

# An Authoritative New Report Addressing: **The Potential Impacts of Convergence Legislation.**



*“Impacts of Convergence Legislation on Telco Operations & Regulatory Positioning - Using Malaysia as a Case Study”*

The report, *Impacts of Convergence Legislation on Telco Operations & Regulatory Positioning - Using Malaysia as a Case Study*, authored jointly by First Principles & Customer Value Analytics Asia Sdn Bhd, is considered a highly valuable reference for a wide range of Government ministries, convergence industry participants, telcos, the mobile industry and ISP observers and analysts, as well as organisations providing analytical services and advice regarding the potential impacts of convergence regulatory reform – and / or considering the impacts of convergence regulatory issues in their national situations.

**Abstract:** The Communications, Broadcasting and Networking Regulatory and Legislative environments of numerous countries have been areas for close examination and assessment since the early introduction of wireless services. However, in 2005 these areas of interest and the associated impacts have become more vital than ever before as the technology landscape becomes ever more converged and the products and services of convergence become staples of the business and economic landscape.

The selection of the *‘most appropriate’* regulatory environment for convergence has become the pivotal question for governments and the key area of concern for business as it attempts to lobby and submit recommendations which ultimately may temper the finished legislation.

**The report seeks to clarify some of the key issues which come into play when governments attempt to determine the profile and extent of industry participation through the consideration and passing of Convergence Regulatory legislation.**

By the same token, the report enables both operators and owners of convergence industry enterprises, establish considerations for their own strategic positioning – both as internal business activity as well as being presented to influence the style of convergence landscape that may

ultimately be applied across their field of operations.

The combination of the governmental and business stances is also a major consideration for industry watchers, particularly analysts and the major investors.

In particular the report recognises that the ‘convergence movement’, as it affects regulatory and legislative thinking, is in many ways forcing the breaking of new ground and generating ‘new thinking’. In this respect assessing the impact of convergence in a country that has had its communications, broadcasting, networking and multimedia markets influenced by regulation, provides indicators and pointers by way of establishing a ‘case study’ for examination.

Such a ‘case study’ country is Malaysia. **The Malaysian Communications and Multimedia Act was passed in 1998 and thus provides a wide-ranging set of case study material, based over seven years, which can assist regulators, operators, investors and industry analysts to assess the potential of convergence regulatory impact in their own markets.**

The contents of the report are based on extrapolating and consolidating both publicly available information and the authors’ own extensive industry knowledge and expertise.

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