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Multimedia

AUSSIE MEDIA CRITICISED FOR NOT BACKING MSC

By: Neville D'Cruz

MELBOURNE, July 19 (Bernama) -- Australian media and multimedia companies were today criticised for not giving much publicity to Malaysia's Multimedia Super Corridor.

In a letter to the ``Australian Financial Review'' (AFR) today, Dr Terry Cutler of Cutler & Company, North Melbourne, said: ``There has been growing coverage in the AFR, and some other mastheads, of Silicon Valley and US e-commerce -- and this is commendable --but there has not been equivalent coverage of equally important developments with the IT & T sector in our region.

``I have just returned from attending the third meeting of Malaysia's Multimedia Super Corridor International Advisory Panel. Regrettably this meeting, and the significant developments that have taken place in Malaysia's push to leapfrog into the information economy, have gone virtually unnoticed by Australia's media and industry publications.

``Business and industry are not well served by this almost complete absence of coverage of such major industry developments in Asia.''

Cutler told AFR readers that the MSC advisory panel members at the meeting in Cyberjaya comprised ``a who's who of the industry globally''.

He said at a final media conference, chaired by Prime Minister Datuk Seri Dr Mahathir Mohamad, the panel members noted:

- * No comparable gathering of industry leaders with a country's prime minister and senior Cabinet members exists anywhere else in the world;

- * Over a short period of three years, Malaysia has actually put in place a critical mass of activity that is substantive, extremely impressive, and highly competitive.

Cutler said one of the many highlights of the meeting was the official opening of the Multimedia University in Cyberjaya. ``This campus has already more than 3,000 students,''

he noted. ``There is a leadership, a momentum, within the industry in Malaysia that is now attracting serious investment," he said.

``At present Australian firms are hugely under-represented in these leading-edge developments within our region. It is in all our interests to change this situation.''

-- BERNAMA
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