

Climb aboard the broadband wagon

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MUAR: The people should grab the opportunities available in Internet trade that high-speed broadband offers.

Deputy Prime Minister Tan Sri Muhyiddin Yassin said the benefits of broadband were tremendous, and the people should tap its potential now that the government was boosting broadband penetration to every household.

"The benefits of broadband to Internet trade are something that cannot be ignored in the economic

progress of the country.

"With broadband, meeting clients or buyers face-to-face is no longer necessary and business costs are lower," he said after launching the Digital Pagoh-Muar 1Malaysia programme at the Pagoh Sports Complex here yesterday.

He said the government was pushing to have pupils exposed to creative content skills early.

He said there was a huge demand for creative content in the form of voice, video or animation products in both local and foreign markets, and skilled human resources to tap opportunities in the field were needed.

Muhyiddin said the government's target was to have 50 per cent of households with a broadband connection by the year's end.

A study of Asean member countries found that every 10 per cent in broadband penetration contributed to one per cent of the gross domestic product, he said.

The government was addressing the problem of broadband penetration by adding more transmission towers nationwide.

"Companies involved in providing communication and broadband Internet services must ensure a high level of quality service and broad-



Deputy Prime Minister Tan Sri Muhyiddin Yassin making a phone call from a trishaw at the launch of the Digital Pagoh-Muar 1Malaysia programme yesterday. — NST picture by Shahrul M. Zain

band speed as advertised."

He said broadband penetration in Malaysia was 36.1 per cent, way behind Singapore (150 per cent) and

trailing South Korea and Japan (both 80 per cent).

"We want high-speed broadband to reach every household nationwide."