

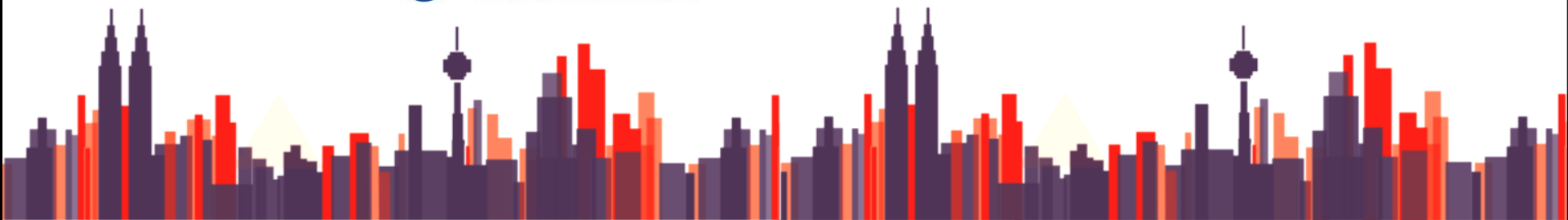
BURSA – HLIB

STRATUM FOCUS SERIES X

“DIGITALIZATION: SHAKING THINGS UP!”

THURSDAY, 6TH FEB 2020 | 8.30AM – 2.00PM | BURSA MALAYSIA

Co-organised by:



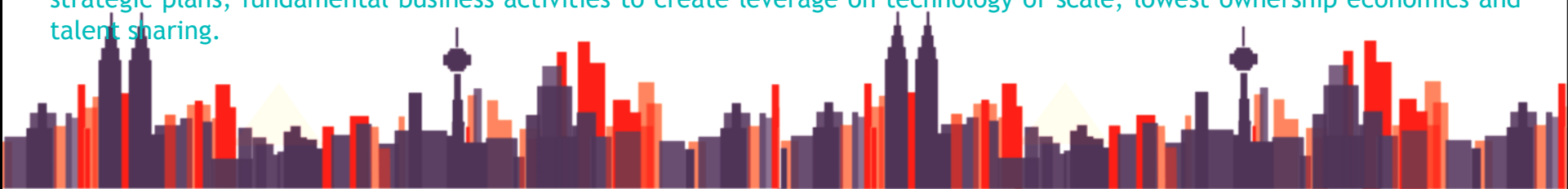


EN MAZLAN MAHDI
CHIEF EXECUTIVE OFFICER
MYTV BROADCASTING



As CEO of MYTV Broadcasting Sdn Bhd, Mazlan leads MYTV business operations into the new digital broadcast and telecommunication era, focused on expansion and enhancement of MYTV & myFreeview's service offerings and digital products, harnessing on diversified multimedia contents. His initiatives shall be geared towards empowering Malaysia's digital economy in broadcasting through aggregation & distribution of Multimedia Content & Applications to Broadcast and Telco converged networks.

Mazlan represents MYTV in broadcast & regulatory focus groups such as myFreeview, NDTF, Ministerial & Malaysia Communication and Multimedia Commission and Asian Broadcasting Union (ABU) in his effort to ensure Malaysian Digital Terrestrial Television (DTT) stakeholders are strategically aligned to MYTV's services, technological roadmaps and front-end campaigns. Additionally, he continues to align MYTV/ALTEL with Al-Bukhary Group of companies and work collaboratively on strategic plans, fundamental business activities to create leverage on technology of scale, lowest ownership economics and talent sharing.





MALAYSIAN DIGITAL TERRESTRIAL TELEVISION

"The future is still TV, it's just not how we used to know it"



Siaran Digital
my Freeview

MYTV
broadcasting

DIGITAL TERRESTRIAL TELEVISION
Malaysian Government's Migration Plan



SKMM SRSP 521 DTT
REQUIREMENTS FOR
DIGITAL TERRESTRIAL
TV & DIGITAL SOUND



2007

REVISED SKMM
SRSP-521 DTT
VERSION 2,
INCLUDES DVB-T2



2009

RANCANGAN
MALAYSIA KE 10



2011 - 2015

(TENDER) APPLICANT
INFORMATION
PACKAGE NO.1 OF
2012 TO SUBMIT THEIR
APPLICATION TO
IMPLEMENT DTT
SERVICES.



2012

LETTER OF AWARD TO
PUNCAK SEMANGAT
FOR THE A.I.P PACKAGE
NO.1 OF 2012 FOR
BUILDING AND
OPERATING DTT
MALAYSIA



2016
16 APRIL



Siaran Digital
my Freeview

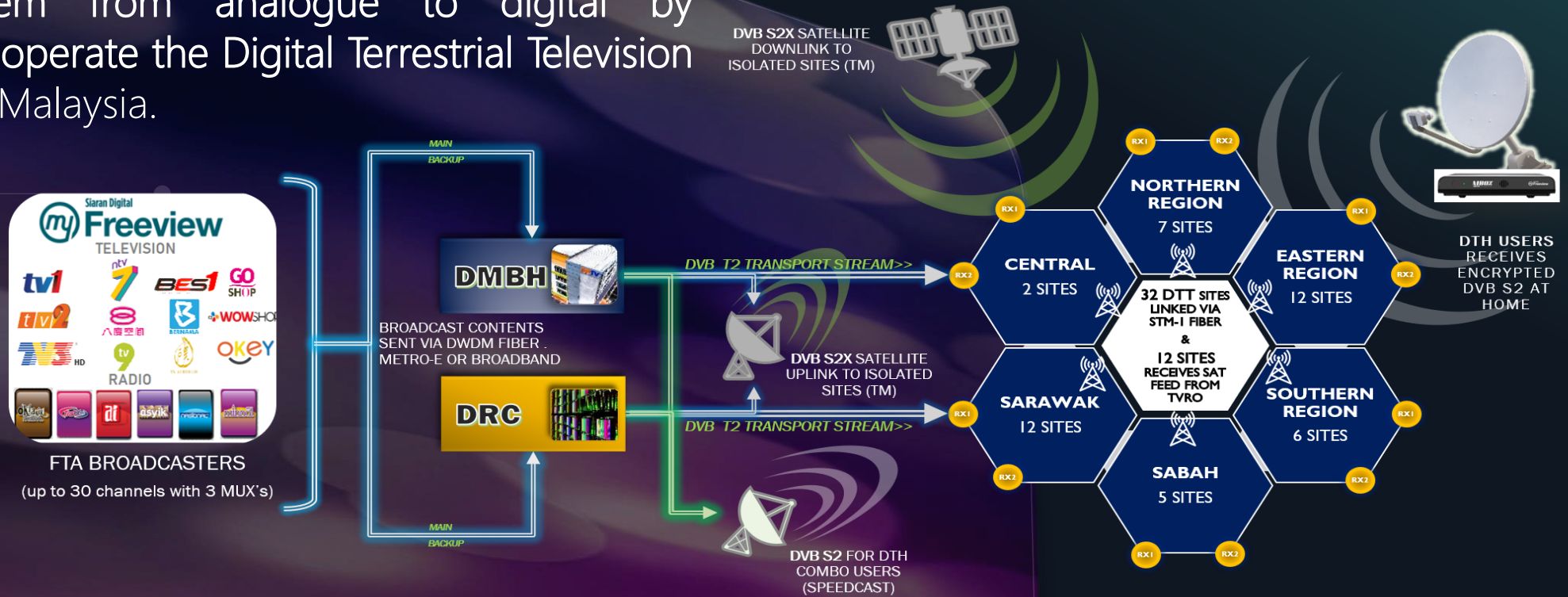
MYTV
broadcasting

DIGITAL TERRESTRIAL TELEVISION
Malaysian Government's Migration Plan



THE COMPANY

MYTV was appointed to transform the nation's broadcast system from analogue to digital by developing and operate the Digital Terrestrial Television infrastructure in Malaysia.



This National Broadcasting Digitalisation Infrastructure is part of a national agenda to transform the country's broadcasting industry through digitisation with the aim of improving the living standards of Malaysians as the country gears up towards a developed nation status by 2020, as well as gearing up for SPV 2030.

MYTV

broadcasting

OFFICIAL DTT PLATFORM FOR

Siaran Digital

my Freeview

**CONCESSION
PERIOD**

2014 -2044



- 95.3% POPULATION COVERAGE ON TERRESTRIAL COVERAGE
- 2 MILLION SET-TOP-BOXES DISTRIBUTED TO B40 RECIPIENTS
- 100% POPULATION COVERAGE ON DIRECT-TO-HOME SATELLITE COVERAGE

DVB S2X SATELLITE DOWNLINK TO ISOLATED SITES (TM)

DVB S2 SATELLITE DOWNLINK FOR DTH COMBO USERS (SPEEDCAST)

Siaran Digital

my Freeview
TELEVISION

FTA BROADCASTERS
(up to 30 channels with 3 MUX's)

DMBH

BROADCAST CONTENTS SENT VIA DWDM FIBER . METRO-E OR BROADBAND

DRC

MAIN BACKUP

DTT ECOSYSTEM

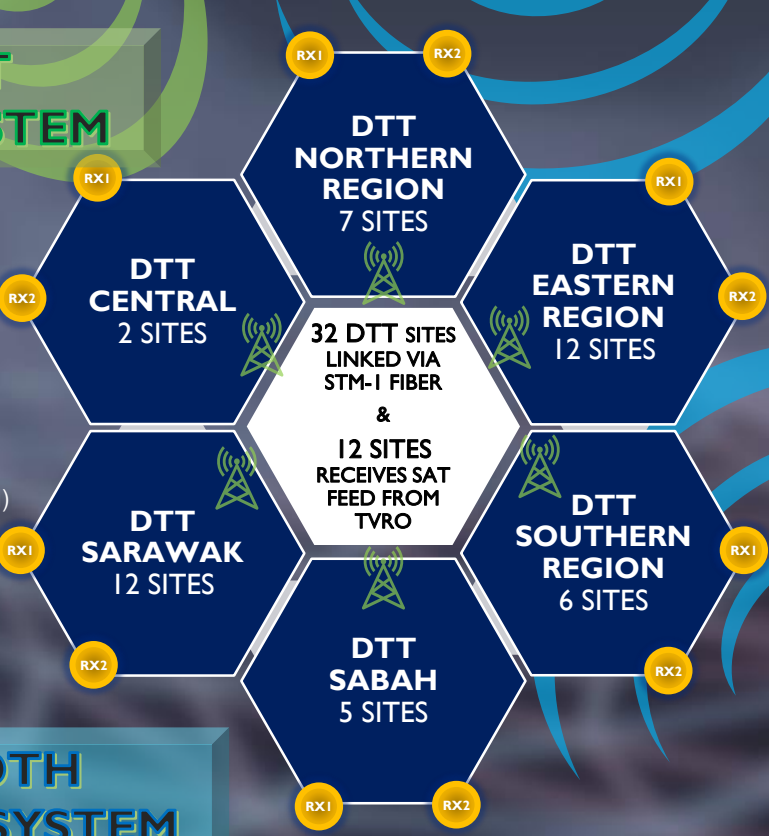
DVB T2 TRANSPORT STREAM >>

DVB S2X UPLINK TO ISOLATED DTT SITES (TM)

DVB T2 TRANSPORT STREAM >>

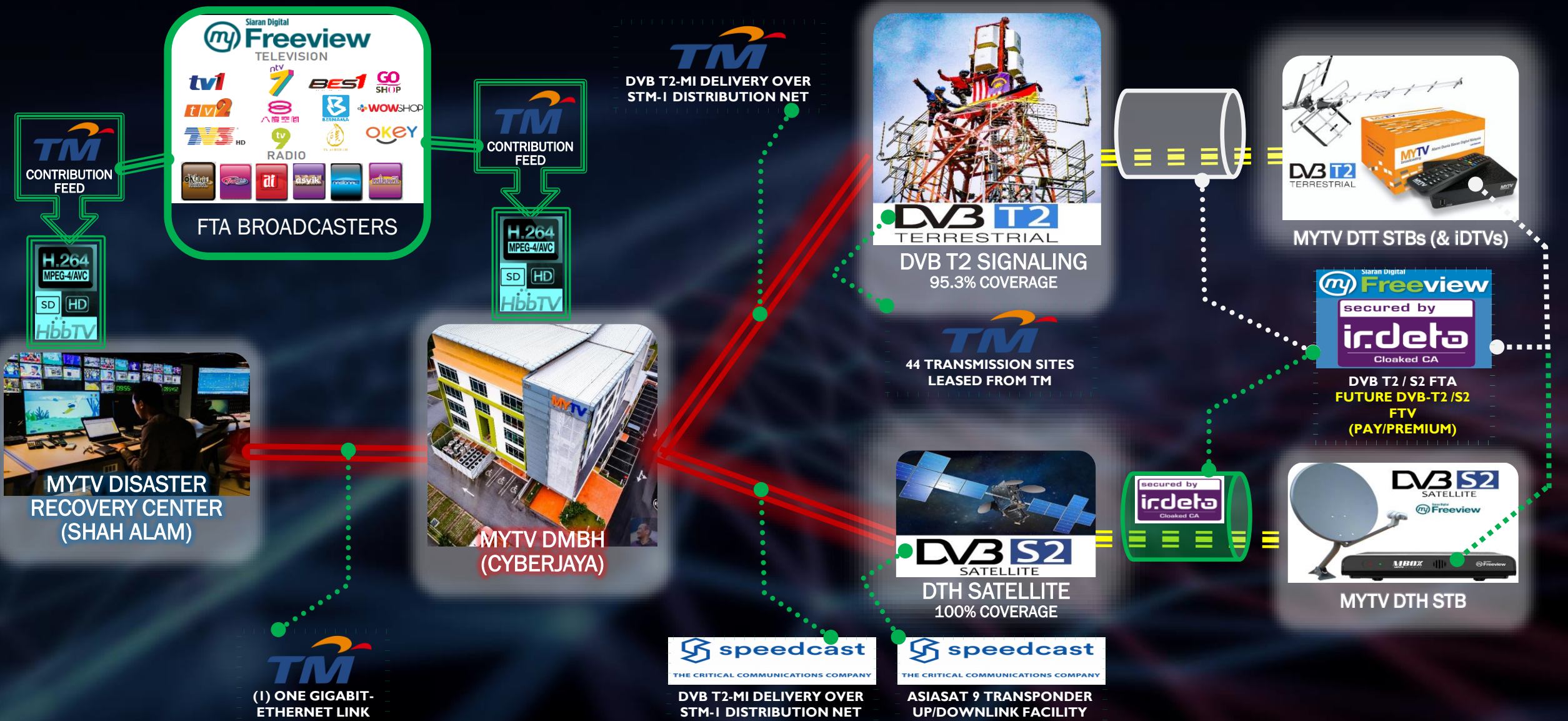
DVB S2 UPLINK FOR DTH COMBO USERS (SPEEDCAST)

DTH ECOSYSTEM



DTH USERS RECEIVES ENCRYPTED DVB S2 AT HOME







SERVICES ON MYFREEVIEW

RELATIONSHIPS OF DTT SERVICE AND BUSINESS ECOSYSTEM

MYTV are the **services enablers** for use in its own platform in accordance to Digital Terrestrial Television roadmap and complies to Technical codes, globally and locally

MYTV services are **offered to Broadcasters** (i.e: HD TV, HbbTV, PayTV, Audience Rating) and can also be Development with **other CMA licensees** but aligned to MYTV roadmap (i.e: 5G Broadcast, Mobile Reception)

MYTV services or **DTT products** requires **collaboration between CASP**. The result are myFreeview is **DTT Service**, representing Content industry, has the acceptance and buy-in by all viewers. Content or Application drive consumer adoption, hence **Customer Experience impact the rate of consumer adoption**.

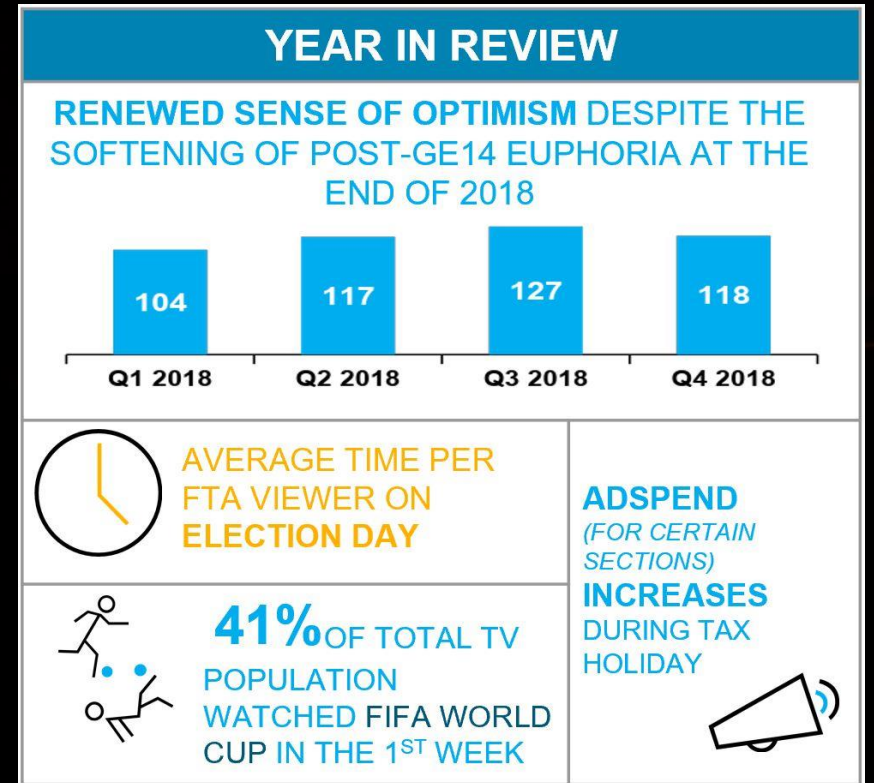
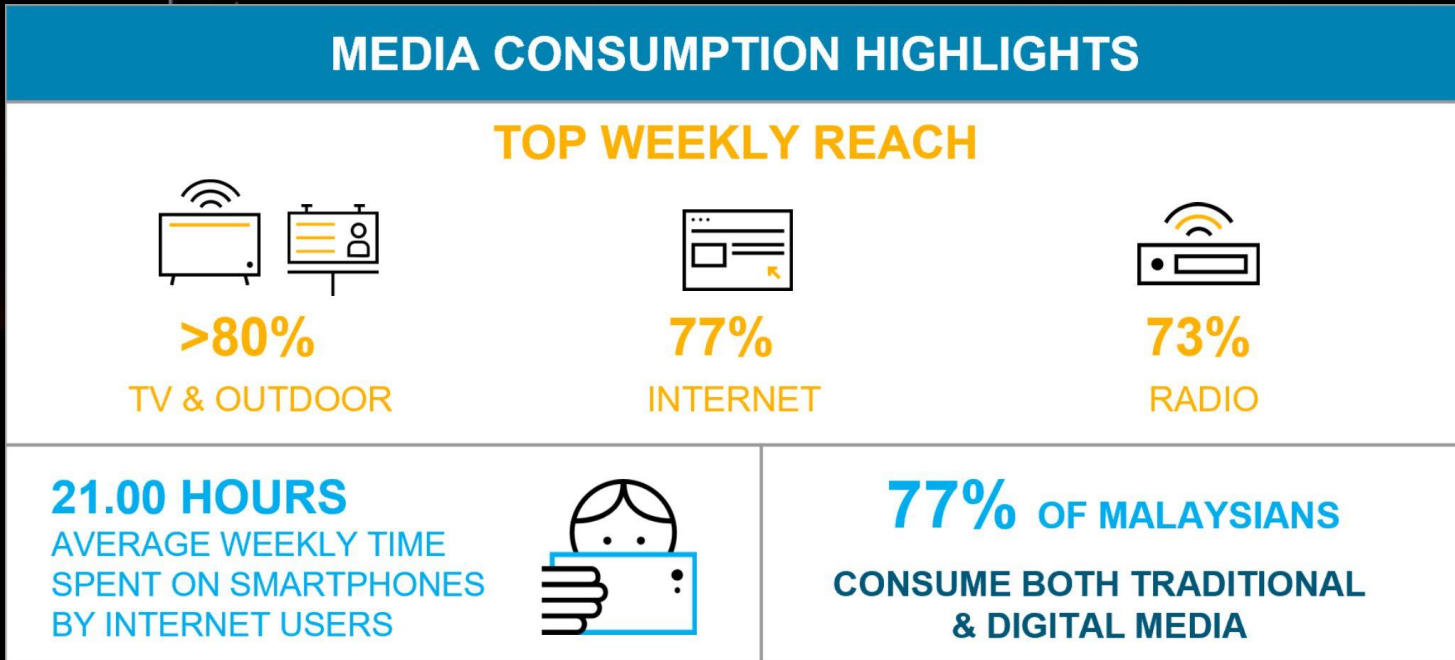




MEDIA LANDSCAPE IN MALAYSIA

CONSUMER MEDIA CONSUMPTION & THE IMPACT OF 2018 BY NIELSEN

Digital platforms continue to grow in importance as internet reach increases steadily. Nonetheless, traditional media (TV, radio, outdoor advertising, etc) still dominates with at least 70% reach across all aged 15+ and remains relevant for mass marketing.



Sources:

The Conference Board® Global Consumer Confidence™ Survey, in collaboration with Nielsen (Q4 2018)

Nielsen Consumer & Media View July'17 – June'18

Nielsen Ad Intel (Jan'18 – Dec'18), Nielsen Digital Consumer Study 2018



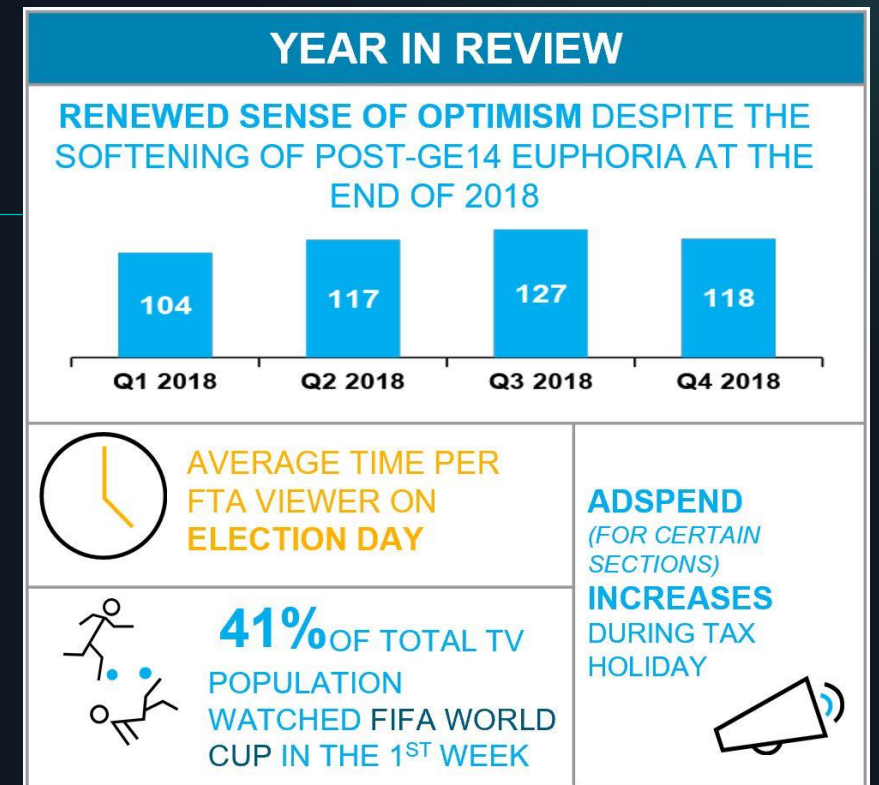
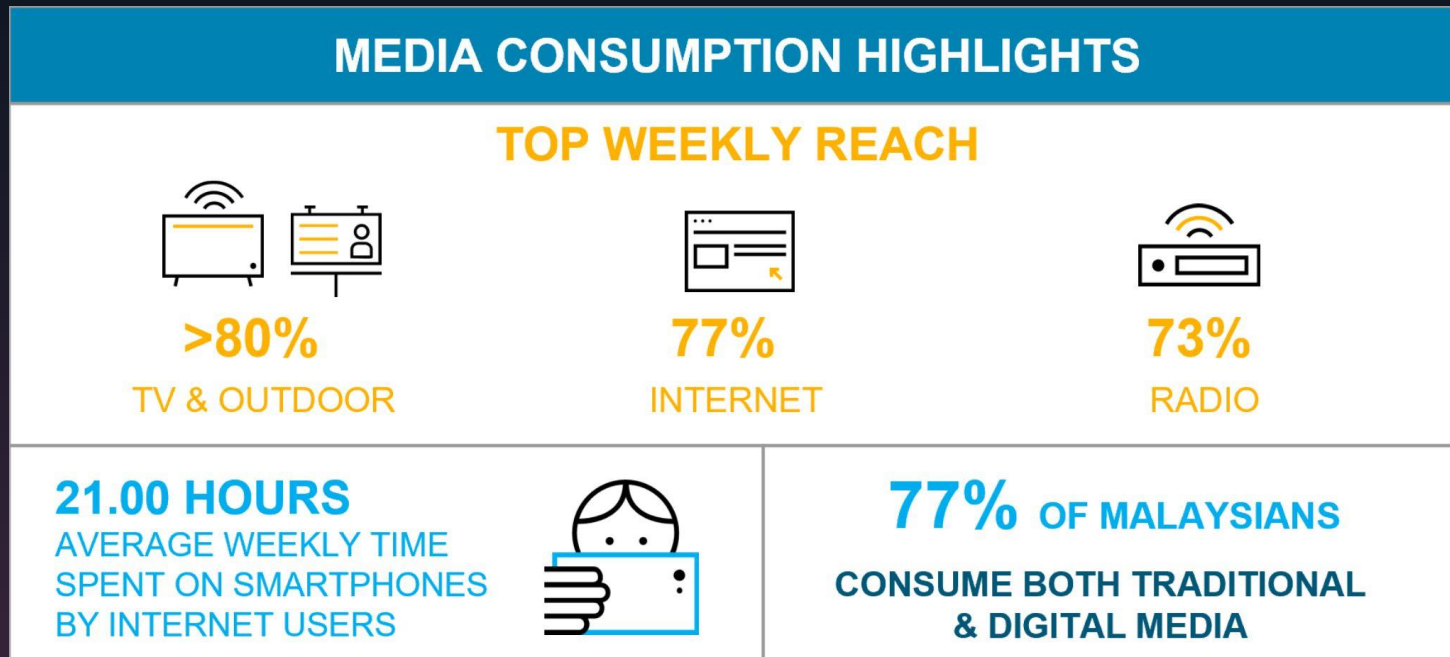
MEDIA LANDSCAPE IN MALAYSIA

CONSUMER MEDIA CONSUMPTION & THE IMPACT OF 2018 BY NIELSEN

Traditional media (TV, radio, outdoor advertising, etc) still dominates with at least 70% reach across all aged 15+ and remains relevant for mass marketing.

Survey on People aged 15+ in Peninsular Malaysia (17.922mil):

87% watches TV and 73% listens to Radio as means for their media consumption



Sources:

The Conference Board® Global Consumer Confidence™ Survey, in collaboration with Nielsen (Q4 2018)

Nielsen Consumer & Media View July'17 – June'18

Nielsen Ad Intel (Jan'18 – Dec'18), Nielsen Digital Consumer Study 2018



SERVICES ON MYFREEVIEW

2016 - PRESENT

FREE TO AIR LINEAR SERVICES

RM 6-8 MILLION

**STANDARD
DEFINITION**



FREE TO AIR **STANDARD
DEFINITION** LINEAR TV
SERVICES

**HIGH
DEFINITION**



FREE TO AIR **HIGH DEFINITION**
LINEAR TV SERVICES

**DIGITAL
RADIO**



FREE TO AIR **DIGITAL RADIO**
LINEAR TV SERVICES

INTERACTIVE SERVICES

HbbTV



HYBRID **BROADCAST
BROADBAND** TELEVISION

BOUQUET SERVICES RM 0.5 - 5 MILLION

**BELTING /
SEGMENTED**



BELTING SERVICES **HIGH
DEFINITION** LINEAR TV SERVICES

PAY TV LINEAR SERVICES RM 6-8 MILLION

**STANDARD
DEFINITION**



PAY-TV **STANDARD DEFINITION**
LINEAR TV SERVICES

**HIGH
DEFINITION**



PAY-TV **HIGH DEFINITION** LINEAR
TV SERVICES



SERVICES ON MYFREEVIEW

2020 - ...

INTERACTIVE SERVICES

**HbbTV
PREMIUM**



HYBRID **BROADCAST
BROADBAND** TELEVISION

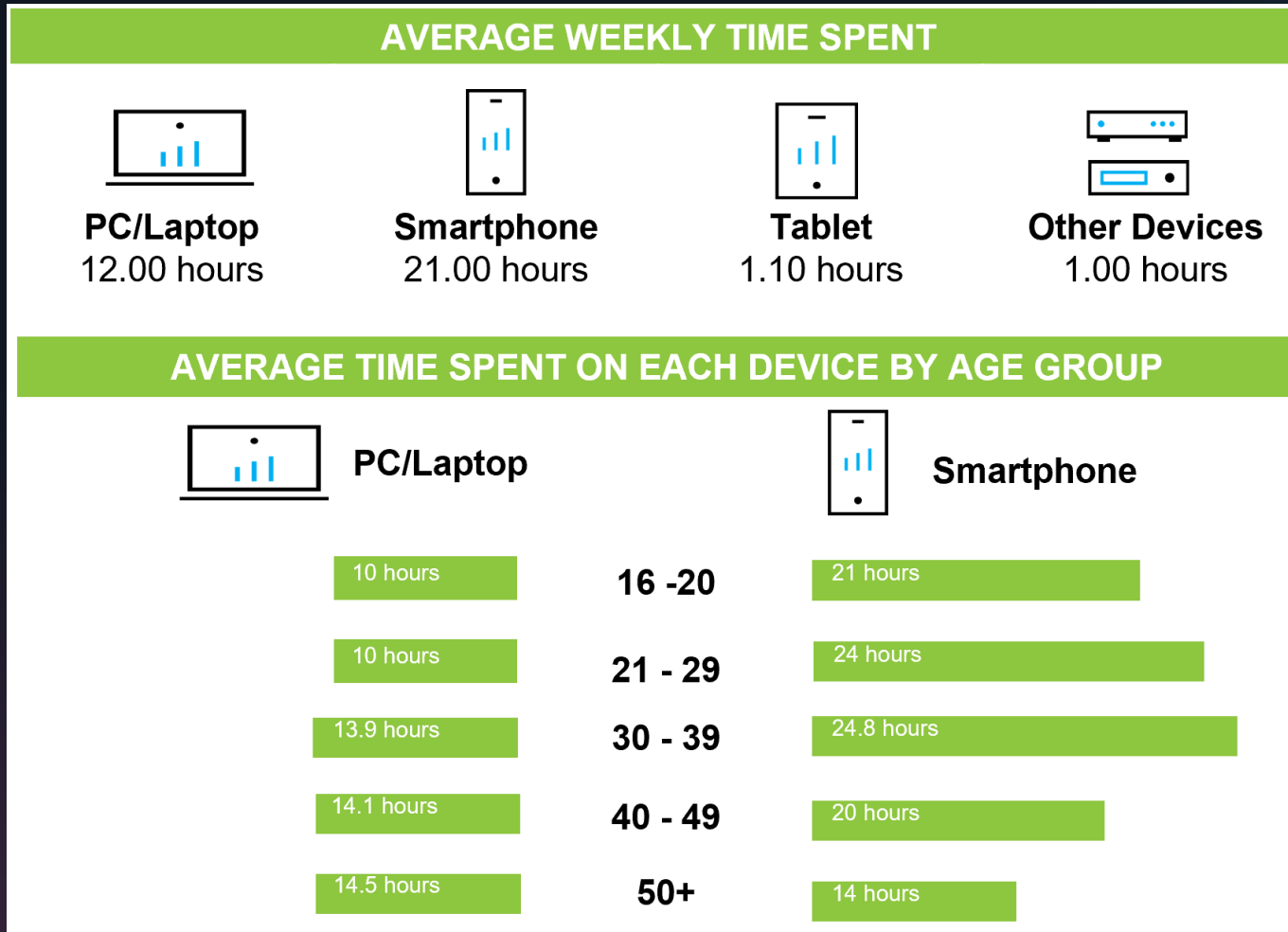
OTT



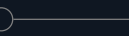
OVER THE TOP SERVICES

MEDIA LANDSCAPE IN MALAYSIA

CONSUMER MEDIA CONSUMPTION & THE IMPACT OF 2018 BY NIELSEN



Time spent on the internet via smartphones is higher amongst younger consumers and PC/laptop relatively higher among older individuals. Hence, cross-platform broadcasting/advertising is needed to reach the masses.





SERVICES ON MYFREEVIEW

2020 - ...

MOBILE RECEPTION

RM 0.5 - 5 MILLION

USB DTT DONGLES



USB DONGLES TO BE USED ON **ANDROID DEVICES** FOR FREE AND PAY SERVICES

SMART TV & IDTV

I-CAM USB



USB DONGLES TO BE USED ON **SMART TV/IDTV TV SETS** FOR FREE AND PAY SERVICES





**CIIP
PRODUCT
ROADMAP
TIMELINE
IN REFERENCE TO
2019 DETAILED
BUSINESS PLAN**

2038

8 MUXs USING MPEG-H

- 8 MUXs with capacity 360 Mbps (H.265)
- 95.3% DTT, 100% DTH, 95% 5G/DTT Mobile Reception
- HD & UHD (Linear TV, PayTV), HbbTV (Premium, Fintech), OTT

2027

5 MUXs USING MPEG-H

- 5 MUXs with capacity between 185 - 225 Mbps (H.265)
- 95.3% DTT, 100% DTH, 50-80% 5G/DTT Mobile Reception
- HD & UHD (Linear TV, PayTV), HbbTV (Premium, Fintech), OTT

2023

ADDITIONAL 2 MUX

- 3 MUXs with capacity of 90 Mbps (H.264)
- 2 MUX with HEVC (H.265 - 25% to 50% bandwidth efficiency)
- 95.3% DTT, 100% DTH and trial of Mobile Reception 5G/DVB-T2
- SD, HD & UHD (Linear TV, PayTV), HbbTV (Premium, Fintech), OTT

2019

ANALOGUE SWITCH OFF

- 3 MUXs with capacity of 90 Mbps (H.264)
- 95.3% DTT and 100% DTH Coverage

MYTV BROADCASTING SON B (2019) SD & HD (Linear TV) and HbbTV



THANK YOU!

MAZLAN BIN MAHDI

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