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IAP-DIGITAL MEDIA

FOCUS ON DIGITAL MEDIA CONTENT PRODUCTION AND E-COMMERCE AT IAP

PUTRAJAYA, July 6 (Bernama) -- Questions pertaining to the importance of digital media content production and how to become a global player in the world of electronic commerce are expected to be raised during the Multimedia Supercorridor (MSC) 3rd International Advisory Panel (IAP) meeting at the end of the week.

Panel member Bob Bishop, who is chairman of Silicon Graphics World Trade Corporation, said it is important to recognise that digital media content production is more important and valuable than simply having infrastructure.

For example, he said product design using digital tools in every local industry and to create computer generated film, such as special effect film, is another outstanding opportunity.

"Also, how to become a global player in the world of e-commerce. This is a critical question. These are new questions that IAP has to address," he told reporters after a courtesy call on Prime Minister Datuk Seri Dr Mahathir Mohamad at his office here today.

In his meeting with the Prime Minister, he said discussions centred on building multimedia skills in Malaysia through the Multimedia University and helping Malaysia become a supplier of digital content from the heart of Asia which is sensitive to the requirement of Asia and that of Malaysia.

Bishop said there is a lot of opportunities for that to happen here and the issue is how to train more specialists in the country.

On the MSC, he said it has made lots of progress in the last 18 months and this progress will be reviewed at the 3rd IAP meeting from July 8-10.

"I believe there are 228 companies with MSC status which is a nice blend of local SMEs (small and medium scale industries) with large MTNs (multinationals). This is an important balance as we do want to benefit from the transfer of knowledge and skills from SMEs and MTNs and back again," he added.

He said the IAP wants to circulate these capabilities and skills within the MSC.

On whether there are concerns to be addressed, he said there will always be concerns as no plans can remain static forever.

"This is especially so because technology is accelerating. We are faced with continuously changing dimensions on technology and how to commercialise it or make business out of it," he said. -- BERNAMA

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