

Malaysia's Communication Content and Infrastructure: The Broadband Demand's Forecast, Strategies and Policy Implications

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Abstract: Malaysia Communications Content and Infrastructure purview are moving forward in making digital lifestyles as a reality for all Malaysians including having transformational paradigm in achieving easier access to internet and experiences the socio benefits of an interconnected life. The main aim of this study is to provide information on the Malaysia's broadband demand forecast until year 2020, the strategies and policy implication to accommodate the needs of citizens and essentials for Malaysia in the journey to achieved Developed Nations by year 2020. The methods used in this study are Compound Annual Growth Rate (CAGR) in two time periods; from year 2002 -2011 and year 2006 - 2011 that used as the market penetration rate in order to identify the broadband demand forecast based on the national population projection until year 2020. Moreover, this study referred to the multiple collections of literature reviews and secondary data from the Government Reports and Statistics about policies and strategies on how Malaysia ensuring the broadband access for all become reality.

Keywords— broadband, CAGR, ETP, forecast



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