



MALAYSIAN MOBILE CONTENT PROVIDERS ASSOCIATION
Persatuan Pembekal Kandungan Mudah Alih Malaysia

MMCP – Malaysia Technology/ Operational Overview

Agenda

- Content Provider Business - Channels
- Technological Overview –
- Current Operational Constraints
- Suggested Road Map
- Feedback from the floor on other countries
- Question & Answer

Content Provider Business - Channels

Short Messaging

- IOD Services
- Subscription Services
 - Time based
 - Content based
- Standardized across all 3 telcos

WAP

- WAP Charging
- Available for all 3 telcos albeit with different commercial model – setup fees

MMS

- IOD and Subscription
- Not available for Celcom to all

Content Provider Business – Attempted Channels by Maxis

USSD

- SIM Provisioned
- Provisioned SIM to have USSD menu to cater for content requests
- Retail based concept – not really applicable to CP

WAP Advertisement

- Maxis charges CP to list on the WAP portal
- Not sure how many takers and what is the effectiveness

Premium SMS Bulk

- 50% discount based on last month bulk volume
- Workable for pure CP, but not for aggregators

Operational Issues Faced - Maxis

Maxis

- Inconsistent DN batch
- DN count in the region of 85 - 95%. Is this acceptable?
- Billing Gateway Error (Error 12) - can reach as high as 20%. What does it mean?
- Inconsistent approval of MPG vs. ECPA services
- MPG Rigidity – Double spacing, wrong keyword are not allowed resulting in lower subscription rate, why not do it like Digi?
- MO Response Rate – noticeable slower – 2 minutes?
- Maxis implemented mBalance firewall and yet eSMS is not up to par. Down for 3 days in May 2009
- Different URL for different CP for eSMS?
- No MNP Response built in

Operational Issues Faced - Digi

Digi

- VPN stability – resulting in MO not received occasionally. How to resolve?
- TXN Response/ DN – not received consistently. Can be missing for 3 days. Now there is a portal to download the DN. Shall monitor the accuracy
- Digi bulk sending – HTTP-400 especially for MNP number

Operational Issues Faced - Celcom

Celcom

- Massive congestion during 4D sending days
- Impacts Bulk Sending as well since that is the architectural design
- Inconsistent suspension framework. Sometimes suspend keywords, sometimes short code
- PCM Rigidity – refer to Maxis

Suggested Road Map

- USSD – overcome the traditional store-and-forward Achilles heel of SMS
- 3G Video Calls – Limited to 3 MCP with no flexibility to launch it for ECP
- Standardized the HTTP(s) support. Right now, there are no less than 4 access points (e.g. Maxis)
 - Maxis Streaming
 - Maxis MMS
 - Maxis Internet
 - Maxis WAP

Different sets of IP addresses and uncertain support for WTSL

- Digital Signature – BNM and MCMC jointly gave a talk. No words from the telco yet
- Remove the MPG, enhance the features?

Short Code Segregation – Rationale

- Certain Services are not allowed due to MPG/ PCM rigidity (e.g. Chat)
- Removing MPG/ PCM calls for industry self-regulation which might take more time
- Aggregator business model of having its short code suspended due to rogue Content Providers as well as telco's whims and fancies resulting in inconvenience for the other clients
- Even playing fields – right now Maybank (33628) and Standard Chartered (32722) are enjoying ECPA connectivity

Short Code Segregation – Content Categories

- News Alerts – Monthly subscription fees with unlimited zero-MT news
- Information On-Demand (IOD) Services
 - Content
 - Rich Content (WAP)
- Subscription Services –
 - Content based – Horoscope, Number Forecasting (4D), WAP-based
 - Time based – Ringtone Clubs
- Cooperate Services (can include the banks)–
 - Contest
 - Surveys
 - Opinion Polling
- Chat Services
- Financial Services – Financial Transactions (IOD)

Short Code Segregation – Marketing Channels

- Printed Media (below the line)
 - News print
 - Magazines
- Broadcast media (above the line)
 - Radio
 - TV
- Bulk Broadcast
 - International Gateway
 - Local telco gateway
 - Peer-to-Peer
- 4. Online Channel
 - a. Aggregated Advertisement – Google Adsense, Facebook
 - b. Direct Web / WAP sites

Short Code Segregation – Suspend-able Offence

- Printed Media
 - Covered in the first (and existing) guideline
 - i.e. include technology partners name, front/ colour to be clear and concise, inclusion of a fixed-line customer care number etc etc
- Broadcast media (above the line)
 - Covered in the first (and existing) guideline
- Bulk Broadcast
 - Grey area. Guideline covers level-3 broad cast which is already automated in the MPG/ PCM platforms
 - Bulk Gateway broad cast is not part of the guideline
 - Peer to peer broad cast is also not part of the guideline
- Suggestive Message
 - Recently discussed. Week of 6th July – 10th July 2009.

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Feedback from everyone especially on other
countries