

**Turn Content Development Into A Major Industry - Najib
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KUALA LUMPUR, June 9 (Bernama) -- Datuk Seri Najib Tun Razak has asked broadcasters to turn content development into a major industry, in line with the country's aspirations to be a developed nation by 2020.

The prime minister said one of the viable approaches would be to offer broadcast content to other broadcasters in Asean member countries while acquiring broadcast content from them.

"In this way we can reach a bigger market," he said while launching the ABNxcess digital cable television operated by Asian Broadcasting Network (M) Sdn Bhd (ABN) here Saturday night.

Najib said Malaysia had a large potential for content development through the pool of extraordinary talent among the people.

"I observe that Malaysians are really talented. What they need is the opportunity or avenue for demand of their talent," he said.

He said the demand could be met through the digital cable television facility offered by ABN.

"I hope that through ABN, many more people will have the opportunity to show their talent not only in the country but regionally and internationally," he said.

He said ABNxcess would create 2,000 permanent employment opportunities and 15,000 jobs through ABN.

Najib said the cable television station would also enable the people in the country to access information and entertainment as well as the internet at a reasonable cost.

"Simultaneously, the setting up of ABN will narrow the digital divide between the regions and business areas," he said.

In his address, Najib also praised ABN for its proposal to build an integrated complex by 2015.

The ABNxcess television package known as 'ezcess50' offers about 68 channels, of which 50 are from throughout the world, seven radio broadcasts and high speed internet at RM129 monthly.

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