Malaysia’s Communication Content and Infrastructure: The Broadband Demand’s Forecast, Strategies and Policy Implications

Noor Shuhailie, M.MOHAMED NOOR¹, Azura, MOHD SALLEH², Dr. Fahmi, ABDUL RAHIM³

¹Polytechnic Melaka, Malaysia
²Polytechnic Premier Sultan Salahuddin Abdul Aziz Shah, Malaysia,
³Universiti Teknologi MARA, Melaka City Campus, Malaysia

shuhaulie@polimelaka.edu.my,
azura_salleh@psa.edu.my,
fahmi029@melaka.uitm.edu.my

Abstract: Malaysia Communications Content and Infrastructure purview are moving forward in making digital lifestyles as a reality for all Malaysians including having transformational paradigm in achieving easier access to internet and experiences the socio benefits of an interconnected life. The main aim of this study is to provide information on the Malaysia’s broadband demand forecast until year 2020, the strategies and policy implication to accommodate the needs of citizens and essentials for Malaysia in the journey to achieved Developed Nations by year 2020. The methods used in this study are Compound Annual Growth Rate (CAGR) in two time periods; from year 2002 -2011 and year 2006 - 2011 that used as the market penetration rate in order to identify the broadband demand forecast based on the national population projection until year 2020. Moreover, this study referred to the multiple collections of literature reviews and secondary data from the Government Reports and Statistics about policies and strategies on how Malaysia ensuring the broadband access for all become reality.

Keywords— broadband, CAGR, ETP, forecast

Noor Shuhailie, M.MOHAMED NOOR was born at Melaka, Malaysia in the year 1981. Author is a Head of Examination Unit at Polytechnic Melaka. Previously, author work as Assistant Director at Department of Polytechnic Education, Ministry of Higher Education Malaysia. Author’s graduated in Master Development Policy, Korea Development Institute School of Public Policy and Management, South Korea and owned a Bachelor in Administrative Sciences (Hons.), Faculty of Administrative Sciences and Policies Studies, Universiti Teknologi MARA (UiTM), Shah Alam, Malaysia. Author research interest: Development and Public Policy, Economics, Innovation and Education.

Azura, MOHD SALLEH was born at Kedah, Malaysia in the year 1981. Author is a lecturer at Polytechnic Premier Sultan Salahuddin Abdul Aziz Shah Malaysia. Previously author attached at Polytechnic Tuanku Sultanah Bahiyah, Kedah, Malaysia as a Marketing lecturer. Author’s graduated in Bachelor of Business Administration (Marketing) (Hons.), Faculty of Business Administration, Universiti Teknologi MARA, Arau, Perlis, Malaysia. Author research interest: Public Policy, Business, Marketing, Economics and Education.

Dr. Fahmi, ABDUL RAHIM was born at Perak, Malaysia in the year 1980. Author is a Senior Lecturer at Universiti Teknologi MARA, Melaka City Campus. Currently author is a Faculty Coordinator, Faculty of Business Administration at Universiti Teknologi MARA, Melaka City Campus, Malaysia. Author is graduated in PhD in Business Management (Finance), UiTM. Author also owned Master Science Financial Analysis and Fund Management, University of Exeter, United Kingdom and Bachelor Business Admin (Hons.) in Finance, Universiti Teknologi MARA. Author research interest: Public Policy, Finance, Financial Information System, Derivatives instruments and Capital Market.