

Workshop on Digital Convergence and the Regulatory Space

Regulating the Communications and Multimedia Industry

April 27, 2009

Organized by
University of Malaya Malaysian Centre of Regulatory Studies (UMCoRS)
In Collaboration with
Malaysian Communications and Multimedia Commission Academy

Digital Convergence between computers and consumer electronics with Internet connectivity is escalating, creating challenges and opportunities for Malaysian consumers, content providers and industries. The convergence of different information-society technologies, such as cable television and radio, fixed-line and mobile telephony and the internet as a result of technological progress that made high-bandwidth connections available to most citizens in the developed world using different mobile and fixed connection methods, has revolutionized how firms do business and has changed the way media is made, distributed and experienced. The new markets that have emerged on the Internet are different from the traditional, physical markets. As a result, a number of issues have arisen relating to the impact of these e-commerce technologies on the market structure, the significance standards, the business value and regulation. Issues such as net neutrality, intellectual property, communications and media regulation, and antitrust now overlap and interrelate in challenging new ways for business and policy makers.

Malaysia's economy need to reap the benefits of ever-more interlinked and interoperable online technologies, but many obstacles remain to be overcome. In a rapidly-changing area characterised by multiple uncertainties, it is particularly important that any regulatory interventions and operating context are evidence-based, properly targeted, and in full conformity with the principle of consumer protection and human rights.

The University of Malaya Malaysian Centre of Regulatory Studies (UMCoRS) is organizing the Workshop on "*Digital Convergence and the Regulatory Space*" in collaborating with the Malaysian Communications and Multimedia Commission Academy on Monday, April 27, 2009. The workshop will address the legal, technical and economic issues from business, government and consumer perspectives. The workshop takes a holistic approach to this issue and focuses on the complementary themes:

- Technology. What are the different digital standards, new content distribution and delivery mediums? Is media convergence really at hand?
- Business. What are the current trends and emerging business models? Is the industry capable of self regulation?
- Policy. What are the regulatory and legal issues confronting Digital Convergence?

The workshop aims to initiate a process of mutual information and critical reflection on current research, regulation and government policy on converging technologies, as well as the aims and social responses to it. The need for such a workshop derives not only from the development of regulatory policy in Malaysia, but also from cultural, historical and global differences and their impact on policy.

A detailed needs analysis Report will be produced after the workshop to unpack gaps in capacity building and how existing Malaysian initiatives and institutions could be reinforced to meet the demands of convergence.

PROGRAMME

8:30-9:00	Registration
09:00 – 9:10	Welcome from the Center <i>Dr. Jayanthi Naidu, Director</i>
09:10 - 9:40	Malaysian Communications and Multimedia Commission (MCMC) Opening Remarks (government policy) <i>Chairman of SKMM</i>
9:40 -10:15	Digital Convergence i) Definition ii) State of Play in Malaysia iii) Business Trend and emerging models with case studies <i>Zaid Hamzah, Senior Vice President, Group Legal and Regulatory, Telekom Malaysia</i>
10:15 -10:30	Coffee Break
10:45 -10:55	Questions and Answers
10:55- 11:20	Malaysia's law and Regulation 1) Licensing 2) Mergers and Competition <i>Senior Director, SKMM</i>
11:20 - 11:30	Questions and Answers
11:30 - 11:55	Strategic Issues <i>Director, SKMM</i>
11: 55 - 12:00	Questions and Answers
12:00 - 12:25	Economic Issues and Taxation <i>Director, SKMM</i>
12:25 - 12:35	Questions and Answers
12:35 - 12:55	Technical Issues & ISP Perspective <i>Director, SKMM</i>
12:55 - 13:00	Questions and Answers
13:00 - 14:30	Lunch
14:30 - 15:10	EU Regulatory Approach I) Audio-visual directive ii)online content & Cybercrime iii) privacy iv) IPR v) ISP liability vi) Privacy versus state security <i>Prof.(Dr.) Sylvia Kierkegaard</i> <i>Regulatory Expert for the Council of Europe; Legal Expert for the EU;</i> <i>President, International Association of IT Lawyers</i>
15:10 - 15:20	Questions and Answers

15:20 - 15:40	Industry Perspective on Regulatory Issues <i>Noriswadi Ismail, Senior Vice President, Hei Tech Padu Malaysia Bhd</i>
15:40 - 16:00	Consumer Perspective <i>Consumer Tribunal</i>
16:00 - 16:20	Data Protection
16:20 - 17:20	Panel Session: Pathways to the Future: Regulation or self-regulation of the industry? <i>Moderator: Prof. Sylvia Kierkegaard</i> Pannelists: <i>Datuk Dr. Halim Shafie (Chairman of MCMC),</i> <i>Johan Dennelind, CEO of Digi Telecommunications Malaysia,</i> <i>Julian Ding (Consultant, FirstPrinciples)</i> <i>Rohana Rozhan, CEO of Astro All Asia Networks</i>
17:20- 17:30	Closing Remarks and Souvenirs