

**Malaysia On Track To Digital Economy By 2020, Says Nielsen Mukhriz  
Bernama  
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KUALA LUMPUR, Oct 24 (Bernama) -- Malaysia is on the right path towards a digital economy by 2020 amid strong demand for new technology, says Nielsen, a leading global information and analytics provider.

There is strong interest for new technology as Malaysians are ready for the changes as shown in the Malaysian Digital Consumer Report 2011, said Luca Griseri, Nielsen Malaysia director of customised research, client services.

Malaysia's digital transformation programme is going to change consumers' behaviour, he told a press conference after the launch of the Malaysian Digital Consumer Report 2011 here Monday.

Griseri said the report revealed that the take-up rate for smartphones and tablet computers is gaining significant momentum in Malaysia, and therefore the industry must ensure easy access for these devices.

"Smartphone ownership is expected to double in the next 12 months to reach 89 per cent from 48 per cent currently, while tablet computers is likely to reach 75 per cent from 18 per cent presently," he said.

To ensure a successful digital transformation programme, Griseri said telco players and the government need good cooperation to deliver the infrastructure and network capacity to enable Malaysians to enjoy new technology and devices.

Griseri said Malaysia is still lagging behind Singapore and Thailand in terms of Internet penetration and usage of new technology due to lack of infrastructure and geographical issues such as Malaysia being surrounded by forests.

He said online advertising spending will continue to increase given the rising demand for tablet computers and smartphones, as well as consumers spending more hours online.

The report showed Malaysians spend nearly 20 hours online per week.

Griseri said it is important for traditional media such as television and radio to integrate with online media to ensure a successful digital industry.

The Malaysian Digital Consumer Report 2011 examines Internet and technology trends in the usage patterns and future uptake in the Malaysian market.

Conducted in June and July 2011, a total of 1,321 interviews were completed among Malaysian consumers aged 15 and above.

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