

'Telcos to reduce broadband service charges'

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Telecommunications companies have agreed to reduce their broadband service charges by at least six per cent to encourage greater internet usage among the people, Communications and Multimedia Minister Datuk Seri Ahmad Shabery Cheek said today.

He said the decision was arrived at following a series of discussions with the telcos and the matter would be officially announced in a month's time.

"In a free market, a low charge must be offered because we want more consumers.

"The service must be enjoyed by the young and one need not have to be a high-income earner to enjoy broadband service," he told reporters after the pre-launch of the Content Malaysia Pitching Centre here.

Ahmad Shabery (left) said that besides offering a reasonable charge, telcos should also re-invest in development and raise the standard of service.

"For example, more transmission towers must be provided where there are not enough of them so that the broadband service can be expanded and Internet speed enhanced," he said.

Ahmad Shabery said the one-stop Content Malaysia Pitching Centre located at the Platinum Sentral building at KL Sentral was an initiative of the ministry to stimulate and germinate new ideas for all creative content.

Opportunity for young generation

The centre would provide the young generation the opportunity to offer opinions and views and would serve as a catalyst towards the germination of ideas along with the latest technology in line with the rapid development of the world, he said.

"It will also facilitate industry players and the young generation to apply for funds as well as serve as a venue for the screening of films and holding of advanced classes and various creative activities," he said.

Ahmad Shabery, in his pre-launch speech, said that although the creative content market size in Malaysia was RM7 billion, only 15 per cent was local content.

"As such, the biggest challenge was to educate the people to take on the new digital world," he said.

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