



Malaysian Communications and Multimedia Commission
Suruhanjaya Komunikasi dan Multimedia Malaysia

Public Inquiry Report

The Implementation of Cherished Number Framework

28 February 2020

This Public Inquiry Report was prepared in fulfilment of Sections 58(2)(b), 61 and 65 of the Communications and Multimedia Act 1998.

CONTENTS

GLOSSARY.....	3
LIST OF TABLES.....	4
SECTION 1: INTRODUCTION.....	5
Background.....	5
Structure of the PI report.....	6
SECTION 2: TYPE OF NUMBERS APPLICABLE FOR CHERISHED NUMBERS.....	7
Summary of submissions received.....	7
Discussion.....	7
MCMC’s final view.....	8
SECTION 3: PRINCIPLES OF CHERISHED NUMBERS.....	9
Summary of submissions received.....	10
Discussion.....	11
MCMC’s final view.....	11
SECTION 4: CHERISHED NUMBERS ASSIGNMENT MECHANISM.....	12
4.1 Recommended Cherished Numbers Assignment Mechanism.....	12
Summary of submissions received.....	12
Discussion.....	13
MCMC’s final view.....	13
4.2 First Price Sealed-Bid (“FPSB”).....	14
Summary of submissions received.....	14
Discussion.....	15
MCMC’s final view.....	16
4.3 Eligibility of Applicants to Participate in FPSB Session.....	17
Summary of submissions received.....	17
Discussion.....	18
MCMC’s final view.....	18
4.4 Right to Use Cherished Numbers.....	19
Summary of submissions received.....	19
Discussion.....	19
MCMC’s final view.....	20
SECTION 5: KEY CHANGES IN THE NEAP.....	21
Summary of submissions received and MCMC’s final view.....	21
SECTION 6: GENERAL COMMENTS.....	42
Summary of submissions received.....	42
Discussion.....	43
MCMC’s final view.....	43
SECTION 7: WAY FORWARD.....	44

GLOSSARY

CMA 1998	Communications and Multimedia Act 1998
FCC	Federal Communications Commission
FPSB	First Price Sealed-Bid
ISPC	International Signaling Point Code
MCMC	Malaysian Communications and Multimedia Commission
MNP	Mobile Number Portability
NATESCA	National Telephone System Charging Arrangement
NEAP	Numbering and Electronic Addressing Plan
NGN	Next Generation Network
NSP(I)	Network Service Provider (Individual)
NSPC	National Signaling Point Code
Numbering Regulations 2016	Communications and Multimedia (Numbering) Regulations 2016
NUMSYS	Numbering Management System
PI	Public Inquiry
SAMRA	Simultaneous Ascending Multi Round Auction
SSN	Special Service Numbers

LIST OF TABLES

Table 1:	Submissions by Service Providers
Table 2:	MCMC Proposed Principles of Cherished Numbers
Table 3:	Service Providers' Responses to MCMC's Proposed Principles of Cherished Numbers

SECTION 1: INTRODUCTION

Background

The Malaysian Communications and Multimedia Commission ("MCMC") embarked on a Public Inquiry ("PI") on 2 December 2019 and issued a PI document on the Cherished Number Framework.

The PI document outlined that certain numbering assignments can be considered as special, easily recognisable, and unique by end-users.

MCMC has received nine (9) submissions from the following service providers at the end of the PI period on 30 January 2020.

Table 1: Submissions by Service Providers

No.	Submission	Documents
1.	Altel Communications Sdn Bhd ("Altel")	2 pages
2.	Celcom Axiata Berhad ("Celcom")	13 pages
3.	Digi Telecommunications Sdn Bhd ("Digi")	16 pages
4.	Maxis Broadband Sdn Bhd ("Maxis")	16 pages
5.	REDtone Engineering & Network Service Sdn Bhd ("Redtone")	5 pages
6.	Telekom Malaysia Berhad ("TM")	7 pages
7.	U Mobile Sdn Bhd ("U Mobile")	3 pages
8.	Webe Digital Sdn Bhd ("Webe")	24 pages
9.	YTL Communications Sdn Bhd ("YTLC")	5 pages

As stipulated under Section 65 of the Communications and Multimedia Act 1998 (CMA 1998), MCMC now presents this PI Report within the 30 days requirement from the closing date of submissions.

Structure of the PI report

This PI Report is structured based on the PI Paper with the seven (7) questions in the PI Paper along with the summary of comments received. Following the summary is MCMC's final views in response to the questions and comments given, outlined in the sections below:

- Section 2: Type of Numbers Applicable for Cherished Numbers
- Section 3: Principles of Cherished Numbers
- Section 4: Cherished Numbers Assignment Mechanism
- Section 5: Key Changes in the NEAP
- Section 6: General Comments
- Section 7: Way Forward

SECTION 2: TYPE OF NUMBERS APPLICABLE FOR CHERISHED NUMBERS

Question 1:

Based on the findings from the benchmarking exercise, MCMC is considering to introduce Cherished Numbers categorisation for Mobile Numbers. Please provide your views or suggestions on other types of numbers which is suitable for Cherished Numbers categorisation.

Summary of submissions received

Altel, Celcom, Digi, Maxis, Redtone, TM, U Mobile and Webe have agreed with the proposed categorisation for Mobile Numbers as Cherished Numbers.

However, Celcom, Redtone and YTLC proposed MCMC to consider geographic numbers as a one of the Cherished Numbers categorisation in the future, as these numbers are sold to corporations and/or companies for business purposes.

Celcom and Redtone also suggested for Special Service Numbers ("SSN") to be included in the Cherished Numbers categorisation in the future, especially if Fixed Mobile Number Portability is introduced and implemented.

Meanwhile, TM noted that geographic numbers usage is at a downward trend for many years. TM suggested MCMC to study the benefits of introducing the Cherished Numbers policy against the cost of its implementation. This is to ensure the policy benefits end-users and industry.

According to TM, upward trend on applications based communication (such as Whatsapp) using unique names for end user's identification has diminished the need for catchy and easy to memorise numbers.

Discussion

MCMC noted that most of the service providers agreed with MCMC's proposal to introduce Cherished Numbers categorisation for Mobile Numbers.

MCMC recognised the demand to include Geographic Numbers (Fixed Numbers) and Non-Geographic Numbers such as, SSN and Toll Free Service Number for Cherished Numbers categorisation. However, based on our study, the demand and usage for these numbers are low in comparison to Mobile Numbers. MCMC agreed with TM's views that the usage of the geographic numbers is at the downward trend for many years.

On the other hand, MCMC noted that Toll Free Service Number had been categorised as Cherished Numbers in the USA and Australia. Going forward, MCMC will continue to monitor demand on other types of numbers for Cherished Numbers categorisation.

MCMC had in 2017 appointed a consultant to perform a cost-benefit analysis on the introduction of Cherished Numbers policy. MCMC has taken into consideration that the cost of implementing Cherished Number Framework in Malaysia to be minimal. For instance, MCMC is not implementing individual number auction or revenue sharing as implemented in other jurisdictions.

MCMC's final view

Based on the submission received, majority of the service providers agree with MCMC's proposal to introduce Cherished Numbers categorisation for Mobile Numbers.

MCMC is considering to introduce Cherished Numbers categorisation for Mobile Numbers as it is widespread and it can be maintained by end-users.

Furthermore, the implementation of Mobile Number Portability ("MNP") will add value to Mobile Numbers that are considered as Cherished Numbers. The benchmarking exercise provided in the PI paper showed that most countries had implemented Cherished Numbers categorisation for Mobile Numbers.

However, MCMC may consider to include other types of numbers for Cherished Numbers categorisation if there is any substantial demand from end-users.

As such, MCMC will maintain its position to introduce Cherished Numbers categorisation for Mobile Numbers.

SECTION 3: PRINCIPLES OF CHERISHED NUMBERS

Question 2:

MCMC proposed to have the principles of Cherished Numbers as per table below. MCMC would welcome any feedback and views on the principles that would be more suitable to be used in valuing Cherished Numbers in Malaysia.

Table 2: MCMC Proposed Principles of Cherished Numbers

No.	Principles	Type of Pattern	Pattern Style	Example
1.	Repeated digits	Repeated single digits	01YZXXX AAAA	0117638 1111
		Repeated double digits	01YZXXX ABAB	0117638 1212
		Repeated triple digits	01YZX ABCABC	01176 149149
		Repeated quadruple digits	01Y ABCDABCD	011 14091409
2.	Maximum digit occurrences	Multiple occurrences of common digit	N/A	0 11 765 13111
3.	End pattern length	The pattern occurs at the end of a number	N/A	01176513 111
4.	Digit non-occurrences	Number of digits which do not occur	N/A	01171017701 Digits which do not occur: 2,3,4,5,6,8,9
5.	Increasing sequences	Increment +1	01YZX ABCXXX	01176 123 149
		Increment +2	01YZX ACEXXX	01176 135 649
		Increment +01	01YZX NANBNC	01176 121314
		Increment +10	01YZX ANBNCN	01176 112131
		Increment +11	01YZX APBQCR	01176 112233
		Increment +20	01YZX ANCNEN	01176 113151
6.	Decreasing sequences	Increment -1	01YZX CBAXXX	01176 321 149
		Increment -2	01YZX ECAXXX	01176 531 149
		Increment -01	01YZX NCNBNA	01176 171615
		Increment -10	01YZX CNBNA	01176 312111
		Increment -11	01YZX CRBQAP	01176 332211
		Increment -20	01YZX ENCNAN	01176 513111
7.	Lucky digit occurrences	Occurrences of '8'	N/A	011 81881281
		Occurrences of '9'	N/A	011 91991291
8.	Overall pattern occurrences	The total number of digits which are: i. repeated digits ii. increasing sequences and iii. decreasing sequences	N/A	0 1177017701

Summary of submissions received

Service providers' responses on suitable principles are tabulated in Table 3 below:

Table 3: Service Providers' Responses to MCMC's Proposed Principles of Cherished Numbers

No.	Principles	Type of Pattern	Altel	Celcom	TM	Webe	Redtone	Maxis	Digi	YTLC	U Mobile
1.	Repeated digits	Repeated single digits	/	/	/	/	X	X	/	X	/
		Repeated double digits	/	/	/	/	X	X	/	X	/
		Repeated triple digits	/	/	/	/	/	X	/	X	/
		Repeated quadruple digits	/	/	X	/	/	X	/	X	/
2.	Maximum digit occurrences	Multiple occurrences of common digit	/	/	/	X	X	X	/	X	/
3.	End pattern length	The pattern occurs at the end of a number	/	/	/	X	X	X	/	X	/
4.	Digit non-occurrences	Number of digits which do not occur	X	/	X	X	X	X	X	X	/
5.	Increasing sequences	Increment +1	X	/	X	X	/	X	/	X	/
		Increment +2	X	/	X	X	X	X	/	X	/
		Increment +01	X	/	X	X	X	X	/	X	/
		Increment +10	X	/	X	X	X	X	/	X	/
		Increment +11	X	/	X	X	X	X	/	X	/
		Increment +20	X	/	X	X	X	X	/	X	/
6.	Decreasing sequences	Increment -1	X	/	X	X	/	X	/	X	/
		Increment -2	X	/	X	X	X	X	/	X	/
		Increment -01	X	/	X	X	X	X	/	X	/
		Increment -10	X	/	X	X	X	X	/	X	/
		Increment -11	X	/	X	X	X	X	/	X	/
		Increment -20	X	/	X	X	X	X	/	X	/
7.	Lucky digit occurrences	Occurrences of '8'	X	/	/	/	X	X	X	X	/
		Occurrences of '9'	X	/	/	/	X	X	X	X	/
8.	Overall pattern occurrences	The total number of digits which are: i. repeated digits ii. increasing sequences iii. decreasing sequences	X	/	X	X	X	X	X	X	/
Note: (/) Agree (X) Disagree											

Celcom and U Mobile agreed with all the principles. Celcom further proposed for the principles to be categorised in tiers from Platinum, Gold, Silver and Bronze.

Apart from repetitive and lucky numbers, Webe preferred MCMC to determine Cherished Numbers on a case-by-case basis.

Maxis disagreed with the principles proposed by MCMC and claimed that it will introduce complexities. Maxis would prefer Cherished Numbers

identification to be made via market-based approach rather than a predetermined method.

Meanwhile, YTLC suggested MCMC to publish weighing mechanism for valuation of Cherished Numbers.

Discussion

In general, the principles that received the most positive responses are:

- i. Repeated digits;
- ii. Maximum digit occurrences; and
- iii. End pattern length.

On the other hand, the principles that received the least positive responses are:

- i. Digit non-occurrences; and
- ii. Overall pattern occurrences.

MCMC clarifies that “Digit non-occurrences” are numbers which have a lower number of different digits. These numbers are often more aesthetically pleasing.

In addition, “Overall pattern occurrences” tends to be more valuable as there are fewer digits not involved in patterns.

Nonetheless, these principles have a lower score than other principles proposed by MCMC.

MCMC will apply all principles for valuation of number in a particular block. However, each of this principle would have a different weightage.

MCMC’s final view

Considering the above justifications, MCMC will adopt eight (8) principles to evaluate Cherished Numbers.

SECTION 4: CHERISHED NUMBERS ASSIGNMENT MECHANISM

4.1 Recommended Cherished Numbers Assignment Mechanism

Question 3:

MCMC proposes to assign Cherished Numbers to service providers through bidding exercise. Please provide your views or suggestions on any other method to be implemented in Malaysia in assigning Cherished Numbers.

Summary of submissions received

Altel, Celcom, Digi, Maxis and U Mobile agreed with MCMC's proposal to assign Cherished Numbers to service providers through bidding exercise.

In addition, Celcom proposed a centralised electronic-bidding (e-bidding) portal to facilitate the Cherished Numbers auction.

Webe and TM disagreed with the proposal to assign Cherished Numbers to service providers. They are of the view that assignment of Cherished Numbers to end-users through direct bidding is more straightforward and simplified.

YTLC disagreed with MCMC's proposal to assign Cherished Numbers through bidding exercise as it will add costs to service providers.

YTLC suggested MCMC to maintain the current practice of assigning running numbers in blocks. YTLC proposed to sell the Cherished Numbers to end-users at a price. The money collected from sales of Cherished Numbers will be shared with MCMC.

Redtone proposed assignment of Cherished Numbers at a fixed cost through balloting. Redtone argued that this is a fair process in acquiring Cherished Numbers. Bidding exercise only benefits service providers with strong financial position. Smaller service providers will not have the capacity to outbid the larger service providers.

Meanwhile, Maxis agreed that Cherished Numbers should be assigned to service providers through bidding exercise. Maxis is of the opinion that Cherished Numbers should be defined by MCMC at the number blocks level.

Specifically, the number blocks requested by the service providers to be allocated out of sequence of normal allocation. Using this method, the decision to categorise number blocks as Cherished Numbers will be based on the demands showed by the service providers for such numbers.

Discussion

MCMC agrees with Celcom's feedback to make e-bidding process as simple as possible. Going forward, MCMC will study the e-bidding process as to whether it is feasible to be implemented considering it will involve additional costs.

MCMC is of the opinion that fixed cost balloting suggested by Redtone will dilute the value of Cherished Numbers.

MCMC reckons that assignment of Cherished Numbers to end-users would be far more complicated especially the assignment process and rules pertaining to Cherished Numbers. As such, MCMC disagrees with TM's and Webe's opinion.

On YTLC's feedback that the bidding exercise would add costs to service providers, MCMC would like to clarify that the Numbering Management System ("NUMSYS") will be utilised to support the bidding exercise.

MCMC's final view

Majority of service providers agree with the proposed bidding mechanism in assigning Cherished Numbers. Therefore, MCMC will maintain its decision to assign Cherished Numbers to service providers through a bidding process.

4.2 First Price Sealed-Bid ("FPSB")

Question 4:

MCMC welcomes any views or suggestion regarding MCMC's proposal to conduct close bidding exercise to service providers.

MCMC would also like to seek your views on the assignment of Cherished Numbers directly to end-users (through bidding process).

You may also provide your views or suggestions on the alternative Cherished Numbers assignment mechanism.

Summary of submissions received

Altel, Digi and U Mobile agreed with close bidding exercise to service providers as direct assignment to end-users may cause hassle in developing new policy and processes.

Digi suggested the following in assigning Cherished Numbers:

- i. Low reserve price is calculated across fair valuation on Cherished Numbers identified in the offered block. While the remaining normal numbers in the block would be charged according to the current assignment fees stipulated in NEAP.
- ii. Limited number level or blocks to be made available in the first batch of bidding to assess the demand in acquiring such numbers.
- iii. New bidding for Cherished Numbers starts when 30% or lesser numbers remaining in the existing pool is utilised and assigned to end-users.
- iv. Capping on number blocks that service providers can bid. For example, at 30% of total blocks to be made available.

Digi sought for more transparency in the bidding requirements as per below:

- i. Clear rules, reserve price, process and timeline of bidding to be made available on MCMC's website prior to the actual bidding exercise.
- ii. Publish the numbers block available for bidding, number of bidders for each block, winner and winning price of the respective blocks.

Maxis disagreed with FPSB method and proposed for Simultaneous Ascending Multi Round Auction ("SAMRA"). This is to allow price discovery

and avoid overbidding. SAMRA is considered to be economically efficient for service providers.

Maxis also suggested that the bidding be made in blocks of 100,000 numbers to minimise frequency of bidding process and fragmenting normal number blocks issued to the assignment holders.

Redtone supported assignment to service providers as direct assignment to end-users may disrupt the distribution channel.

YTLC is of the opinion that should the bidding process to end-users be implemented, a transparent and auditable third party to be appointed to manage the process and MCMC to publish clear guidelines pertaining to the matter.

TM and Webe are supportive for Cherished Numbers to be assigned via direct bidding to end-users. Webe highlighted that a service provider can also be corporate end-users.

Discussion

MCMC agrees with Digi's feedback to limit the number of blocks available in the pilot bidding of Cherished Numbers to assess the demand in acquiring such numbers. However, MCMC does not see any necessity to impose restrictions on utilisation threshold of the assigned Cherished Numbers before proceeding with another round of bidding session.

The recommendation to introduce a capping on number blocks is good if there are many bidders. However, this is not suitable if there are only twelve potential bidders.

MCMC will also issue a detailed procedure involving the bidding of Cherished Numbers to guide service providers.

MCMC disagrees with Maxis suggestion that SAMRA can be more economically efficient. MCMC is aware that simultaneous ascending auction has been adopted in many spectrum auctions worldwide. However, there is an argument that simultaneous ascending auction is also responsible for large revenue collected by regulators worldwide¹.

¹ Simultaneous Ascending Auction by Peter Cramton 8 August 2004
<http://www.cramton.umd.edu/papers2000-2004/cramton-simultaneous-ascending-auction.pdf>

MCMC would also like to emphasised that this type of auction is more commonly used for asset with high value such as spectrum. Hence, MCMC believes that such auction mechanism is inappropriate.

For instance, the United States' Federal Communications Commission ("FCC") in assigning toll free numbers to the public, uses a single round, sealed bid auction mechanism vis-à-vis the 5G spectrum band auction which uses a multi round auction mechanism.

MCMC will proceed with FPSB for the pilot bidding, as it will involve only a single round of auction. This will lead to service providers issuing a bid, which represents the service provider's valuation on Cherished Numbers without feeling compelled to overbid the Cherished Numbers.

Maxis suggestion to increase the numbers per block from 10,000 numbers to 100,000 numbers will cause the price of Cherished Numbers block to increase significantly. Therefore, service providers would require a larger investment to bid for Cherished Numbers. This would lead to disadvantage for service providers with limited financial capability.

MCMC is of the view that the closed bidding exercise will provide a fair chance to all service providers as the bidding price of each service provider will not be disclosed until the end of the bidding process.

[MCMC's final view](#)

MCMC proposed to conduct a close bidding for the assignment of Cherished Numbers to service providers. This method is cost-effective as oppose to appointing third party to conduct open bidding or auction.

Based on feedback received, most service providers are not in favour of MCMC assigning Cherished Numbers directly to end-users.

Therefore, MCMC will maintain its proposal to conduct close bidding exercise to service providers.

4.3 Eligibility of Applicants to Participate in FPSB Session

Question 5:

MCMC welcomes any feedback or views on the eligibility criteria set by MCMC to participate in the bidding exercise. MCMC is also open for any views or improvements which can be made on the current process flow for the assignment of Cherished Numbers.

MCMC outlines eligibility criteria for the applicants to be as follows:

- i. the applicant is NSP(I) licence holder which holds valid numbering assignments assigned by MCMC directly to the licensee, for the provisioning of Public Cellular Services; and
- ii. the NSP(I) licensee shall not be in breach of any provisions under the CMA 1998, the subsidiary legislation issued under the CMA 1998, or any other instruments, plans, guidelines or regulatory policies made or issued under the CMA 1998.

Summary of submissions received

Altel agreed with the eligibility criteria proposed.

Celcom, Digi, Maxis, and U Mobile are of the view that eligibility criteria which states that NSP(I) licensee shall not be in breach of any provisions under the CMA 1998, the subsidiary legislation issued under the CMA 1998, or any other instruments, plans, guidelines or regulatory policies made or issued under the CMA 1998 should be removed.

In line with its suggestion for Cherished Numbers to be assigned to end-users, Webe preferred MCMC to provide expanded eligibility criteria for Cherished Numbers bidding to allow more participation.

YTLC maintains its position that assignment of Cherished Numbers block to service providers sequentially is a better approach.

On the process flow improvement, Celcom suggested that the process concerning submission and selection of Cherished Numbers winner should also be made through online portal.

TM supported simplification of the bidding process where possible, including

payment process to allow Cherished Numbers to be assigned to end-users.

Discussion

MCMC notes on all the comments provided by service providers on the eligibility criteria and process flow pertaining to Cherished Numbers assignment.

MCMC notes that most service providers disagreed with the second (ii) eligibility criteria.

MCMC agrees with Celcom's suggestion that the process concerning submission and selection of the Cherished Numbers winner can be made through online portal.

The enhancement of NUMSYS is being undertaken to facilitate the application of Cherished Numbers by service providers.

MCMC's final view

For clarification, eligibility criteria (i) will not preclude new NSP(I) licensee to participate in the bidding session for Cherished Numbers assignment.

MCMC would like to reiterate that the second (ii) eligibility criteria is currently specified in the NEAP under subsection 3.10 Application of Assignment of Additional Numbers. Cherished Numbers is considered part of additional numbers that can be applied by service providers. Therefore, no changes are being made by MCMC for the process of numbering application.

4.4 Right to Use Cherished Numbers

Question 6:

MCMC welcomes any feedback and views on the following:

- a) MCMC's proposal to grant an indefinite duration of Cherished Numbers.
- b) MCMC's proposal to allow reselling or trading of Cherished Numbers between end-users.

MCMC would also like to seek views and suggestion on the method which can be used to prevent or curb illegal transactions of numbers by third party seller.

Summary of submissions received

Altel, Celcom, Digi, Maxis, TM, U Mobile, Webe, and YTLC agreed with MCMC's proposal to grant an indefinite duration of Cherished Numbers.

Altel, Maxis, Redtone, U Mobile, Webe and YTLC agreed with MCMC's proposal to allow reselling or trading of Cherished Numbers between end-users. However, it should be guided with proper and comprehensive guidelines. In addition, Maxis proposed that it should not take place within 12 months of the number being acquired by the end-users.

Digi requested that MCMC disallow any resale or trading of Cherished Numbers between end-users to avoid the introduction of secondary market.

TM proposed MCMC to establish a proper database on the ownership of the Cherished Numbers in order to track end-users.

Altel and Celcom proposed that MCMC introduce a certificate of ownership for Cherished Numbers to curb illegal transactions of numbers by third party seller.

Maxis also highlighted that the Cherished Numbers should be made known to the public.

Discussion

MCMC notes Digi's concerns that allowing resale or trading of Cherished Numbers between end-users will create a secondary market. However,

MCMC is of the view that the secondary market would exist even if the resale or trading between end-users is prohibited.

MCMC is inclined to publish the range of Cherished Numbers on MCMC's website instead of introducing a certificate of ownership as suggested by Altel and Celcom.

At this juncture, MCMC does not plan to establish a database which is linked to each end-user.

MCMC's final view

MCMC notes that most service providers agree with the proposal to allow resale or trading of Cherished Numbers. They also agree on indefinite duration of right to use for Cherished Numbers.

MCMC will publish the range of Cherished Numbers on its website to allow for public viewing.

SECTION 5: KEY CHANGES IN THE NEAP

Question 7:

MCMC welcomes any feedback and views on the rationale for the NEAP amendments.

Summary of submissions received and MCMC's final view

Subject	Amendment/Modification/ New Provision	Summary of submissions
Assignment of Numbers – Cherished Numbers	<p>New Provision in NEAP under subsection 3.1.3.3</p> <p><u>3.1.3.3 Cherished Numbers means any Non Geographic Number(s) and/or block(s) from reserved numbers determined by the Commission as Cherished Numbers.</u></p>	<p>Webe noted that if MCMC decides to limit Cherished Number categorisation only to Mobile Number, the Cherished Numbers shall be defined as such:</p> <p>“Cherished Numbers means any Mobile Number(s) and/or block(s) from reserved numbers determined by the Commission as Cherished Numbers.”</p> <p>Maxis proposed MCMC to develop a process for the determination of this block(s) whereby this is tied to the request from service providers for allocation of mobile numbers that is "out of sequence" upon the said provider reaching 70% overall number utilisation.</p> <p>Maxis proposed amendment as follows:</p> <p>3.1.3.3 Cherished Numbers means any Non Geographic Number(s) and/or <u>from</u> block(s) from reserved numbers determined by the Commission as Cherished Numbers</p>
<p>MCMC's final view</p> <p>MCMC maintains the proposed subsection.</p>		

Subject	Amendment/Modification/ New Provision	Summary of Submissions
Application for an Assignment of Cherished Numbers	<p>New provisions in NEAP under subsection 3.3.1</p> <p><u>3.3.1 The eligibility of the applicants to participate in any mechanism for the assignment of Cherished Numbers shall be as follows:</u></p> <p><u>3.3.1.1 The applicant is a NSP(I) licensee(s) which holds a valid numbering assignment(s) assigned by the Commission directly to the licensee(s), for the provisioning of Public Cellular Services; and</u></p> <p><u>3.3.1.2 The NSP(I) licensee shall not be in breach of any provisions under the Act, the subsidiary legislation issued under the Act or any other instruments, plan, guidelines or regulatory policies made or issued under the Act.</u></p>	<p>Celcom proposed to amend 3.3.1.1 as follows:</p> <p>“The NSP(I) licensee shall have a valid licence where the licence has not expired, surrendered, revoked or suspended, except in a circumstance where the NSP(I) licensee is pending renewal and/or approval of the license.”</p> <p>Maxis, Celcom, Digi and U Mobile proposed to delete subsection 3.3.1.2.</p> <p>Maxis proposed that licensees whose licence are not suspended, cancelled, surrendered or expired without submission for renewal to be eligible to participate in any mechanism for the assignment of Cherished Numbers.</p> <p>Breach of CMA98 alone should not be considered as a basis for non-eligibility considering that most service providers are compounded by MCMC for various breaches such as prepaid registration, quality of service and other non-compliances.</p> <p>Maxis proposed amendment as follows:</p> <p><u>3.3.1.2 The NSP(I) licensee shall not be in breach of any provisions under the Act, the subsidiary legislation issued under the Act or any other instruments, plan, guidelines or regulatory policies made or issued under the Act. have its licence suspended cancelled, surrendered, or expired without submission for renewal.</u></p>

Subject	Amendment/Modification/ New Provision	Summary of Submissions
MCMC's final view		<p>MCMC has decided to amend subsection 3.3.1.1 as follows:</p> <p><u><i>"3.3.1.1 The applicant is a NSP(I) licensee(s) providing Public Cellular Services; and"</i></u></p> <p>For clarification, NSP(I) licensee in subsection 3.3.1.1 refers to NSP(I) licensee having a valid licence whereby the licence has not expired, surrendered, revoked or suspended, except in a circumstance where the NSP(I) licensee is pending renewal and/or approval of the licence.</p> <p>With regards to 3.3.1.2, MCMC would like to reiterate that the eligibility criteria is currently specified in the NEAP under subsection 3.10 Application of Assignment of Additional Numbers. Cherished Numbers is considered part of additional numbers that can be applied by service providers. Therefore, no changes are made by MCMC for process of numbering application.</p>

Subject	Amendment/Modification/ New Provision	Summary of Submissions
Application for an Assignment of Cherished Numbers	<p>New provisions in NEAP under subsection 3.3.2</p> <p><u>3.3.2 The following principles are adopted when deciding whether a number is a Cherished Number:</u></p> <p><u>3.3.2.1 Repeated digits;</u></p> <p><u>3.3.2.2 Increasing sequences;</u></p> <p><u>3.3.2.3 Decreasing sequences;</u></p> <p><u>3.3.2.4 Maximum digit occurrences;</u></p> <p><u>3.3.2.5 Lucky digit occurrences;</u></p> <p><u>3.3.2.6 End pattern length;</u></p> <p><u>3.3.2.7 Digit non-occurrences; and</u></p> <p><u>3.3.2.8 Overall pattern occurrences</u></p>	<p>Webe proposed to delete this provision to broaden the principles of Cherished Numbers.</p> <p>TM proposed to only consider meaningful repetition or sequence as valuable to be treated as Cherished Numbers. Prefix digits should not be part of it.</p> <p>Webe preferred MCMC to make it more general and allow MCMC to choose depending on whatever the scenario then, without limiting it to a specific list of categories</p> <p>Digi proposed to remove 3.3.2.5 to 3.3.2.8</p> <p>Maxis proposed not to define the principles of Cherished Numbers in this manner and therefore Maxis proposed to delete this new provision. Maxis proposed that MCMC allows the service providers to decide ultimately which "out of sequence" number block(s) to be considered for bidding as Cherished Number block(s).</p>
<p>MCMC's final view</p> <p>MCMC will retain all the eight (8) principles of Cherished Numbers.</p>		

Subject	Amendment/Modification/ New Provision	Summary of Submissions
Application for an Assignment of Cherished Numbers	<p>New provisions in NEAP under subsection 3.3.3</p> <p><u>3.3.3 If the Commission decides to assign Cherished Numbers by way of auction, tender or any other means, the Commission may issue and publish guidelines in respect of the assignment of Cherished Numbers, as may be deemed necessary by the Commission.</u></p>	Webe suggested that this provision needs to be reworded if MCMC has decided on the method of assigning Cherished Numbers.
<p>MCMC's final view</p> <p>MCMC will maintain subsection 3.3.3 to provide flexibility in assigning Cherished Numbers.</p>		

Subject	Amendment/Modification/ New Provision	Summary of Submissions
Evaluating an application for the assignment of numbers	<p>Modification on subsection 3.4.1.6</p> <p>3.4.1.6 assignments must be an efficient use of the resource and successful applicants must be able to use the assigned numbers within the time stipulated in the conditions of assignment. In the absence of such a condition, the default period for use of the assigned numbers is twelve (12) months from the date of the assignment, <u>except in the case of Cherished Numbers.</u></p>	Maxis agreed with the modification.
<p>MCMC's final view</p> <p>MCMC will maintain amendment made on subsection 3.4.1.6.</p>		

Subject	Amendment/Modification/ New Provision	Summary of Submissions
Evaluating an application for the assignment of numbers	<p>Modification on subsection 3.4.5</p> <p>3.4.5 In the event of a competing application for the assignment of the same numbers or number blocks, the Commission shall give primacy to the "first come first served" principle, <u>with the exception of Cherished Numbers, where the Commission may assign the numbers or number blocks by an alternative mechanism (e.g. an auction), at a date and time chosen by the Commission.</u></p>	<p>Maxis proposed that subsection 3.4.5 is amended to formally allow for sequential assignment of blocks of normal mobile numbers. If there is a request for block(s) of numbers outside this sequence by a service provider, then this block would go into Cherished Numbers block pool for bidding by service providers.</p> <p>Maxis proposed amendment as follows:</p> <p>3.4.5 In the event of a competing application for the assignment of the same numbers or number blocks, the Commission shall give primacy to the "first come first served" principle <u>in line with a sequential assignment of number blocks</u>, with the exception of Cherished Number <u>block(s)</u>, where the Commission may assign the numbers or number blocks by an alternative mechanism (e.g. an auction), at a date and time chosen by the Commission.</p>
<p>MCMC's final view</p> <p>MCMC will maintain subsection 3.4.5 as this will allow MCMC to assign other types of numbers in the future for assigning Cherished Numbers.</p>		

Subject	Amendment/Modification/ New Provision	Summary of Submissions
Form of assignment	<p>Modification on subsection 3.6.2</p> <p>3.6.2 The approval of any application or the grant of an assignment shall not be construed as conferring on any person any proprietary right over the numbers being applied for or assigned, as the case may be. <u>This also applies to Cherished Numbers.</u></p>	Maxis agreed with the modification.
<p>MCMC's final view</p> <p>MCMC will maintain amendment made on subsection 3.6.2.</p>		

Subject	Amendment/Modification/ New Provision	Summary of Submissions
Conditions for Cherished Numbers Assignment	<p>New provisions in NEAP under subsection 3.8.3 and 3.8.3.1</p> <p>3.8.3 <u>The following conditions shall apply to all Cherished Numbers assigned by the Commission under this Plan:</u></p> <p>3.8.3.1 <u>The assignment holder shall not charge, sell, auction, trade or otherwise transfer Cherished Numbers assignment to other assignment holder.</u></p>	Webe suggested for the proposed clause to take into consideration that the assignee could be an end-user.
<p>MCMC's final view</p> <p>MCMC will maintain subsection 3.8.3.1 as proposed.</p>		

Subject	Amendment/Modification/ New Provision	Summary of Submissions
<p>Conditions for Cherished Numbers Assignment</p>	<p>New provisions in NEAP under subsection 3.8.3.2</p> <p><u>3.8.3.2 The assignment holder for Cherished Numbers assignment is permitted to charge, sell, auction or trade the right to use the Cherished Numbers in perpetuity issued to end-user(s).</u></p>	<p>Maxis supported this new provision with the relevant amendment shown below to reflect that Cherished Numbers is allocated at block level and in any manner the assignment holder deems fit.</p> <p>Maxis proposed amendment as follows:</p> <p>3.8.3.2 The assignment holder for Cherished Numbers assignment is permitted to charge, sell, auction, trade <u>or offer any number within the right to use the Cherished Number block(s) in perpetuity issued for issuance to end-user(s) in any manner the assignment holder deems fit.</u></p>
<p>MCMC's final view</p> <p>MCMC agrees to insert the word "offer" under subsection 3.8.3.2.</p> <p>3.8.3.2 The assignment holder for Cherished Numbers assignment is permitted to charge, sell, auction, trade <u>or offer</u> the right to use the Cherished Numbers in perpetuity issued to end-user(s).</p>		

Subject	Amendment/Modification/ New Provision	Summary of Submissions
<p>Conditions for Cherished Numbers Assignment</p>	<p>New provisions in NEAP under subsection 3.8.3.3</p> <p><u>3.8.3.3 The assignment holder is required to ensure that the end-user(s) who acquire the right to use a Cherished Number(s) in perpetuity shall ensure that the said numbers are always in continuous use (end-user shall subscribe to a network service provider in Malaysia for Public Cellular Services). It shall be a duty of the assignment holder to ensure that the end-user uses the said number lawfully and that the number is in use at all times (end-user subscribes to a network service provider in Malaysia for Public Cellular Services).</u></p>	<p>Webe disagreed with the requirement set in the provision. However, Webe is committed to cooperate with the regulator and authorities to track and trace the end-user if need be with proper instruction.</p> <p>Digi would like to add that, it is not possible for assignment holder to ensure end-user's usage is lawful and the number is in use.</p> <p>Maxis proposed to amend the term "assignment holder" to "service provider" to also address scenario where the number may have been ported out. The expectation for end-users to conduct themselves lawfully using Maxis services is always there.</p> <p>Maxis proposed amendment as follows:</p> <p><u>3.8.3.3 The assignment holder service provider is required to ensure that the end-user(s) who acquire the right to use a Cherished Number(s) in perpetuity shall ensure that the said numbers are always in continuous use (end-user shall subscribe to a network service provider in Malaysia for Public Cellular Services). It shall be a duty of the assignment holder to ensure that the end-user uses the said number lawfully and that the number is in use at all times (end-user subscribes to a network service provider in Malaysia for Public Cellular Services).</u></p>
<p>MCMC's final view</p> <p>MCMC agrees to insert the word "service provider" to address a scenario where the number may have been ported out.</p>		

Subject	Amendment/Modification/ New Provision	Summary of Submissions
<p>Conditions for Cherished Numbers Assignment</p>	<p>New provisions in NEAP under subsection 3.8.3.4</p> <p><u>3.8.3.4 The assignment holder shall ensure that the transfer of Cherished Numbers between end-user(s) be within the same network service provider or applications service provider for the purposes of said transfer.</u></p>	<p>Maxis supported this new provision with the modification below. This is to prevent reselling or trading of the Cherished Numbers within 12 months of the number being acquired by the end-users. This is to curb illegal transaction by third party.</p> <p>Maxis proposed amendment as follows:</p> <p>3.8.3.4 The assignment holder shall ensure that the transfer of Cherished Numbers between end-user(s) be within the same network service provider or applications service provider for the purposes of said transfer <u>and after 12 months from the date the end-user has acquired the Cherished Numbers.</u></p>
<p>MCMC's final view</p> <p>MCMC will maintain subsection 3.8.3.4 as it will allow the transfer of Cherished Numbers between end-user without any restriction.</p>		

Subject	Amendment/Modification/ New Provision	Summary of Submissions
Conditions for Cherished Numbers Assignment	<p>New provisions in NEAP under subsection 3.8.3.5</p> <p><u>3.8.3.5 The assignment holder shall ensure that the end-user(s) of Cherished Numbers have the right to port-out via mobile number portability to other network service providers. For end-user(s) who have ported out and failed to comply with subsection 3.8.3.3, the said Cherished Numbers shall return to the original assignment holder.</u></p>	<p>Webe proposed for assignment of Cherished Numbers to end-user, all returned numbers should be made to MCMC directly.</p> <p>Maxis agreed with the provision.</p>
<p>MCMC's final view</p> <p>MCMC will maintain subsection 3.8.3.5 as proposed.</p>		

Subject	Amendment/Modification/ New Provision	Summary of Submissions
Conditions for Cherished Numbers Assignment	<p>New provisions in NEAP under subsection 3.8.3.6</p> <p><u>3.8.3.6 Cherished Numbers that have been issued shall not be suspended or cancelled by the assignment holder except:</u></p> <p><u>(a) where the end-user(s) has not complied with the conditions of use of the issued numbers as may be specified by the assignment holder;</u></p> <p><u>(b) in compliance with any decision made by the Commission; or</u></p> <p><u>(c) upon the end-user's request</u></p>	<p>Webe proposed that the normal suspension or cancellation as per service provider's terms and conditions should be applicable whether or not the number is Cherished or otherwise.</p> <p>Maxis supported the introduction of this new provision as this is similar to the one for normal numbering assignments. Maxis has made an amendment in this section to refer to numbers are from the Cherished Number block(s).</p> <p>Maxis proposed amendment as follows:</p> <p><u>3.8.3.6 Cherished Numbers from the Cherished Number block(s)</u> that have been issued shall not be suspended or cancelled by the assignment holder except:</p> <p>(a) where the end-user(s) has not complied with the conditions of use of the issued numbers as may be specified by the assignment holder;</p> <p>(b) in compliance with any decision made by the Commission; or</p> <p>(c) upon the end-user's request</p>
<p>MCMC's final view</p> <p>MCMC will maintain subsection 3.8.3.6 as proposed.</p>		

Subject	Amendment/Modification/ New Provision	Summary of Submissions
Conditions for Cherished Numbers Assignment	<p>New provisions in NEAP under subsection 3.8.3.7</p> <p><u>3.8.3.7 Any Cherished Numbers which have been cancelled by the assignment holder after the number has been used in respect of any network or applications service shall not be re-issued by the assignment holder for at least six (6) months from the date of the cancellation. This six (6) month period is referred to as the cooling-off period, whereby the number shall be placed in quarantine and cannot be re-issued to any person during the six (6) month quarantine period.</u></p>	<p>Celcom and Digi proposed for a shorter cooling-off period for Cherished Numbers. This will allow for more effective utilisation of Numbering allocation for future acquisition purpose.</p> <p>Maxis proposed for amendment to allow the re-issuance of cancelled number within the Cherished Number block(s) after cooling off period of 2 months or earlier if the new end-user is informed that the number was recovered recently from previous end-user. This is to allow for the realisation of the value of the Cherished Numbers earlier by the assignment holder.</p> <p>Maxis proposed amendment as follows:</p> <p><u>3.8.3.7 Any number within the Cherished Number block(s) which have been cancelled by the assignment holder after the number has been used in respect of any network or applications service shall not be re-issued by the assignment holder for at least two six (26) months from the date of the cancellation. This two six (26) month period is referred to as the cooling-off period, whereby the number shall be placed in quarantine and cannot be re-issued to any person during the two six (26) month quarantine period. <u>Such number may be re-issued by the assignment holder within a lesser period of two (2) months if the end-user is informed that the number was recently issued to another user.</u></u></p>
<p>MCMC's final view</p> <p>MCMC will maintain subsection 3.8.3.7 as proposed. MCMC does not see any necessity to change the cooling-off period as there is no difference between the impact of normal numbers and Cherished Numbers in the context of protecting the new end-user against any encumbrances in relation to previous subscription.</p>		

Subject	Amendment/Modification/ New Provision	Summary of Submissions
Conditions for Cherished Numbers Assignment	<p>New provisions in NEAP under subsection 3.8.3.8</p> <p><u>3.8.3.8 The assignment holder shall keep and maintain records of Cherished Numbers issued to its end-user(s) and the records shall contain the following matters:</u></p> <ul style="list-style-type: none"> <u>a) the details of the numbers issued;</u> <u>b) the name of the end-user with the numbers issued;</u> <u>c) the current addresses of the end-user; and</u> <u>d) any other details as may be determined by the Commission.</u> 	<p>Webe proposed that the clause would not be applicable if the assignment of Cherished Numbers is made directly to end-users.</p> <p>Maxis agreed with the provision.</p>
<p>MCMC's final view</p> <p>MCMC will maintain subsection 3.8.3.8 as proposed.</p>		

Subject	Amendment/Modification/ New Provision	Summary of Submissions
<p>Conditions for Cherished Numbers Assignment</p>	<p>New provisions in NEAP under subsection 3.8.3.9</p> <p><u>3.8.3.9 There is no utilisation period required for Cherished Numbers assignment specified by the Commission.</u></p>	<p>Webe proposed that the clause would not be applicable if the assignment of Cherished Numbers is made directly to end-users.</p> <p>Maxis proposed that Cherished Numbers block is excluded from any requirement for utilisation period. It is also important that any usage of Cherished Numbers is not used to derive the utilisation percentage of normal number.</p> <p>Maxis proposed amendment as follows:</p> <p><u>3.8.3.9 There is no utilisation period required for numbers within the Cherished Number block(s) assignments specified by the Commission. These number block(s) shall not be included in any manner to derive the utilisation percentage of normal numbers.</u></p>
<p>MCMC's final view</p> <p>MCMC will maintain subsection 3.8.3.9 as proposed.</p>		

Subject	Amendment/Modification/ New Provision	Summary of Submissions
<p>Conditions for Cherished Numbers Assignment</p>	<p>New provisions in NEAP under subsection 3.8.3.10</p> <p><u>3.8.3.10 The assignment holder of Cherished Numbers shall submit a usage report in a format specified by the Commission within thirty (30) Working Days from 31 December of every calendar year. The following information shall be set out in the report:</u></p> <ul style="list-style-type: none"> a) <u>the current use in percentage terms of all assignments issued;</u> b) <u>numbers currently being quarantined from being re-assigned;</u> c) <u>numbers ported (if applicable);</u> d) <u>the prices charged by the assignment holder(s) for numbers designated as platinum, gold, silver and bronze in a particular Cherished Number Blocks(s) assigned by the Commission; and/or</u> e) <u>any other information as may be specified by the Commission.</u> 	<p>Webe proposed that the clause would not be applicable if the assignment of Cherished Numbers is made directly to end-users.</p> <p>Maxis disagreed with this provision which introduces additional administrative burden to both the assignment holder and MCMC.</p>
<p>MCMC's final view</p> <p>MCMC will maintain subsection 3.8.3.10 as proposed. Submission of report by service providers on the prices charged for numbers designated as platinum, gold, silver and bronze would enable MCMC to gauge the demand from end-users and future study on Cherished Numbers.</p>		

Subject	Amendment/Modification/ New Provision	Summary of Submissions
<p>Conditions for Cherished Numbers Assignment</p>	<p>New provision in NEAP under subsection 3.8.3.11</p> <p><u>3.8.3.11 Where the revision, variation or revocation of this Plan results in the re-numbering of numbers which have been used in relation to a network service or applications service, the Commission may, where applicable, prepare a migration plan setting out the procedures and timetable for the changes due to the revision, variation or revocation. It is pertinent for the assignment holder of Cherished Numbers to note that such migration plans may result in the modification of numbers, number patterns and structures for Cherished Numbers.</u></p>	<p>Maxis proposed that such changes to the Cherished Number block(s) plan goes through consultation with the assignment holders.</p> <p>Maxis proposed amendment as follows:</p> <p><u>3.8.3.11 Where the revision, variation or revocation of this Plan results in the re-numbering of numbers which have been used in relation to a network service or applications service, the Commission may, where applicable, prepare a migration plan setting out the procedures and timetable for the changes due to the revision, variation or revocation. It is pertinent for the assignment holder of Cherished Numbers to note that such migration plans may result in the modification of numbers, number patterns and structures for Cherished Numbers. The Commission shall consult with all the Assignment Holders of the Cherished number block(s) before such revision, variation or revocation of the Plan.</u></p>
<p>MCMC's final view</p> <p>MCMC will maintain subsection 3.8.3.11 as proposed. However, MCMC will conduct consultation as and when it deems necessary.</p>		

Subject	Amendment/Modification/ New Provision	Summary of Submissions
Conditions for Cherished Numbers Assignment	<p>New provisions in NEAP under subsection 3.8.3.12</p> <p><u>3.8.3.12 The assignment holder shall also comply with the standard conditions for assignments mentioned in Part B, Section I, subsection 3.8.1 of this Plan.</u></p>	<p>Webe proposed that the clause would not be applicable if the assignment of Cherished Numbers is made directly to end-users.</p> <p>Maxis is of the opinion that compliance with the standard conditions for assignment of NEAP may create conflict with the expected treatment for numbers within Cherished Number block(s).</p>
<p>MCMC's final view</p> <p>MCMC will maintain subsection 3.8.3.12 as proposed. For clarification, the relevant standard conditions for assignments mentioned in Part B, Section I, subsection 3.8.1 of the NEAP will be amended accordingly to cater for Cherished Numbers.</p>		

Subject	Amendment/Modification/ New Provision	Summary of Submissions
Application for Assignment of Additional Numbers	<p>Modification on subsection 3.11.1</p> <p>3.11.1 The applicant shall be eligible to apply for an assignment of additional numbers upon achieving seventy percent (70%) utilisation of the existing assignment of all numbers. <u>This is not applicable in the case of application(s) for the assignment of Cherished Numbers.</u></p>	<p>Webe proposed that the clause would not be applicable if the assignment of Cherished Number is made directly to end-users.</p> <p>Maxis disagreed with the modification. Maxis proposed that only service providers achieving the 70% utilisation of the existing assignment should be allowed to apply for "out of sequence" block(s) mobile numbers which would then be considered as Cherished Numbers for bidding by all service providers.</p> <p>Maxis proposed amendment as follows:</p> <p>3.11.1 The applicant shall be eligible to apply for an assignment of additional numbers upon achieving seventy percent (70%) utilisation of the existing assignment of all numbers. This is not <u>also</u> applicable in the case of application(s) for the assignment of Cherished Number <u>block(s) where the applicant reaching 70% utilisation becomes eligible to request for out of sequence mobile numbers block(s).</u></p>
<p>MCMC's final view</p> <p>MCMC will maintain subsection 3.11.1 as proposed.</p>		

Subject	Amendment/Modification/ New Provision	Summary of Submissions
Transfer of Numbers Between End-Users	<p>Modification on subsection 4.1.3.1</p> <p>4.1.3 The assignment holder may refuse to effect the transfer if, in its reasonable opinion, the transfer request:</p> <p>4.1.3.1 is a part of an act of charging, selling, auctioning or trading the right to use a number issued to the requesting end-user, <u>unless the number has been explicitly designated by the Commission as a Cherished Number;</u> or</p> <p>4.1.3.2 cannot be practicably undertaken due to technical impediments which cannot be reasonably resolved.</p>	<p>Maxis agreed with this modification, subject to Maxis's proposed amendment:</p> <p>4.1.3 The assignment holder may refuse to effect the transfer if, in its reasonable opinion, the transfer request:</p> <p>4.1.3.1 is a part of an act of charging, selling, auctioning or trading the right to use a number issued to the requesting end-user, unless the number <u>block(s) where the number is from</u> has been explicitly designated by the Commission as a Cherished Number; or</p> <p>4.1.3.2 cannot be practicably undertaken due to technical impediments which cannot be reasonably resolved.</p>
MCMC's final view		
MCMC will retain the existing subsection 4.1.3.1 of the NEAP.		

Subject	Amendment/Modification/ New Provision	Summary of Submissions												
Charges for Numbering Assignments and Electronic Addressing Provisioning	<p data-bbox="405 271 866 300">New table on subsection 14.2.4.3</p> <table border="1" data-bbox="405 376 866 1070"> <thead> <tr> <th colspan="3" data-bbox="405 376 866 495"><u>FEE(S) FOR ASSIGNMENT OF CHERISHED NUMBERS</u></th> </tr> <tr> <th data-bbox="405 495 480 566"><u>No.</u></th> <th data-bbox="480 495 635 566"><u>Types of fee(s)</u></th> <th data-bbox="635 495 866 566"><u>Amount of fee(s) (RM)</u></th> </tr> </thead> <tbody> <tr> <td data-bbox="405 566 480 651">1.</td> <td data-bbox="480 566 635 651">Application fee(s)</td> <td data-bbox="635 566 866 651">3,500.00 per application</td> </tr> <tr> <td data-bbox="405 651 480 1070">2.</td> <td data-bbox="480 651 635 1070">Assignment fee(s) (One-off Payment)</td> <td data-bbox="635 651 866 1070">Fees are determined from an auction/tender or any other mechanism utilised by the Commission for this purpose. Fee(s) or bid price must be paid within the stipulated time frame specified by the Commission</td> </tr> </tbody> </table>	<u>FEE(S) FOR ASSIGNMENT OF CHERISHED NUMBERS</u>			<u>No.</u>	<u>Types of fee(s)</u>	<u>Amount of fee(s) (RM)</u>	1.	Application fee(s)	3,500.00 per application	2.	Assignment fee(s) (One-off Payment)	Fees are determined from an auction/tender or any other mechanism utilised by the Commission for this purpose. Fee(s) or bid price must be paid within the stipulated time frame specified by the Commission	<p data-bbox="890 271 1415 450">Webe proposed that if the assignment of Cherished Numbers is made directly to end-users, the minimum fee imposed should be made more attractive and affordable.</p> <p data-bbox="890 495 1415 741">Maxis agreed to the introduction of the new table with the fee to be set at RM3,500 per application and the one-off assignment fee are determined from a fair and transparent competitive bidding process proposed by Maxis.</p>
<u>FEE(S) FOR ASSIGNMENT OF CHERISHED NUMBERS</u>														
<u>No.</u>	<u>Types of fee(s)</u>	<u>Amount of fee(s) (RM)</u>												
1.	Application fee(s)	3,500.00 per application												
2.	Assignment fee(s) (One-off Payment)	Fees are determined from an auction/tender or any other mechanism utilised by the Commission for this purpose. Fee(s) or bid price must be paid within the stipulated time frame specified by the Commission												
<p data-bbox="204 1117 448 1146">MCMC's final view</p> <p data-bbox="204 1189 1166 1218">MCMC will maintain table under the new proposed subsection 14.2.4.3.</p>														

SECTION 6: GENERAL COMMENTS

MCMC also received general comments on numbering assignment including Numbering Regulations 2016, prefix number 02, National Telephone System Charging Arrangement ("NATESCA") and the NEAP.

Summary of submissions received

Maxis, Celcom, Digi and U Mobile highlighted that subregulation 14 (1) (i) under the Standard Conditions of Assignment in the Numbering Regulations 2016 needs to be amended to enable charging for Cherished Numbers:

"14 (1) (i) An assignment holder shall not charge, sell, auction, trade or transfer any assignment issued under these Regulations"

Digi proposed to include "end-users" under subsection 2.2 - Person who are required to comply in the NEAP to accommodate the new initiatives for assignment holder of Cherished Numbers (if any) and to allow enforcement of regulation against end-users who do not comply with the NEAP.

YTLC sought clarification from MCMC on the following:

- a) How does MCMC intend to de-assign unregistered Cherished Numbers that is with the service providers and how to ensure genuine registration, without having Mobile Number Operator holding Cherished Numbers unregistered?
- b) Is there any plan to reassign prefix number 02 and unutilised 011 numbering range which was assigned to MVNOs?

TM applauded MCMC for using the public consultation approach in developing Cherished Number Framework. Therefore, TM wished that future review to the NEAP would also be done in a transparent and consistent approach.

TM also highlighted that review of the NEAP should not be done on a piecemeal basis. Issues such as revocation of Rates Rules 2002 and new IP network are indirectly having an impact on the way geographic numbers are being assigned since network gets flatter with less nodes. As such, the old NATESCA based numbering assignments needs to be reviewed.

TM is of the opinion that the current assignment fee for National Signaling Point Code (“NSPC”) and International Signaling Point Code (“ISPC”) are inconsistent with global best practices.

Discussion

MCMC would like to clarify that subregulation 14 (1) (i) under the Standard Conditions of Assignment in the Numbering Regulations 2016 refers to prohibition on the act of charging, selling, auctioning, trading or transferring the assignment (of the number), and not the right to use the number that has been assigned. Therefore, there is no contradiction with the newly proposed subsection 3.8.3.2 of the NEAP.

MCMC has no plan to include “end-user” as a person to comply with the NEAP. Service providers which have been assigned with numbering assignments by MCMC are required to comply with the NEAP.

MCMC plans to introduce a detailed procedure involving the bidding of Cherished Numbers, which will specify steps for service providers to apply for Cherished Numbers.

MCMC would like to clarify that MCMC will not de-assign any numbers from service providers for the purposes of Cherished Numbers.

Regarding prefix 02 numbers, MCMC will undertake a study on its future use.

MCMC’s final view

MCMC has received various feedback on the amendments to the NEAP.

MCMC has decided to assign Cherished Numbers to service providers using the FPSB method.

MCMC will introduce a periodic review of the NEAP. The periodic review would be made in a transparent manner and may involve public consultation. MCMC is open to any proposal from service providers regarding review of the NEAP.

With regard to area code designations or NATESCA map, MCMC is agreeable with TM that it requires a review exercise. As such, MCMC welcomes any

proposal from service providers to review the area code designation to cater for changes in the Next Generation Network (“NGN”).

MCMC appreciates TM’s feedback on NSPC and ISPC assignment fees. A detailed study needs to be conducted before MCMC decides to exempt any assignment fees.

SECTION 7: WAY FORWARD

MCMC would like to record its appreciation for the support that the service providers have given on the proposed Cherished Number Framework. MCMC also notes that there may be other views that may not be sufficiently reflected in this Report but have been taken into account in the MCMC’s final views.

MCMC will publish a detailed procedure involving the bidding of Cherished Numbers to guide service providers in Quarter 2 of 2020.

Subsequently, a pilot bidding session for Cherished Numbers is expected to be conducted in Quarter 3 of 2020.

28 February 2020