to reach in compliance with regulation by Q4 2003 Review policy on premium services All audiotext content services provided comply with new policy requirements by 2003
2.3.4 FACILITATE A RICH APPLICATION AND SERVICE ENVIRONMENT	New KPIs to be in place along with National Broadband Plan by 2003
2.3.5 DEVELOP AND PUBLISH INDUSTRY REBATE PAPER REBATE GUIDELINES READY BY 2003	Licence fee rebates to be implemented by 2003

DELIVERABLES

2.4 Standard Developments

2.4.1 FORMATION OF TECHNICAL STANDARDS FORUMS	Technical Standards Forum established and functional by 2003
2.4.2 WG TO GENERATE DRAFT STANDARDS	Technical Standards Infrastructure Requirements (TSIR) (Cabling infrastructure) within 2003 Digital Terrestrial Television Broadcasting (DTTB) within 2003 Customer Premise Equipment (CPE) within 2004 Digital Public Mobile Radio (DPMR) within 2003 Short range and low power devices within 2004

DELIVERABLES

2.5 Promote Competitive Environment in View of Globalisation

Task	Performance Indicators / Targets
2.5.1 DOMESTIC COMPETITION	New KPIs to be ready by 2003 Performance measured by Market share ⁴ Price comparisons using tariff levels and tariff structures
2.5.2 INTERNATIONAL COMPETITION	Increase in revenue generated by outbound licensees Growth in international wholesale traffic Number of foreign offices set up by licensees

DELIVERABLES

2.6 Improving and Upgrading Postal Service

2.6.1 ESTABLISH QOS BENCHMARK FOR POSTAL AND COURIER SERVICE	QoS standards established by 2003 CSI score of 4X2 by 2005
2.6.2 CONDUCT STUDIES ON MODERNIZING AND IMPROVING POSTAL SERVICE	Study completed by Q3 2003

⁴ Market share = $\frac{\text{new foreign players}}{\text{total revenue per sector}}$ and $\frac{\text{new foreign players revenue}}{\text{local player revenue}}$

3. BUILDING CAPACITY

DELIVERABLES

3.1 Building Industry Skill

Task	Performance Indicators / Targets
3.1.1 ENCOURAGE THE PARTICIPATION OF INDUSTRY AND CONSUMERS IN FORA	Designation of all remaining fora by 2003 Increase in number of members and increase in diversity of segments
3.1.2 ASSESSMENT OF EXISTING TRAINING FACILITIES AND CAPACITIES	Report on readiness of training facilities and capacities by 2003
3.1.3 TO PROMOTE INDUSTRY COMPETENCIES	Increase in number of competent workers
3.1.4 DEVELOPMENT OF CERTIFYING AGENCIES	Increase number of certifying agencies to 4 by 2004
3.1.5 WORKING WITH OTHER RELEVANT PARTIES TO DEVELOP LOCAL POOL OF KNOWLEDGE WORKERS	New Plan by 2004
3.1.6 SPEARHEAD EFFORTS TOWARD A CHANNEL FOR REGIONAL CO-OPERATION IN MARKETING LOCAL CONTENT	Increase in local content revenue Strategic network content study by 2003

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DELIVERABLES

3.2 MCMC as an Acknowledged Regulator in the Convergence Environment

Task	Performance Indicators / Targets
3.2.3 PROVIDE CONDUCIVE WORKING ENVIRONMENT FOR STAFF AND EFFECTIVE WORKING TOOLS AT ALL LEVELS	Staff vacancies to be filled by 2003 New office premises by 2003
3.2.8 ESTABLISHING A PRESENCE AT KEY INTERNATIONAL SYMPOSIUMS FORUMS ETC PREFERABLY THROUGH SPEAKING ENGAGEMENT	10 invited speaking engagements abroad per year 5 inbound foreign visits/delegations per year
3.2.9 ORGANISING KEY MEETINGS /FORUMS AT INTERNATIONAL LEVEL	2 per year
3.2.10 THE REINFORCING OF MCMC'S OPEN - DOOR POLICY WITH INDUSTRY AND GOVERNMENT AGENCIES THROUGH REGULAR ROUND TABLE OR DISCUSSION	6 events per year

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DELIVERABLES

3.3 Developing Knowledge and Intellectual Capital for the Industry

3.3.1 BUILDING INDUSTRY KNOWLEDGE RESOURCE CENTRE	Industry Knowledge Resource Centre (IKRC) ready by 2003
3.3.2 ESTABLISH FIRST CLASS RECORD KEEPING AND STATISTICS SYSTEM	Record Keeping Register (RKR) be gazetted by 2003 On line RKR system to be in place by 2004
3.3.3 INCREASE KNOWLEDGE MANAGEMENT AND INTELLECTUAL DATA BASE AMONGST INDUSTRY	Industry Knowledge Management Data system to be operational by 2004

4. MANAGING RESOURCES EFFICIENTLY

DELIVERABLES

4.1 Spectrum Utilisation and Electro-Magnetic Compatibility

Task	Performance Indicators / Targets
4.1.1 NATIONAL SPECTRUM POLICY AND REGULATORY FRAMEWORK IMPLEMENTATION	Fully implemented National Spectrum Policy by 2003 Implementation of Regulatory Framework by 2004 Review of fee structure by 2005
4.1.2 DEVELOP EFFECTIVE SYSTEMS AND FRAMEWORKS FOR SPECTRUM MANAGEMENT THAT ARE FORWARD-LOOKING AND ABLE TO ADDRESS BOTH CURRENT AND FUTURE NEEDS OF THE COUNTRY AS WELL AS THE INDUSTRY	Same KPIs as 4.1.1 above
4.1.3 DEVELOP NATIONAL SATELLITE COMMUNICATIONS POLICY	National Satellite Communications Policy to be developed by Ministry of Energy Communications and Multimedia by 2004
4.1.4 DEVELOP IN PHASES MONITORING SYSTEMS CAPABILITIES (REMOTE AND CENTRAL MONITORING SYSTEMS)	Plan for these centers beginning 2003
4.1.5 APPARATUS ASSIGNMENT OPERATIONAL POLICY	Policy guide for Apparatus Assignment in place by 2003
4.1.6 SPECTRUM MONITORING POLICY	Fully operational Spectrum Monitoring Policy by 2003

DELIVERABLES

4.2 Electronic Addressing and Numbering Utilisation

Task	Performance Indicators / Targets
4.2.1. DEVELOP EFFECTIVE SYSTEMS AND FRAMEWORKS FOR NUMBERING MANAGEMENT THAT ARE FORWARD-LOOKING AND ABLE TO ADDRESS BOTH CURRENT AND FUTURE NEEDS OF THE COUNTRY AS WELL AS THE INDUSTRY	Numbering and Electronic Addressing Plan in place by 2003 Registry-registrar model for Electronic Addressing in place by 2003 Management systems to support Numbering and Electronic Addressing by 2003
4.2.2 INTRODUCTION NEW DOMAIN NAMES AT THE SECOND LEVEL (SLD)	Second level domain names introduced by 2003
4.2.3 IMPLEMENTATION OF ON-LINE TELECOMMUNICATIONS NUMBERING MANAGEMENT SYSTEM (TNMS)	Implementation of on-line telecommunications Numbering Management System within 2003
4.2.4 NUMBER ASSIGNMENT OPERATIONAL EFFICIENCY	Processing within timeframe as stated in standards
4.2.5 NUMBERING AND ELECTRONIC ADDRESSING MONITORING AND SUPERVISION	Compliance on usage of numbers

DELIVERABLES

4.3 Optimise Use of Network Infrastructure Investment

Task	Performance Indicators / Targets
4.3.1 CONDUCT INFRASTRUCTURE AUDIT	Phase I and II completed by 2003 Phase III within Q2 2003; thereafter one audit every 12 months
4.3.2 ENCOURAGE INFRASTRUCTURE SHARING	Infrastructure sharing policy to be part of Access Regime by 2003
4.3.3 RECOMMEND WAYS TO ENSURE EFFICIENT RESOURCE UTILIZATION	Establishment of Regional Internet Exchange 2005 Appointment of Domain Name Registry by 2003 Development of Spectrum Management System by 2004
4.3.4 REGULATION FOR NETWORK FACILITIES INSTALLATION PERMIT	Regulation for Network Facilities Installation Permit ready by 2003

DELIVERABLES

4.4 Facilitating a Robust Financial Environment

4.4.1 CREATING ECONOMIC AND FINANCIAL AWARENESS WITHIN THE INDUSTRY	At least 2 international seminars per year and 5 local events
4.4.2 PROMOTING GREATER INVESTMENT AND FINANCIAL RESOURCES	Increase in available venture capital funds by 25% by 2007 Increase liquidity to the industry at CAGR 5% by 2007 Increase in incentives available
4.4.3 DEVELOPING FINANCING POLICIES AND MECHANISMS FOR NEW GROWTH AREAS IN THE INDUSTRY, EG. BROADBAND, KM RESEARCH, ETC	New financial policy by end 2002

5. REGULATING EFFECTIVELY

DELIVERABLES

5.1 Improving the Regulatory Framework and Processes

Task	Performance Indicators / Targets
5.1.1 FOUR ITEMS UNDER s.122 CMA LICENCE MAPPING, SPECTRUM, INTERCEPTION, SKILLS	Review of the four items by Q2 2003
5.1.2 DEVELOP GUIDE TO REVIEW EFFECTIVE COMPETITION INCLUDING MARKET ENTRY	Guide to be completed by 2003
5.1.3 DEVELOP ROAD MAP ON RATES REGULATION WITH THE VIEW TO MARKET RATES	Retail rate costing study completed by 2003 Retail rate monitoring system in place by 2003
5.1.4 NEW ACCESS PRICING STRUCTURE	New benchmarks to replace TRD6 to be completed by 2003 Next costing study thereafter in 2005
5.1.5 FORMATION OF ACCESS FORUM	To be completed by 2003
5.1.6 PUBLICATION AND IMPLEMENTATION OF RULES ON AUTHORIZATION OF CONDUCT PURSUANT TO SECTION 140 OF THE CMA	Completion of rules on authorization of conduct by 2003
5.1.7 DEVELOP REQUIREMENTS ON UNDERTAKINGS	Undertaking requirements to be in place by 2003
5.1.8 FINALISE MINISTERIAL RULES ON AGREEMENTS BETWEEN LICENSEES AND FOREIGN NETWORK FACILITY AND NETWORK SERVICE PROVIDERS PURSUANT TO SECTION 144 OF THE CMA	Rules to be decided and in place by 2003

DELIVERABLES

5.2 Strengthen Market Supervision and Enforcement Activities

Task	Performance Indicators / Targets
5.2.1 IMPROVE EFFICIENCY IN SUPERVISION AND ENFORCEMENT	<p>Monitoring mechanism for compliance with content regulations and codes in place by 2003</p> <p>Monitoring mechanism for compliance with spectrum regulations in place by 2003</p> <p>Monitoring mechanism for compliance with technical regulations and codes in place by 2003</p> <p>Monitoring mechanism for compliance with licence conditions in place by 2003</p> <p>Numbering and electronic addressing regulations in place by 2003</p>

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DELIVERABLES

5.3 Expediting Date Time Stamping

5.3.1 PROMOTING OF DATE TIME STAMPING SERVICES	Appointment and registration of agents by 2003
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TEN NATIONAL POLICY OBJECTIVES

FOR THE COMMUNICATIONS & MULTIMEDIA INDUSTRY

1. CREATING A GLOBAL HUB	To establish Malaysia as a major global centre and hub for communications and multimedia information and content services;
2. BUILDING A CIVIL SOCIETY	To promote a civil society where information-based services will provide the basis of continuing enhancements to quality of work and life;
3. NURTURING LOCAL CONTENT AND CULTURE	To grow and nurture local information resources and cultural representation that facilitate the national identity and global diversity;
4. ENSURING LONG-TERM BENEFITS FOR END USERS	To regulate for the long-term benefit of the end user;
5. NURTURING USER CONFIDENCE	To promote a high level of consumer confidence in service delivery from the industry;
6. PROMOTING ACCESS AND EQUITY	To ensure an equitable provision of affordable services over ubiquitous national infrastructure;
7. CREATING A ROBUST APPLICATIONS ENVIRONMENT	To create a robust applications environment for end users;
8. FACILITATING EFFICIENT ALLOCATION OF RESOURCES	To facilitate the efficient allocation of resources such as skilled labour, capital knowledge and national assets;
9. DEVELOPING INDUSTRY CAPABILITIES	To promote the development of capabilities and skills within Malaysia's convergence industries; and
10. PROMOTING SECURE AND SAFE NETWORKING	To ensure information security and network reliability and integrity.

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Source: Section 3(2) of the Communications and Multimedia Act 1998 (Act 588)



OUR VISION

A globally competitive, efficient and increasingly self-regulated communications and multimedia industry generating growth to meet the economic and social needs of Malaysia.

OUR MISSION

We are committed to:

- (a) Promoting access to communications and multimedia services;
- (b) Ensuring consumers enjoy choice and a satisfactory level of services at affordable prices;
- (c) Providing transparent regulatory processes to facilitate fair competition and efficiency in the industry;
- (d) Ensuring best use of spectrum and number resources; and
- (e) Consulting regularly with consumers and services providers and facilitating industry collaboration

OUR VALUES

In carrying out our mission we are guided by the following principles:

- (a) We shall act professionally in all our dealings;
- (b) We shall be resolute in achieving our objectives; and
- (c) We shall maintain integrity at all times.

OUR OBJECTIVES

We shall endeavour to fulfil the Ten National Policy Objectives for communications and multimedia enunciated in the Communications and Multimedia Act (CMA) 1998.