

IDC
Analyze the Future

Malaysia Telecommunications

AN IDC CONTINUOUS INTELLIGENCE SERVICE

The telecommunications industry in Malaysia is entering into a new phase of competition driven by the emergence of new technologies such as WiMAX and fixed mobile convergence. It has therefore become more important than ever for service providers to differentiate their products and services in order to retain and gain customers. IDC's *Malaysia Telecommunications* service keeps telecom service providers abreast of the latest industry developments and competitive trends in the fixed-line, wireless, broadband, and IP services segments. This service provides in-depth and forward-looking analysis of the evolution of the different telecommunications services segments, examines end-users' telecommunications usage and preferences, sizes critical market segments, and explores developments that are transforming the Malaysia telecommunications industry.

Markets Covered

This service covers the following segments of the *Malaysia telecommunications* market:

- Wireless markets and technologies
- NGN products and services
- IP communications products and services
- Fixed-line telecommunications and technologies
- Internet markets and technologies
- End-users' communications needs and trends

Subjects Analyzed

Throughout the year, this service will address the following topics:

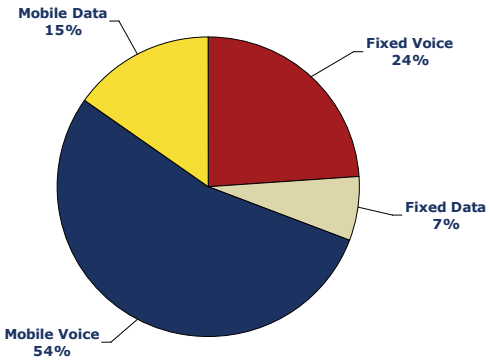
- Annual market sizing, market share and forecast of fixed-line, Internet access, IP and mobile telecommunications services market
- Competitive analysis of incumbent and emerging service providers
- End-users' adoption of emerging services including NGN and IP services
- Technological developments and industry-wide issues

Key Questions Answered

Our research addresses the following issues that are critical to your success:

1. What are the revenue opportunities for service providers in the mobile, broadband and fixed-line markets?
2. Which services and strategies will emerge and pave the way for the Malaysia telecommunications industry as emerging technologies develop?
3. How will the market evolve over the next five years?
4. What effective go-to-market strategies should the telcos adopt?
5. What are the key trends driving the telecommunications industry in Malaysia?
6. What are the key needs and demands of telecommunications users in Malaysia?

Malaysia Telecommunications Revenues, 2007



Source: IDC

Competitive Analysis

IDC's *Malaysia Telecommunications* service examines how service providers are positioning themselves to compete in the country's telecommunications market. This service reviews strategies, market positioning, and future direction of several providers in Malaysia including:

Celcom, Jaring, Maxis, NTT, Telecom Malaysia and Time dotCom.

Research Agenda

Throughout the year, this service will offer insight into the latest trends impacting the market. Potential studies include:

Malaysia Telecommunications 2010 Top 10 Predictions
This IDC insight provides the collective opinions of IDC analysts on what they believe are major development trends within the Malaysia telecommunications industry. This document covers developments, service provider offerings, and regulations in the fixed-line and mobile operator services market.

Profiles of Existing And Emerging Broadband Service Providers
This IDC study presents the profiles of incumbent service providers and emerging broadband service providers. It also provides a comprehensive view of each service provider's strategies to achieve and maintain competitive advantage.

Malaysia Broadband and IP services SMB usage by verticals
This study presents the results of an IDC survey of small and medium business users on their present use and future deployments of Internet access services, broadband, IP VPN and IP applications in Malaysia.

Managed Services: Opportunities for Telecommunications Service Providers

Malaysia Telecommunications Services 2008-2013 Forecast and Analysis

Malaysia Broadband Access Services 2008-2013 Forecast and Analysis

Malaysia Mobile Operator Services 2008-2013 Forecast and Analysis

Malaysia Data Services 2008-2013 Forecast and Analysis

A Complete Intelligence Solution

IDC offers a complete market intelligence solution customized to meet your business requirements. The array of products and services available to you includes:

- The opportunity to have your specific questions answered through personal interaction with industry experts who cover the topics and markets in your service
- Around-the-clock access to our market intelligence on idc.com, IDC's personalized Web experience
- A view of the market's future with 12 months of continuous intelligence about its direction and the reasons behind it, along with actionable advice for taking advantage of existing and emerging opportunities
- Special client discount pricing on purchases of research from other services
- Complimentary invitations to monthly executive telebriefings, interactive forums designed to provide you with insights about research and strategies directly from IDC analysts

To find out how our flexible packaging options can meet your specific business needs, please contact your IDC account manager.

IDC's Investment Philosophy

As a privately held company, IDC believes that our customers are our primary constituency. A large percentage of every revenue dollar is reinvested back into our products, including more analysts, more geographic coverage, and extensive primary research.

Our steady growth over the past 10 - plus years reflects our commitment to investing in our customers.

FOR MORE INFORMATION, VISIT US AT WWW.IDC.COM.

IDC Analyze the Future

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