MINISTRY OF COMMUNICATIONS AND DIGITAL

MCMC

ITU

WORLD TELECOMMUNICATION AND INFORMATION SOCIETY DAY 2023

Breaking barriers:

BUILDING A MORE CONNECTED MALAYSIA

How interconnectivity is transforming Malaysia's well-being and socioeconomic standing with Information and Communication Technologies (ICTs)

WTISD 2023: Empowering the community through information and digital technologies in Malaysia

Message from Prime Minister Datuk Seri Anwar Ibrahim

THE importance of digital technology has become even more apparent in recent years as it has transformed almost every aspect of modern life. Digital technology has revolutionised the world we live in and has transformed the way we communicate, conduct our business and access information. In conjunction with the World Telecommunication and Information Society Day (WTISD) 2023, Malaysia adopts the celebratory themed 'Empowering the Community through Information and Digital Technologies', we take this opportunity to celebrate the power of information and communication technologies in our society. The celebration of WTISD takes place every year on May 17th, which commemorates the establishment of the International Telecommunication Union (ITU) in 1865 and the signing of the first International Telegraph Convention. This celebration has been observed since 1969.

Malaysia's commitment to digitalisation is evident through its implementation of various initiatives aimed at promoting the growth of the digital economy and empowering its community. Furthermore, Malaysia's recent victory in securing the ITU Council seat for the term 2023-2026 serves as a testament to its dedication to ensuring the highest level of development in telecommunications and ICT for the nation. Malaysia's digital economy is forecast to contribute 25.5% to the gross domestic product (GDP) and create half a million jobs by 2025. As we work towards achieving Malaysia's digital economy strategy, we recognise the crucial role the National Digital Network Plan (JENDELA) plays in ensuring that all Malaysians have access to high-speed internet connectivity. As of December 31, 2022, Jendela, which was launched in September 2020, has achieved 96.92% connectivity coverage. The initiative aims to provide Internet coverage in populated areas and aims to achieve 100% coverage by the end of 2025. However, to ensure that all Malaysians can benefit from the opportunities presented by the digital economy, we call all stakeholders to expedite their efforts to ensure connectivity for the remaining 3% of populated areas in Malaysia.

Under the on-going 5G initiative which targeted 80% Coverage of Populated Areas (CoPA) by end 2023, the Malaysian Government will continue to ensure that telecommunication services are provided at the highest quality and most affordable price. This is to make sure that that no one will be deprived of access to telecommunication and internet services, which is a basic need in today's connected world.

The government is committed to ensure that all Malaysians, regardless of their socioeconomic background or geographic location, have access to digital technologies. Initiatives such as *Pusat Ekonomi Digital* (PEDi) aims to empower underserved communities with access to connectivity, digital skills and online business knowledge. As of December 2022, there are 911 PEDi accessible to many communities across the country, with over 25,980 PEDi entrepreneurs successfully undergoing training and workshops. Our goal now is to ensure that there is at least one PEDi facility in every state constituency (1 DUN, 1 PEDi).

We also place great emphasis on providing communities with access to digital technologies and the skills needed to use them effectively, and accelerate social and economic development. This includes improving education, healthcare and economic opportunities, all of which can have a significant impact on people's lives.

With the remaining 3% connectivity coverage to go, we acknowledge the coverage challenges in rural and remote areas. To address this issue, we have deployed innovative technology solutions. One such solution is the provisioning of Broadband Wireless Access (BWA) services via satellite. This has been implemented at 839 remote locations in Sabah, Sarawak as well as Orang Asli settlements in Peninsular Malaysia.

Under the vision of digital transformation and as telecommunication technology advances, communities will have better access to digital platforms and solutions that help increase worker productivity and enable enterprises and businesses across to innovate. The digital connectivity will serve as the backbone to support a full range of business use cases, including those that require next generation technology. To prepare for this future, it is crucial to ensure that the communications and multimedia industry in Malaysia is ready to provide seamless connectivity to all Malaysians.

WTISD holds special significance for the telecommunications industry and technology partners, who have tirelessly worked to empower communities across the country and propel it to new heights. It is with great appreciation that we acknowledge their unwavering efforts in advancing connectivity and communication, and their pivotal role in shaping our digital landscape. Let us work together to achieve our shared vision of a digitally connected Malaysia that benefits the people and the country.

To this end, Malaysia remains resolute in its commitment to empower the community towards technology innovation and digital transformation, to catalyse the growth of the digital economy through providing communication network access, knowledge and information sharing as well as capacity building to the people. With a forward-thinking approach, the digital economy is poised to enable a level playing field for all, in ensuring that the benefits of digitalisation are accessible to everyone and securing the country's place in the digital age.

Prime Minister
Datuk Seri
Anwar Ibrahim

Happy World Telecommunication and Information Society Day 2023!

Advancing digitalisation in Malaysia
BRIDGING THE DIGITAL DIVIDE

MALAYSIA has been making significant advancement in its digitalisation efforts over the recent years, with the government and private sector alike investing heavily in technology and digital infrastructure. This is testament to the country's leadership in spearheading progressive changes in technology innovation and digital transformation.

Malaysia has been proactive in spearheading a myriad of initiatives towards this goal, such as high-speed internet connectivity and other advancements in telecommunications technology.

The foremost focus remains in providing equitable access for all to digital connectivity and technology particularly in underserved, rural and remote areas to bridge the digital divide. Improvement of digital infrastructure reflects a growing recognition of the importance of digital connectivity in shaping the country's economic and social future and to further grow a digital economy. A robust infrastructure is crucial to support technological innovation and digital transformation.

Through the provision of infrastructure access, Malaysia will not only foster digital economic growth but also drive community empowerment, leading to participation in the digital economy. This is spread across various industry verticals not limited to agriculture, education, healthcare and manufacturing.

The nation's approach is focused on outcomes that benefit the various layers of the community. The launch of Malaysia Digital Economy Blueprint (MyDIGITAL) puts Malaysia en route to become a digital nation, leading digital economy by 2030 and provides direction to make Malaysia a competitive country in this digitalisation era. MyDIGITAL outline plans to accelerate Malaysia's achievement as a technologically advanced economic country.

Malaysia has made significant progress over the past decade and with the implementation of National Digital Network Plan (JENDELA) which is a five-year plan from Sept 2020–2025 and MyDIGITAL, the nation is on track to unlock the full potential of technology innovation and digital transformation and enables the economy around the realm of digitalisation and providing connectivity inclusiveness to all Malaysians.

The JENDELA initiative covers two Phases, with Phase 1 running from 2020 to Phase 2 from 2023-2025.

Encouragingly by the end of JENDELA Phase 1 as of Dec 2022, Malaysia has gained wider coverage and better quality of experience for the users of digital technologies, while preparing the country for 5G technology and created greater impact through the well-established *Pusat Ekonomi Digital* (PEDi) in elevating the socioeconomic status and improving the overall digital economy of the nation.

The government through the Malaysian Communications and Multimedia Commission (MCMC) remains steadfast in its commitment to continue strengthening access to connectivity and the digital ecosystem, as well as to further empowering the community through information and digital technologies as outlined under the digital economy plan and the 12th Malaysia Plan (12MP).

With Malaysia Madani's aspirations in mind, these initiatives prioritised connectivity facilities for the people, and are being implemented to ensure that the consumers are able to face dynamic economic challenges. The ultimate goal is to achieve Malaysia's golden decade of the digital economy.

TOTAL 911 PEDi
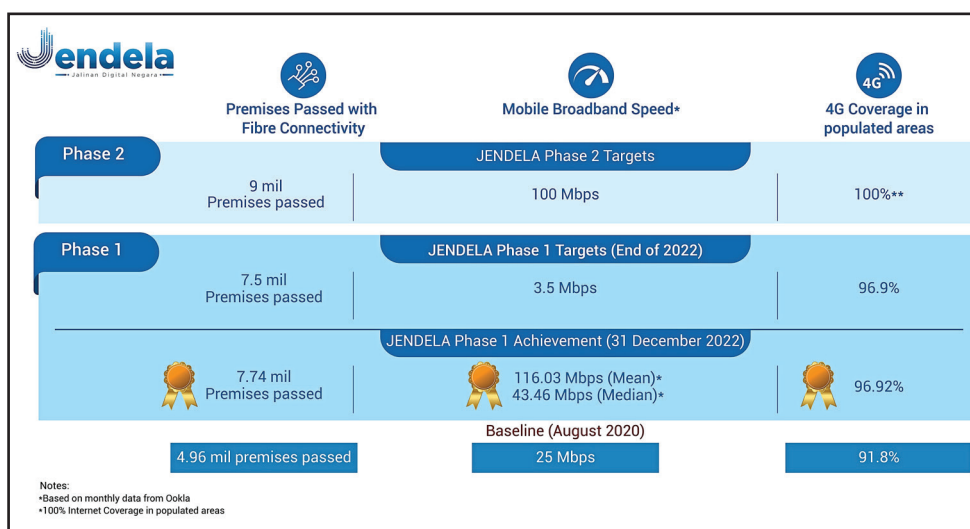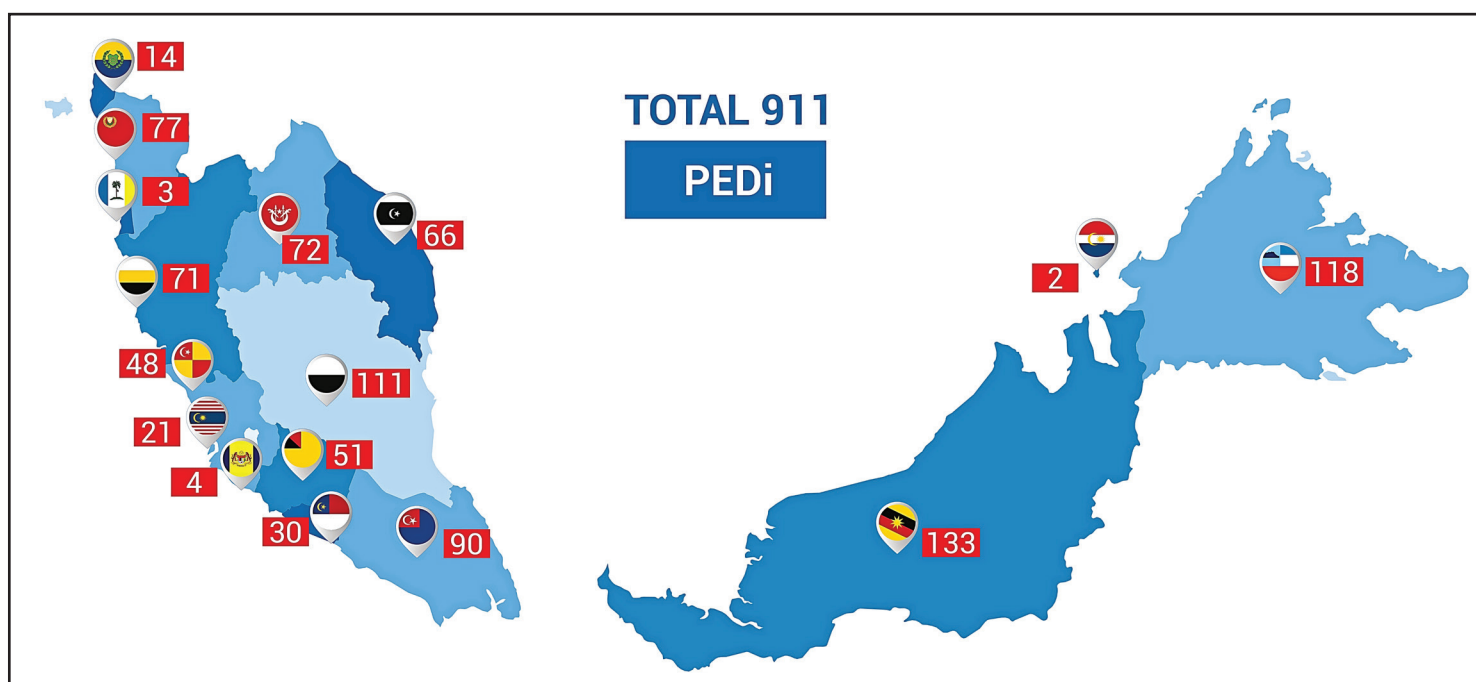
Delivering robust interconnectivity

JENDELA was launched as a response to the nation's aim of establishing robust digital connectivity, which includes improving broadband coverage, quality and providing connectivity access across the country. The initiative aims to provide seamless coverage and ensure that Malaysians are well-equipped to embrace the digital era, which is expected to have a significant impact on the country's economic and social well-being.

The JENDELA aspiration is to ensure that every Malaysian has all-inclusive connectivity by the year 2025, thus allowing every layer of society to benefit from the initiative. With telecommunications being recognised as the third public utility, the government is dedicated to provide access to digital technologies to all Malaysians, regardless of their socioeconomic status or geographical location.

As at Dec 31 last year, a total of 7.74 million premises gained fibre optic interconnectivity, exceeding the target of 7.5 million premises. Mobile broadband speed has also surpassed the targeted speed of 35 Mbps at the end of 2022 to an average rate of 116.03 Mbps (Mean). 4G coverage has expanded to 96.92 percent in populated areas, surpassing the target of 96.9 percent.

It is also very encouraging to observe that the growth of digitalisation has been recognised through a global accolade, namely, the World Summit on the Information Society Prizes 2023 (WSIS Prizes 2023) for C2 category – "Information and communication infrastructure: an essential foundation for an inclusive information society", organised by the International Telecommunication Union (ITU), UNESCO, UNDP and UNCTAD in Geneva, Switzerland on March 14 this year, is a significant achievement for Malaysia in realising JENDELA's objectives in providing Malaysians with access to connectivity paving the way towards a well-connected digital economy.

Powering the acceleration of digital economy through PEDi

Through an extensive network of PEDi, MCMC has taken a step forward in ensuring Malaysians, especially in the underserved areas, are equipped with digital skills and knowledge. PEDi, an initiative by MCMC, is made from an extensive and comprehensive network comprising 911 PEDi centres are able to provide services to a total of 18.9 million residents within a radius of around 5 km from the premises. MCMC endeavours to set up at least one PEDi facility in every state constituency – 1 DUN, 1 PEDi.

PEDi is uniquely designed to be a one-stop center for individuals who aspire to join the digital economy, offering a range of services and facilities that are tailored to meet the technology needs such as the micro, small and medium enterprises (MSMEs).

Since 2016, the main programmes initiated at PEDi for the benefit of the local communities consist of information and communications technology (ICT) related training, entrepreneurship, multimedia and elearning.

One of PEDi's core objectives is to empower MSMEs toward innovative and competitive digitisation through the use of technology. As an enabler, PEDi advocates the imparting of knowledge and skills in the proper use of technology, digitalisation and automation training to the community to harness the advantages of ecommerce whilst encouraging digital economy and elevating income opportunities.

PEDi had also introduced an initiative known as the *Program Pemerkasaan Pendigitalan Usahawan Kecil* (PUPUK) in 2021. This program aims to support microentrepreneurs by offering them guidance and extensive training in digital marketing. Through this programme, microentrepreneurs can expand their reach and increase sales by establishing stronger connections with branded marketing platforms such as Shopee and AEON.

PUPUK works with strategic partners with participating agencies, as well as collaborations with private sector entities, telecommunications companies, and ecommerce platform providers. These concerted efforts facilitate the effective delivery of PUPUK's objectives to support the growth and development of micro-enterprises.

Overall, Malaysia's progress in technology and digitalisation has been notable, and the country well-positioned to continue its path towards becoming a digital economy. With ongoing investments in infrastructure and policies, Malaysia has the potential to emerge as a key leader in the region's digital landscape.

Malaysia is moving in tandem with the global trend and is preparing the nation for future digital transformation and technological advancements. MCMC is fully committed to ensuring that the communications and multimedia industry remains resilient and robust and is well prepared to provide seamless connectivity to all Malaysians, as envisioned by the national digital and connectivity policies. Overall, Malaysia's progress in the area of technology and digitalisation has been progression, and the country is well-positioned to continue on its path towards becoming a digital economy hub. With ongoing investments in infrastructure and supportive policies, Malaysia has the potential to emerge as a key leader in the region's digital landscape.

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allo!
The Smarter Connection
⚡ A Tenaga Nasional Subsidiary

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Building a brighter future by empowering communities through digital technologies

Allo strives to bridge the digital divide and empower Malaysians in underserved areas.

ACCESS to fast and reliable internet should not be limited to those who live, work or operate a business in major cities. In the 2023 Budget, Prime Minister Datuk Seri Anwar Ibrahim emphasised the importance of fast and dependable Internet connection for the people, stating that it has become an essential aspect of modern life that should be accessible to all.

In a recent survey by the Department of Statistics Malaysia, 95.5% of households in Malaysia are connected to the internet in 2021. However, of that figure, only 41.2% are connected to the internet via fast and reliable fixed broadband.

While mobile broadband connects the majority of households (94%), users often face issues such as unreliable performance, speed fluctuations based on location and number of connected users, as well as data usage limitations.

One of the main stumbling blocks to connecting household in the rural and suburban areas with fibre optic broadband is the hefty investment needed to provide the infrastructure. Allo Technology Sdn Bhd (Allo), as a subsidiary of Tenaga Nasional Berhad (TNB), provides a solution to a cost-effective and faster deployment of fibre optic connectivity.

By leveraging on TNB's fibre optic network in Peninsular Malaysia, Allo can provide fast and reliable fibre optic connectivity in underserved areas where it would be prohibitively expensive for others to lay and maintain.

The effort will bridge the digital divide and empower Malaysians in underserved areas via various aspects, such as digital economy development, education and community development.

Connectivity to drive an inclusive digital economy

As digital technologies proliferate, the digital economy will become the bedrock of the modern economy. It is now imperative for Malaysia to accelerate the digital economy and ensure inclusive participation of all Malaysians in the digital ecosystem.

"Having a reliable internet connectivity means it is easier to enter the digital economy nowadays," said Muhammad Azli Ibrahim, whose wife runs an online business out of their home in Kulim, Kedah.

Azli, who connects to the internet via Allo's fibre optic network said connectivity is crucial for ecommerce, as it provides infrastructure for digital transactions to take place. "Businesses today can use the internet to reach new markets and customers."

With the success of the National Digital Network Plan (JENDELA), Malaysia has made significant progress in improving the state and coverage of its fibre optic infrastructure.

With presence in Melaka, Perak, Kedah, Penang, Selangor, Kuala Lumpur and Johor, Allo is proud to be part of JENDELA that strives to make fibre optic broadband accessible, particularly in underserved areas.

Allo aims to widen the door to technological access and support the digital transformation of rural and suburban communities with its connectivity solutions that are fast, reliable and affordable.

Creating local digital champions through a more connected Malaysia

celcomdıgı

Students using interactive and intuitive offline kits to learn coding.

THE past three years saw a significant change in Malaysians' lives impacted by internet connectivity. Transitioning towards a 'digital everything' world has inevitably spotlighted the need to expedite Malaysia's digital infrastructure improvements and affordable access to quality digital connectivity.

As the company builds forward from the recent merger, leveraging on its combined strengths, CelcomDigi now has the scale and resources to reach out to more Malaysians and enable their digital lives. Striving to build a strong digital ecosystem, the company aims to grow local talents, and support consumers and businesses to improve their livelihoods and contribute to their socioeconomic growth.

One of the effective ways to do this is by serving the needs of the grassroots through community internet centres known as *Pusat Ekonomi Digital* (PEDi). Over the years, these PEDis have contributed to equal digital opportunities for the communities, especially in rural areas and helped to increase their economic participations.

Over 120,000 students and small entrepreneurs had actively participated in various digital skills and digital entrepreneurship courses facilitated across the 307 PEDis nationwide managed by CelcomDigi. These centres have also provided employment to some 1,000 Malaysians with opportunities to digitally upskill themselves.

"Doing business today can be challenging, especially as we slowly recover from post-pandemic. Having learned product marketing on social media and setting up a shop in Shopee have helped me boost my mini *karipap* and *popia* business better. I earn up to RM20,000 a month now, compared to less than RM5,000 previously," said Rafida Muhamad, who completed several courses at PEDi Chuchuh Puteri in Kuala Krai, Kelantan.

Building digital competencies amongst students today is important to prepare them for the future digital demands. Over 42,000 school children and youths have taken advantage of the coding, programming and robotics classes through CelcomDigi's Young Digital Innovators Programme (CDYDIP) and Future Skills For All (FS4A) programme, run in collaboration with various partners like the Ministry of Education, public universities and Arus Academy.

"Using the micro:bit quick start kits, coupled with the digitised learning modules hosted on the FS4A platform, we are able to introduce new ways to teach coding to students through interactive and gamified approaches. The programme also has an offline coding learning kit - using physical cards, booklets and videos. Apart from the tools, we have also received used computers from CelcomDigi to equip our schools and assist in these digital learnings," said Narita anak Blayong, a teacher at SMK Kapit in Kapit, Sarawak.

At the heart of all these are building digital resilience and safeguarding Malaysians when using internet connectivity. Recently, the company has launched *Jelajah Anti-Scam Kebangsaan* 2023 (JAS23), a year-long scam awareness campaign in partnership with CyberSecurity Malaysia to ramp up public awareness on the various threats of scams and frauds and tips to prevent from falling victims. In addition, simple and easy-to-understand internet safety educational materials are also available on https://safeinternet.my.

All these efforts cements CelcomDigi's commitment to lead in digitalisation and enable an inclusive and sustainable digital society. With its extensive network footprint, distribution channels and partner ecosystem, the company strives to fulfill its purpose of advancing and inspiring society.

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Helping to shape digitally inclusive communities

maxis

TODAY'S digital world allows us to take advantage of technology and the internet to access knowledge on demand. Everything from information to education content is accessible at any time, from anywhere. Driven by its belief that everyone should be able to reap the benefits of digitalisation, Maxis has been running outreach programmes to provide underserved communities with greater access to digital tools and content for learning.

One of these programmes is eKelas, an exciting initiative launched seven years ago by Maxis to support students particularly from rural communities with free access to after school digital education content and experienced teachers connecting remotely for guided learning.

Today, students from Year 4 to Form 5 can benefit from experiential learning in science, mathematics, English, Bahasa Melayu and history, combining live tutorials, group learning and competitions via the eKelas portal and app. They can also participate in a student grant scheme to reward themselves for improving in their academic performance in school.

Over the years and based on learnings and feedback from students, teachers and parents, the programme has been refined with new and improved content, reviewed and refined again with a better user experience through its refreshed portal and app.

To register for eKelas today, students just need to visit www.ekelas.com.my or download the eKelas mobile app from the App Store or on Google Play.

Building a stronger digital presence for small businesses

The reality is that digitalisation has become an imperative for all walks of life. With small-medium enterprises (SMEs) and micro-SMEs being important contributors to the Malaysian economy, Maxis wanted support small businesses with digital tools. Building on eKelas as an educational platform, it started to reach out to entrepreneurs from the rural communities several years ago to run digital marketing workshops across several states as a pilot project.

The response was overwhelming, with participants eager to learn how to expand their customer base. Encouraged by this positive outcome, Maxis, in 2021, decided to launch eKelas Usahawan as a structured digital marketing programme. The ambition was to give more women entrepreneurs the opportunity to build a stronger digital presence with simple modules covering tips and basic skills on marketing, digital photography, copywriting and planning for marketing and advertising campaigns via online and social media platforms. eKelas Usahawan's response has been positive.

Since its launch, almost 3,000 entrepreneurs and small business owners have joined the programme either physically or via webinars to learn how to apply basic digital skills in their respective businesses to create more awareness and reach more customers.

Maxis continues to expand the programme with plans to run more workshops in different states so that even more entrepreneurs can reap the benefits of digitalisation quickly. Interested participants who are either existing or aspiring entrepreneurs are encouraged to register for eKelas Usahawan for free at https://www.maxis.com.my/en/about-maxis/corporate-responsibility/.

Maxis' eKelas Usahawan helps small businesses have a greater digital presence.

Maxis eKelas offers free access to experiential learning for students.

Advancing communities with reliable digital infrastructure and services

REDtone

INFORMATION and communication technologies (ICTs) have the power to transform the socioeconomic landscape of communities, especially those that are underserved. Recognising this potential, the Malaysian Government has been actively collaborating with the private sector on a series of initiatives to improve access to ICTs in rural and remote areas.

Building a world-class digital infrastructure network in underserved areas

As a home-grown leading provider of integrated telecommunications and digital services, REDtone is proud to do its part to help bridge the digital divide in Malaysia by leveraging its telco engineering expertise and know-how.

REDtone was instrumental in the successful roll-out of several major USP (Universal Service Provision) projects, notably "*Kampung Tanpa Wayar*", Time-3, T3-extension, *Pusat Ekonomi Digital* (PEDi) and more recently, the JENDELA project. The company made inroads into Sabah and Sarawak, providing the necessary infrastructure to facilitate connectivity in remote and rural areas across these states.

To date, REDtone has built and operates close to 350 telco towers.

A total of 600 towers will be completed by the end of the JENDELA Project.

The pride of making a difference

It's a great honour to be able to contribute to the nation's growth by participating in USP projects.

Throughout the years, I have personally visited some of the remote sites and spoken to villagers there.

Their stories really touched my heart.

At Pa Dalih, one of the villagers told me that before they had Internet connectivity, they couldn't keep in touch with their children who had left home to further their studies in another town.

They had to wait one year for their kids to come home during the year-end school break. Today, they can easily call and speak to them anytime they want.

I am glad to see that the villagers are now able to access basic financial facilities. This is of upmost importance, especially for micro-entrepreneurs.

"My engineers have also informed me that many farmers from these areas are attending agriculture training programmes provided by our Government as they can now connect via mobile phone. Well, these are just a few of many examples of how the Internet has improved the quality of life in the underserved areas," said REDtone Group Chief Executive Officer Lau Bik Soon.

Preparing for a knowledge-based economy

Advocating the use of digital technologies, REDtone provides training aimed at fostering digital literacy among students, youths and micro-entrepreneurs through the *Pusat Ekonomi Digital* (PEDi) project. Participants will gain a better understanding of ecommerce, cybersecurity and the business opportunities available on various digital platforms.

Eventually, this will pave the way for them to attain better and more sustainable household income.

A better future for all

Forging ahead, REDtone remains committed to working closely with the Malaysian Government and other service providers to synergistically accelerate the expansion of coverage and improve the quality of broadband services, particularly via its role in JENDELA.

The ultimate goal is to create a more connected and inclusive society where every individual has access to the resources and opportunities necessary for their growth and success.

REDtone team's unwavering commitment to expanding mobile coverage in underserved areas.

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Enriching knowledge and empowering communities

IN today's rapidly advancing world, information and digital technologies have become powerful tools that can drive positive change and empower communities. From increasing access to knowledge to facilitating communication and collaboration, these technologies hold immense potential to transform societies, improve the lives of individuals and foster inclusive development for Malaysians.

Bridging the information gap

Information and digital technologies play a pivotal role in bridging the information gap by enabling access to knowledge resources and other digital tools. Hyperconnectivity, online platforms and digital libraries provide communities with educational materials, health information and other essential services which were previously inaccessible to many.

As a committed partner to the JENDELA initiative, Telekom Malaysia (TM) has worked tirelessly to bridge this gap and promote greater inclusivity for all Malaysians. Through the Unity Packages that specifically serve the B40, the elderly, persons with disabilities and army-police veterans, to *Pusat Ekonomi Digital* (PEDi) for the rural and suburban communities, as well as nationwide fiberisation efforts for 5G and network modernisation, we aim

Empowering the community with digital literacy and access to quality education resources.

to provide high-quality broadband coverage that contributes to social progress, promotes civic engagement and subsequently, empowers a digital Malaysia.

Enabling economic freedom

Digital technologies have revolutionised the way we conduct business and created new avenues for economic growth. Empowering communities with digital literacy and access to ecommerce platforms, online marketplaces, digital tools and applications, help create a thriving entrepreneurial ecosystem, promoting economic empowerment and financial inclusion. Communities can engage in entrepreneurship, connect with customers globally and overcome geographical barriers. Unifi Business has established an end-to-end, side-by-side programme where small-medium enterprise (SME) business owners can upskill themselves while gaining assistance in fast tracking their digitalisation

process.

With the tools provided from Unifi Business' eCommerce Hub, Digital Marketing Solutions, Cloud Storage, Cybersecurity to e-Classrooms, TM strives to ease their digital technologies adoption journey to propel SMEs business growth and sustainability.

Enhancing education and skill development

The educational landscape has gone through a massive transformation in recent years offering innovative learning platforms, online courses, elearning platforms and digital classrooms, providing flexible and accessible learning opportunities, particularly for underserved communities. Empowering the community with digital literacy and ensuring access to quality education resources will narrow the educational divide and equip individuals with the skills required for a rapidly evolving job market.

TM offers a range of development programmes that are designed to equip its employees, *Warga TM*, with the skills and knowledge they need to succeed in an ever-changing landscape. Its leadership programmes focus on developing the next generation of leaders within the organisation, providing them with the tools and skills they need to lead and inspire others.

Externally, TM One introduced TM One Sandbox, the second component of its Sphere Ecosystem Programme which aims to accelerate the co-creation of cutting-edge solutions and address the digital needs of enterprises, government, as well the communities.

This platform provides a secure and controlled environment for partners to develop, test and commercialise innovative solutions, enabling them to add value to digital innovation efforts and explore new growth opportunities for today's digital market and workplace.

Fostering civic engagement and participation

Information and digital technologies also play a crucial role in fostering civic engagement and participation. Social media platforms, online forums, and digital communication tools enable individuals to connect, collaborate and voice their opinions on matters of public interest. Communities can leverage these platforms to organise social initiatives, advocate for change and strengthen community outreach.

Yayasan TM (YTM) has been an active advocate for this cause by championing the power of technology to elevate our society towards innovation.

To date, YTM has helped more than 16,000 students, 80% of whom are among the B40 segment of the population through its scholarship programme.

It also encourages artists who build digital experiences and explores art-making through new mediums of telecommunications by showcasing their art and developing a strong online presence.

Programmes for the underserved communities, especially single-parents and youths, are also organised to inculcate entrepreneurship and digital literacy.

TM is committed to empower communities and enable a well-informed, connected and capable digital future.

Breaking down barriers with Pakej MyKabel

IN today's world, digital empowerment and literacy are critical for a nation and its citizens to thrive. Technology and connectivity should be accessible to everyone, regardless of age, gender and socioeconomic backgrounds.

To achieve this vision of digital equity and universal connectivity, we launched Pakej MyKabel which offers our 100Mbps plan for RM69/month to residents in *Program Perumahan Rakyat* (PPR) and public housing.

From mobile data to home Internet

Tharini Appalaswamy, 64, subscribed to *Pakej MyKabel* during Time's launch event in PPR Kerinchi on April 14, 2023. This was the first time the PPR resident signed up for a home Internet plan.

"I saw that it was written there that it is only RM69 per month, cheaper than other Internet (providers)," said Tharini, who works as a driver.

He had previously just relied on mobile data. After activating his service recently, he now shares the home WiFi with his wife, using it to video call their children who have since moved out.

He said that it was much better that he got to see them on video than just hearing their voice.

"Also, whenever there are some movies coming out or football matches, I watch it on my handphone," he said, adding that it

Pakej MyKabel customers from PPR Kerinchi with Communications and Digital Minister Fahmi Fadzil during the Pakej MyKabel launch event. — Pic courtesy of TIME dotCom

Volunteers from Time dotCom passing out free bubur lambuk to PPR Kerinchi residents during the Pakej MyKabel launch event. — Pic courtesy of TIME dotCom.

helps him keep up with the world.

Lowering the cost of connectivity

As for Mohamad Hisham Bin Ramli, 39, he's been subscribed to Time Internet for just over a year.

"I was paying RM99 per month for the 100Mbps plan, but now with this *Pakej MyKabel*, I get to save even more. It is less expensive for me and better for my family and children," he said, explaining about the rising cost of goods.

Mohamad Hisham, an admin and telemarketer, now relies on having Internet at home as his current employment requires him to follow up with customers.

"I signed up with Time because it is the cheapest plan for the speed on the market.

Overall the line is stable, and there is more than enough for my wife and kids to stream videos and play games."

Paving the way to digital equity

Tharini believes that with the prevalence of WhatsApp and video calls, it is impossible to live without the Internet, especially when it comes to emergencies. He references the classic Nokia 3310 "brick" phone to explain.

"In emergencies you can only send text messages.

"Sometimes you can receive, sometimes you can't. With the Internet, within minutes, everything you need is there," he said.

Mohamad Hisham feels the same, saying that clients and family alike can reach him easily at any time.

Through *Pakej MyKabel*, having access to reliable, at-your-fingertip Internet is sure to bring people closer together whether it is during good times, or in times of need.

It also enables more people to tap into the digital potential of improving livelihoods and quality of life, thus putting Malaysia on track towards achieving digital equity in the years to come.

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Leveraging connectivity for better healthcare management

Doctors training on the Patient Management Dashboard.

ACCORDING to the National Health and Morbidity Survey (NHMS) 2019, non-communicable diseases (NCDs) are the leading cause of death worldwide and in Malaysia, 67% of premature mortality is caused by NCDs.

The survey also found that 3.9 million Malaysians are afflicted by diabetes, and 6.4 million people suffer from hypertension.

Moreover, around 35% of the population in Malaysia have restricted health literacy, which means they may lack the motivation and ability to access, understand and use information to help them maintain good health.

Since March 2022, U Mobile has been working alongside DoctorOnCall to help address these issues via the *Sistem Integrasi KeHidupan Antara Teknologi* (SIHAT) programme.

The 18-month programme, which is supported by a grant from the Qualcomm Wireless Reach initiative, is aimed at making healthcare more accessible and easier for Malaysians by leveraging Qualcomm-powered wireless devices facilitated by U Mobile's network to create a seamless and positive patient experience.

Since its launch, SIHAT has benefited close to 100 Malaysians affected with diabetes and hypertension from all walks of life. Through SIHAT, these participants have been receiving regular consultations from DoctorOnCall's panel of certified medical practitioners on how to manage their conditions.

They also have constant feedback on how to control their dietary habits as professional dietitians and doctors closely monitor their vitals through wireless-connected medical devices like blood pressure monitors and glucometers.

In addition to remote healthcare management, SIHAT will ultimately be able to provide more insights into the benefits of telemedicine and recommend ways to implement these services on a broader scale once the programme is complete.

Besides SIHAT, U Mobile strives to bridge the digital divide for all Malaysians through affordable 5G plans, as well as participating in industry-wide initiatives such as *Pakej Perpaduan Mudah Alih*. We also empower in-need communities with access to connectivity so that they are able to reap benefits from the digital economy.

For example, U Mobile provides connec-
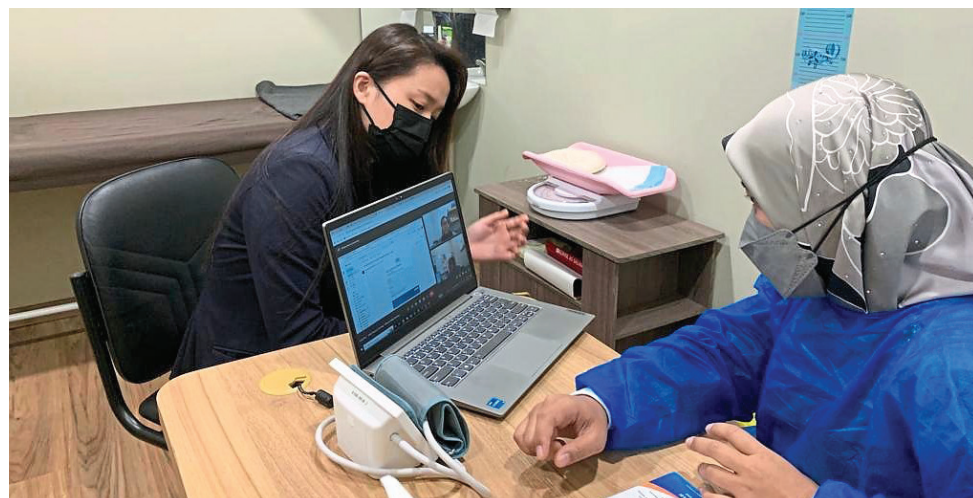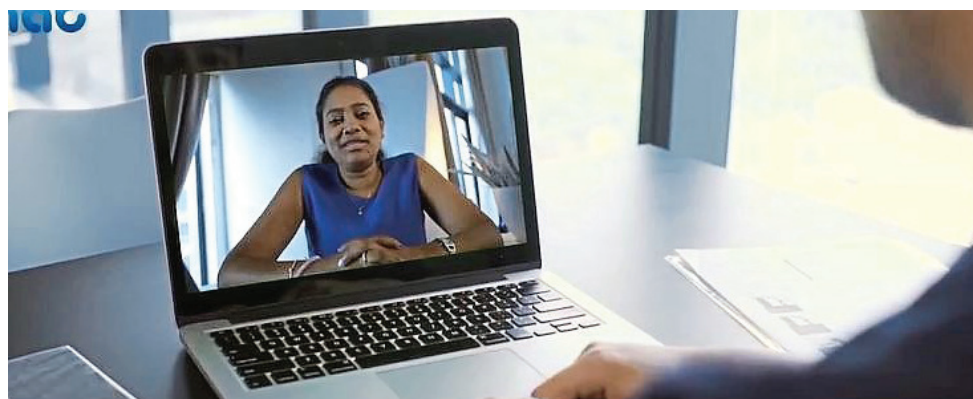
Patients of SIHAT in a one-on-one training with DoctorOnCall.

tivity to the SSK Centre in Kota Belud, Sabah, a youth development centre by Yayasan Kemajuan Sosial Kota Belud.

The centre targets youths between 17 and 30 by running weekly programmes and activities to help them develop skills for employment.

From healthcare to upskilling for youths, U Mobile believes in the power of connectivity to empower all levels of community.

Revolutionising cloud gaming with Yes 5G
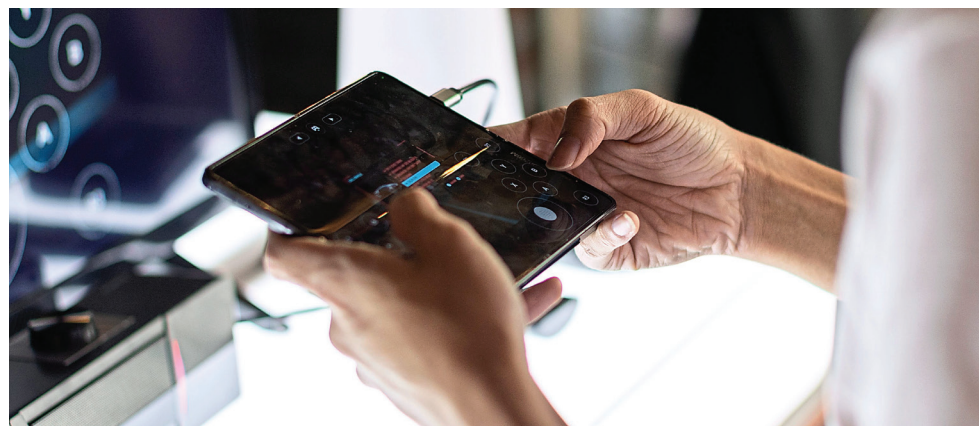
Yes users enjoy a smoother and lag-free gaming 5G experience, even when playing graphics-intensive games on their smartphones.

Yes 5G Wireless Fibre allows GeForce NOW powered by Yes to stream games directly from the cloud to devices at a higer bandwidth and lower latency.

THE world of gaming has transformed immensely in recent years, with cloud gaming emerging as one of the most significant innovations. By removing the need for expensive high-end hardware and lengthy downloads, cloud gaming enables anyone to play PC class games directly from the cloud. However, cloud gaming requires high bandwidth low latency network connection for it to work.

With the arrival of 5G in Malaysia, we now have the prerequisite for cloud gaming to be democratised across the country. With a Yes 5G connection, anyone can enjoy a smooth and lag-free gaming experience on commodity hardware — be it smartphone or regular PC — even when playing graphics-intensive games like Genshin Impact or Fortnite.

This trend is expected to continue, with the global cloud gaming market projected to grow at a Compound Annual Growth Rate (CAGR) of 48.12% over the next few years. As such, major players in the gaming industry globally are investing heavily in this exciting new space. The latest entrant into this market is Yes, the first 5G telco in Malaysia.

Having been awarded as Malaysia's Fastest Mobile Network by global authority, Ookla (Q3-Q4 2022), Yes is shaking up the cloud gaming market with Malaysia's first exclusive collaboration with NVIDIA: GeForce NOW powered by Yes. With access to over 1,500 games directly from the cloud, anyone in Malaysia can now enjoy high-quality gaming experiences across all their devices without needing to invest in costly hardware. Additionally, any game purchases made on personal store accounts will always remain with the customer.

GeForce NOW powered by Yes allows gamers to enjoy unparalleled gaming experiences without lag. By subscribing to the GeForce NOW plan, gamers can select a package that best suits their gaming needs. To fully enjoy the gaming experience, customers can also sign up as Yes 5G users to take full advantage of the network's low latency and uncapped 5G+4G speeds.

Yes offers two types of 5G plans: mobile and wireless fibre. Affordable 5G plans, such as Yes FT5G Prepaid Unlimited and Yes Infinite postpaid plans, offer unlimited 5G+4G data with uncapped speed 24/7. These mobile plans are ideal for smartphone users who require high-speed internet access while on the go. On the other hand, Yes Wireless Fibre 5G plans provide portable and lightning-fast 5G connectivity for home or office users, without waiting for fibre installation. These wireless fibre plans offer greater flexibility, as users can move the router freely to enjoy the rapidly growing 5G coverage footprint.

According to a report by Newzoo, the Southeast Asian gaming market is projected to reach $17.7 billion in 2025, with Malaysia being one of the fastest-growing markets in the region. YTL Communications chief executive officer Wing K. Lee said, "We are proud to democratise world class cloud gaming experience for all Malaysians and to allow them to play their favourite games without the need to invest in costly gaming hardware."

This partnership has opened up a world of possibilities for gamers in Malaysia, allowing them to access high-quality gaming experiences from anywhere, at any time.

With Yes 5G's high-speed internet capabilities, the accessibility to cloud gaming has not only increased, but it has helped with the nationwide adoption of 5G and cloud gaming technology by offering a network experience that is affordable yet unbeatable for all Malaysians.

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