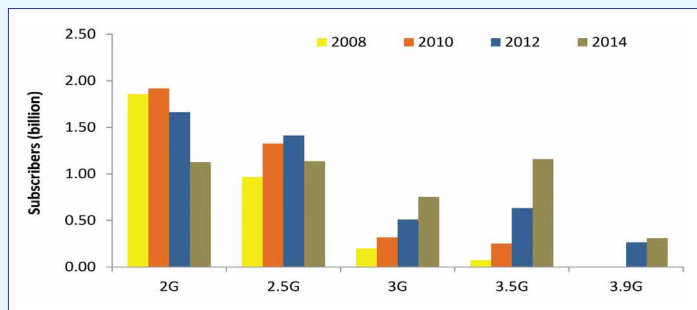


Global Broadband Statistics

Global Mobile Subscribers by Technology Generation, 2008-2014

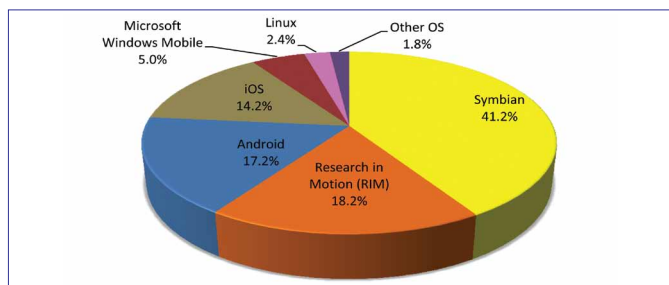


	2G	2.5G	3G	3.5G	3.9G
2008	1.85	0.97	0.20	0.07	
2010	1.92	1.33	0.32	0.25	0.00
2012	1.66	1.41	0.51	0.63	0.27
2014	1.12	1.14	0.75	1.16	0.31

Note: All figures in billion.
According to ITU, by the end of 2010, there will be an estimated 5.3 billion mobile cellular subscriptions worldwide, including 940 million subscriptions to 3G services.
In Malaysia, 0.6 million out of 7.9 million 3G subscribers in the country have switched to using mobile broadband services.

Source: "Global Mobile Subscribers" by Informa Telecoms & Media; ITU; Bernama

Worldwide Smartphone Sales to End Users by Operating System



According to Juniper Research, global sales of smartphones to exceed 26 million by 2015, with Asian smartphones manufacturers to increase market share from 11% (2010) to 18% in 2015.
IDC expects growth in smartphone sales in Malaysia with 1.8 million units of smartphones or 19.8% of total mobile phones sold in 2010.

Source: Press Release on "Android Became the World's Third Most Popular Smartphone Operating System and Claimed Top Spot in the US" by Gartner, August 2010; Press Release from Juniper Research, July 2010; "Smart Devices: Coping with the Explosion", www.mobileworld.com.my; July 2010

Top 5 Most Expensive and Cheapest Enterprise Mobile E-mail Plans Globally, Selected Operators, 2Q10

Rank	Operator	Country	Service	Charge (USD)
Top 5 Expensive Enterprise Plans				
1	Telefonica O2	Czech Republic	BlackBerry Business Mail	122.10
2	Canada	Telus Mobility	BlackBerry Internet Service	37.95-85.38
3	Canada	Telus Mobility	BlackBerry Enterprise Server	37.95-85.38
4	Canada	Telus Mobility	BlackBerry Enterprise Server Express	37.95-85.38
5	Etisalat	UAE	BlackBerry Internet Solution	80.30
Top 5 Cheapest Enterprise Plans				
1	Telkomsel	Indonesia	BlackBerry Internet Service - BlackBerry Business	0.22
2	Telkomsel	Indonesia	BlackBerry Internet Service - BlackBerry Unlimited	0.55
3	ECMS	Egypt	Mobinil Prepaid BlackBerry	0.87
4	Vodafone	Egypt	BlackBerry Enterprise	0.87
5	Telkomsel	Indonesia	BlackBerry Internet Service - BlackBerry Business	2.21

Note: The data canvassed 37 mobile operators in 22 countries and seven regions.
According to the report, except for Orascom Algeria and Zain Kenya, most of the expensive plans are offered by mobile operators in developed markets and the least expensive mobile-enterprise-e-mail plans are offered by operators in emerging markets.
Celcom listed in rank 6 for the cheapest enterprise mobile e-mail prices, providing e-mail for exchange/ window mobile for USD3.21 (terms and conditions apply)

Source: "Global, Enterprise Mobile E-mail Prices, Selected Operators, 2Q10" by Informa Telecoms & Media, July 2010

Theoretical Time to Download Data Online at Different Connection Speeds

Content	Connection speed	256Kbps	2Mbps	40Mbps	100Mbps
Web page	(160Kb)	00:00:05	00:00:01*	00:00:00*	00:00:00*
Music	(5Mb)	00:03:00	00:00:20	00:00:01	00:00:00*
Video clip	(20Mb)	00:10:00	00:01:00	00:00:04	00:00:02*
CD/ Low quality movie	(700Mb)	06:00:00	00:47:00	00:02:00	00:00:56
DVD/ High quality movie	(4Gb)	36:00:00	04:30:00	00:13:00	00:05:00

*Rounded values

Source: ITU News, Issue 2010/8



Suruhanjaya Komunikasi dan Multimedia Malaysia
Malaysian Communications and Multimedia Commission



Highlights!

- Broadband Digital Home in the Making
- Digital Home Model
- How SECURE are your Devices?
- RISKS to Mobile Devices
- GREEN ENERGY
- Say That AGAIN
- The BEST of Both Worlds: INTERNET + VIDEO
- Did You KNOW?
- Global Broadband Statistics

Digital Home Model

The Digital Home Project at Multimedia University showcases the latest digital home technology and lifestyle using Internet access, especially high speed broadband, to the general public.

The project is a collaboration between Malaysian Communications and Multimedia Commission and the Multimedia University and includes various industry partners such as LG, TMNET, Maxis, CTC Resources, EOM System, ASTRO, Intel, Ericsson and Senstech.

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Broadband Digital Home in the Making

The creation of broadband Internet connections and home networks are driving the development of digital homes and digital lifestyle. The delivery of digital home services to end users in Malaysia is envisioned to produce rippling effects to Malaysian homes. Broadband in telecommunications, broadcasting and entertainment, home appliances networking and security solutions are already available for almost everyone through the high speed broadband network spotting speeds of up to 10Mbps.

As digital technologies become more common to Malaysian consumers it becomes easier to create and share personal and commercial content. We can enjoy a variety of programming and entertainment applications, communicate and improve productivity at home or on the move.

By leveraging on the available broadband Internet access, the Malaysian public can enjoy the many benefits of digital living at home and at work.

Benefits of digital home and lifestyle

Convenient Life , through intelligent networked in-home monitoring and control system	Healthy Life , through intelligent networked in-home healthcare monitoring system	Secure Life , through intelligent networked security monitoring and control system	Joyful Life , through networked home entertainment system
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Broadband Digital Home Services

Electrical Appliances	Sensors	Security and Health
<ul style="list-style-type: none">• Heating, ventilation and air-condition (HVAC)• Connected HDTVs• Yard watering• Refrigerator	<ul style="list-style-type: none">• Heat, lighting, movement• Bio-metrics (face,voice, retina, fingerprint)• RFID	<ul style="list-style-type: none">• Smart Auto-gate• Online surveillance system• Connected alarm system• Personal health monitoring devices
e-Services	Devices and Gadgets	Content
<ul style="list-style-type: none">• Educational• Online shopping portals• Real time traffic updates• Conferencing, interest group and community• Electronic Government	<ul style="list-style-type: none">• Connected game consoles• Smart phones• Tablets and slates	<ul style="list-style-type: none">• Secured content delivery• HD contents• Legal music download• Online games• Applications

Source: Enabling Digital Home, Digital Home Eco System, MCMC-MMU Symposium on Digital Home Lifestyle and Technology 2010



Foyer

Living Room

Kitchen

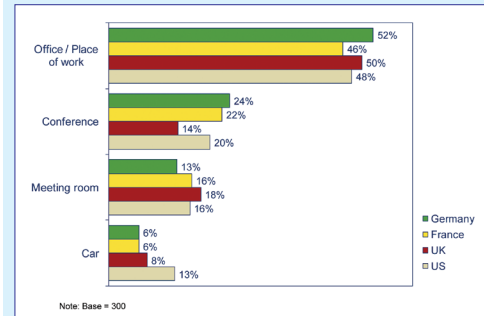
Bedroom

Note: Digital Home information can be referred to at <http://foe.mmu.edu.my/digitalhome/>
Source: Multimedia University

How SECURE are your Devices?

Theft Trends

For incidents involving theft of multiple laptops/devices, where is this most likely to take place?



Source: Laptop Theft – The Internal and External Threats, IDC Executive Brief, Sep 2010

RISKS to Mobile Devices

- Lost or stolen hardware
- Viruses and malware
- Malicious or insecure applications
- Software/Operating systems (OS) patches that are out of date
- Spam
- Phishing schemes
- Jailbroken iPhones
- Malicious MMS, or SMS messages
- Mobile devices that automatically connect to an unknown Bluetooth device nearby or to an open, unsecured Wi-Fi

GREEN ENERGY

Perceived Environmental Friendliness of Technology Brands by Consumers

Brand	% of Consumers Perceiving as "Green"	
	2009	2007
Apple	24	18
Microsoft	21	19
Google	21	n.a.
Hewlett Packard (HP)	21	19
Dell	20	19
LG	18	6
Sony	17	13
Kodak	16	14

Source: Ipsos Green Technology Study, October 2009; Base: US respondents owning/using tech device with Internet access

Say That AGAIN

HD 3D Interactive

General Electric (GE) has introduced 'Visible You' which is an ultra-responsive and lightning fast gesture based system. It captures body movements, and reflects these motion life-sized in high definition (HD) and 3D (three dimensional). The system can illustrate the body's four major biological systems: circulatory, digestive, respiratory and nervous, and is to serve an educational purpose.



http://cdx.designer.com/article/20143/GE_Visible_You.jpg

GE indicates that 'Visible You' responds to you the moment you step in front of its camera. It initiates the image display without instructions, position markers and control pads. Hence, its skew towards entertaining, providing a memorable experience, without steep learning curves and language barriers that can limit its appeal. This new groundbreaking body scanning technology was showcased at the Shanghai World Exposition in August 2010.

Source: http://www.designer.com/design_news/visible-you-tronic-s-gesture-based-interactive-system-for-ge.html
<http://www.commart.com/exhibit/ge-visible-you.html>

Consumers PAY for Innovation

Most of us would agree with the gadget analysts' view that Apple Inc. is able to keep its products fresh and innovative. For example, the newly introduced iPad, which facilitate broadband access and usage.



Analyst Maynard Um with UBS Investment Research has forecast that 28 million iPads will be sold by 2011. This puts pressure on sales of traditional notebooks, especially the lower end PC sales.

However, sales of iPad is not seen to be purely cannibalising PC sales as the functionality of iPads and PC notebooks are different. Meanwhile, the slower economic conditions have not dampened iPad sales, indicating that consumers remain willing to pay for innovation.

Source: Adapted from appleinsider.com/articles, 8 September 2010

Watch TV USD0.99

In US, the new Apple TV offers watching rented HD movies at USD4.99 and HD TV show episodes for USD0.99. Retail price of Apple TV is USD99; requires 802.11b/g/n wireless network or Ethernet network, broadband Internet, and HD TV of 720p; complete with cloud storage and iPhone OS.



Source: The New Apple TV for \$99 by Engadget.com, September 2010

Competitor to iPad?

Toshiba Corp reports that it will release a tablet computer that runs on Google Inc.'s Android operating system by the end of 2010.

This aims to get a foothold into the fast-growing tablet device market spearheaded by Apple's iPad. The tablet, namely Folio 100 will sell in Europe, the Middle East and Africa.



Source: http://online.wsj.com/article/SB10001424052748704206804575468683851520738.html?mod=WSJ_Tech_LEFTTopNews

The BEST of Both Worlds: INTERNET + VIDEO

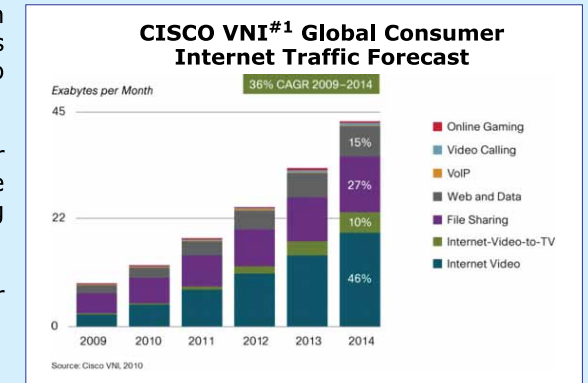
The combination of video and the Internet enabled through the element of 'digitisation' and advancing technology is providing unprecedented opportunities to everyone – both to the supplier and consumer.

This opportunity is reflected through CISCO* global consumer Internet traffic forecast where 42 exabytes per month will be generated every month in 2014. Nearly 60% of this is coming from Internet video streaming and downloads.

Currently, Internet video constitutes over a third of consumer Internet traffic.

#1 Visual Networking Index

*Source: Hyperconnectivity and the Approaching Zettabyte Era by CISCO, June 2010



Did You KNOW?

Mobile Applications & Advertising Potential

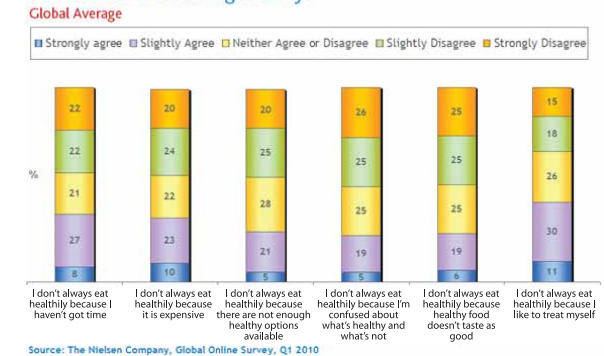
US media researcher, Borrell Associates, notes:

- The average smartphone has 22 mobile applications (apps).
- Only 5% of these are on the phone after 6 months.
- 80% of these apps are free.
- For paid apps, consumers have spent a collective USD1.5 billion.
- Mobile apps advertising is expected to hit USD8 billion in five years; comes in part from growth in mobile advertisement messaging over a broad range of electronic devices.
- Today, one in every five computing devices can receive mobile apps advertising. This is to be three in every five devices by 2015.

Source: "Mobile app advertising to soar in five years" by mediapost.com, September 2010

Market Opportunities in Healthfood or Healthcare

To What Extent Do You Agree or Disagree with the Following Statements About Eating Healthy?



Source: <http://blog.nielsen.com/nielsenwire/consumer/global-trends-in-healthy-eating/>

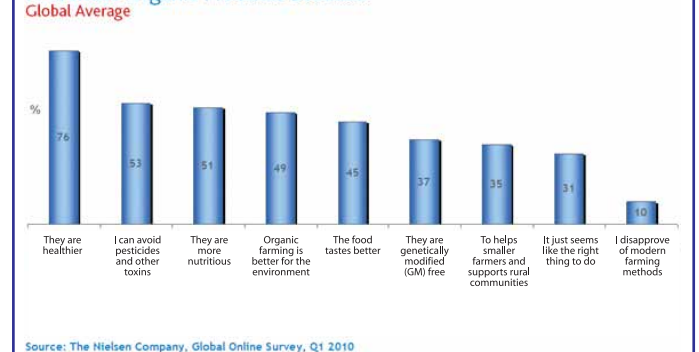
Sweetener to Facebook

Fans of Facebook are attracted to brands and companies in this social networking website because they can get free samples or coupons, know of upcoming sales, and discounts/promotions aside from information, fun and entertainment.

Motivation to "Like" Company or Brand on Facebook	
Facebook Motivations	% of Respondents
Receive discounts and promotions	40
Show support for the company	37
Get a 'freebie'	36
Stay informed about company	34
Get updates about products	33
Get updates on upcoming sales	30
Fun and entertainment	29
Access to exclusive content	25
Recommended	22
Learn about company	21

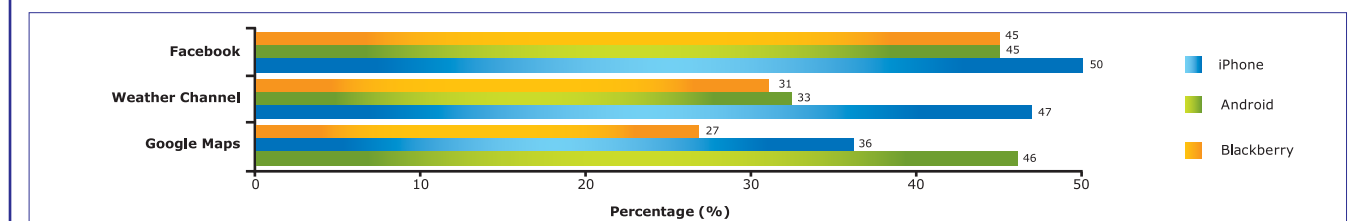
Source: ExactTarget, August 2010

I Purchase Organic Products Because:



Source: http://blog.nielsen.com/nielsenwire/wp-content/uploads/2010/08/purchase_organic2.jpg

Most Popular Mobile Application by Operating System/ Device (US Market)



Source: "Games Dominate America's Growing Appetite for Mobile Apps" by Nielsenwire, August 2010