



24 MAY 2017, WEDNESDAY

8.30am - 4.30pm

Auditorium, MCMC Old Building, Jln. Impact, Cyberjaya

ABOUT CFM FORUM 2017 : EVOLUTION OF THE DIGITAL CONSUMER

Following the success of the WTISD forum held in 2014, the Communications and Multimedia Consumer Forum of Malaysia (CFM) brings you CFM Forum 2017 : Evolution of the Digital Consumer this December.

Realizing the rapid increase in demand from ever evolving consumers in our telecommunications industry, this special forum hosted by CFM is aimed to become a platform to intellectually discuss about the proliferation of digital services, the expected impact of the forthcoming digital advancement and to let the consumer earn valuable takeaways through constructive dialogue with a panel of subject-matter experts.

Slated for 24 May 2017, and featuring a line-up of panellists comprising professionals and experts from the service providers and consumer-related associations, "CFM Forum 2017 : Evolution of the Digital Consumer" will be deliberating three main topics; Broadband in Malaysia-The Malaysian Consumer Experience, Digital Television on the Horizon, and Mobile Service-Coming to You Now.

THE TOPICS :



:- Broadband in Malaysia – The Malaysian Consumer Experience :-

The recent announcement on broadband in the Budget 2017 provides promising news for consumers in Malaysia but questions over price and speed still persists. We explore some of the more pertinent consumer issues on broadband in Malaysia.

- What would be the implication on broadband services after the announcement of National Budget 2017?
- Quota Allocation: Satisfaction and relevance in current broadband services
- Broadband service price: What make us different?
- Future of broadband in Malaysia



:- Digital Television on the Horizon :-

Availability of numerous device in the market that allow television users to access more content resulted from the advancement of television technology always spark the interest and trigger the curiosity among consumer. Malaysians are now spoilt for choice when it comes to accessing TV shows and movies as more and more digital content are being offered over terrestrial, satellite, mobile and broadband platforms. We have a look at how the TV industry has evolved in Malaysia over the years and how Malaysians might consume their content in the near future.

- Digital Terrestrial TV – Moving from analogue to digital
- The coming of age of satellite TV
- Broadband and its effect on digital content consumption
- TV on the move – Movies on your mobile



:- Mobile Services: Coming To You Now :-

With a mobile penetration rate reaching at 140.9% in Malaysia, it is no surprise that Telcos and businesses are pushing more services through the mobile platform to gain market share. These provide a better customer experience but at the same opens up problems of its own. The Forum will attempt to explore these issues:

- Paying directly for downloads and online purchases on your mobile and charged directly to your telco Prepaid balance or Postpaid bill. What's good and what's not.
- Telco Price Wars? Is the benefit all for the consumers or will the consumer get short-changed?
- What can consumers expect from Telcos in the near future.

