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For immediate release

Digital Malaysia to Further Spark Grassroots-Driven Shift

Game Changing Champions Programme and other ICM Resolutions
Approved to Continue the Advancement of the Nation's Digital Landscape

Kuala Lumpur, 14 November 2013 – Multimedia Development Corporation (MDeC) introduces the Game Changing Champions (GCC) programme which will further support Digital Malaysia's four initiatives in ramping up Malaysia's shift towards a digital economy by 2020. The announcement of the GCC programme was a key decision that was approved in today's Implementation Council Meeting (ICM) session chaired by the Prime Minister, Yang Amat Berhormat (YAB) Dato' Sri Mohd Najib Tun Abdul Razak.

The Digital Malaysia initiatives approved last year at the 24th Implementation Council Meeting (ICM) are; tapping global demand for digital products and services; increasing citizen income and unlocking entrepreneurship potential for the B40 group; empowering next generation workforce with digital skillsets and the productive use of digital tools; and driving technology adoption amongst Malaysian SMEs to enhance productivity.

The GCC programme specifically targets the grassroots and will engage the community through the appointment of selected noteworthy individuals who are well known within local communities. These "champions" of Digital Malaysia serve as catalysts in igniting a behavioural shift within their respective communities which include; the **B40 group** (the lower 40 percent of the Malaysian population in terms of household income), **digital entrepreneurs, small to mid-sized enterprises (SMEs)**, and **youths**, and will proactively embed elements of Digital Malaysia's initiatives in selected programmes and activities.

The implementation of the programme will be divided into three phases that will be carried out from 2013 to 2020 and targets to secure 20 champions of Digital Malaysia in its final phase.

- **Phase 1 (2013-2014)**, also known as the "ambassador" phase, will see these individuals advocating Digital Malaysia. These ambassadors will encourage the adoption of digital technologies, tools and business models for specific Digital Malaysia platforms.
- **Phase 2 (2015-2017)**, the "mentoring" stage of the programme, will see these individuals more involved; making them Digital Malaysia beneficiaries who have the opportunity to be active participants, headlining selected Digital Malaysia projects and platforms.

- **Phase 3 (2018-2020)**, now known as “champions” phase, will channel their efforts to a specific cause that is at the core to each of the Digital Malaysia communities and initiatives implemented. These champions will further propagate the opportunities available via Digital Malaysia to each individual directly or indirectly involved in this programme.

Speaking at the meeting, YAB Dato' Sri Haji Mohammad Najib bin Tun Haji Abdul Razak, Malaysia's Prime Minister said, “The Game Changing Champions programme is a catalytic process that will jolt the “rakyat” into doing more with the opportunities presented through Digital Malaysia. The selected champions serve as shining examples of what Digital Malaysia can do for you.”

Datuk Badlisham Ghazali, Chief Executive Officer of Multimedia Development Corporation (MDeC) added, “Through the GCC programme, each champion and their respective communities will automatically be part of the nation's economic digital shift as well as prioritised as participants or beneficiaries of future Digital Malaysia projects. More Malaysians can emulate the likes of Grace Lee and Tan Xi Yen, both of whom successfully raised £128,961 (GBP or pounds sterling) in the United Kingdom via the renowned international crowdfunding platform Kickstarter for their compact sous-vide controller named Codlo. They are perfect examples of doing more, digitally.”

In addition to the announcement of the Game Changing Champions programme for Digital Malaysia, several resolutions were presented at the ICM for the Prime Minister's approval.

These include:

1. The further liberalisation of location requirements for MSC Malaysia Status Companies

The initiative is a multi-tiered incentive model for MSC Malaysia companies looking to relocate to other cybercities which will enable around 8,000 ICT companies to participate in MSC Malaysia from all of the country's regional economic corridors, including Sabah & Sarawak. Additionally, the initiative will make MSC Malaysia even more attractive and competitive as well as better adapt to the evolving needs of MSC Malaysia status companies

2. The inclusion of licensing & merchandising (L&M) as part of the expanded qualifying activities for MSC Malaysia Creative Multimedia Cluster

This initiative will complement existing efforts within the content and creative multimedia industry and enable companies whose core business activity revolves around the conceptualisation, creation, production, enhancement, aggregation, exhibition and distribution of multimedia or digital content to enhance their commercialisation on multiple platforms for multi-industry applications.

3. MSC Malaysia Co-Creation Platform

This is an alternative initiative for external parties to help solve an initiator challenge that demands breakthrough solutions thus, enabling government linked companies (GLC) and limited liability companies (LLC) to take advantage of the latest innovative and disruptive solutions and

combine fresh ideas with newer perspectives and technological expertise with domain expertise.

4. The stock taking exercise of all Government initiated ICT enabled programmes

This initiative will support the Government's aim to adopt best practice and standard project governance tools and methods and integrate them throughout the project life cycle of all departments, ministries and agencies.

5. The Digital Malaysia Awards

The Digital Malaysia Awards will support the GCC Ambassadors and drill positive behavioural changes amongst targeted communities.

6. Game-changing Malaysia's Digital Landscape

This initiative plans to increase the number of digital entrepreneurs via more physical and virtual incubators, removing barriers to the minimum floor space requirement of MSC Malaysia Incubator-status criteria.

7. Opening of MDeC's Office in Silicon Valley

To enhance its go-global initiative to increase the global footprint of Malaysian digital entrepreneurs, MDeC resolves to establish a MDeC Office in Silicon Valley.

8. The Big Data analytics initiatives funding

This move will allow local companies quickly adopt big data analytics and facilitate the development of Malaysian talents into a strong pool of data scientists. The ultimate aim is to develop talents into highly proficient knowledge workers in various economic sectors and industries, with IT competencies at the core. To add, this will also pave way for the greater adoption of Massive Open Online Course (MOOCs) in the country which, in the online learning space, will give institutions the predictive tools they need to improve learning outcomes for students thus, enhancing the quality of graduates.

9. Impacting key Digital Malaysia communities

The initiative will drive the vision to get every member of the society (especially the B40 group) in touch with digital technology irrespective of location, age, or current skills and knowledge. It will allow MDeC to become a member of the Low Income Household (LIH) National Key Results Area (NKRA) Delivery Task Force.

Digital Malaysia is the nation's programme to advance the country towards a developed digital economy by 2020 by creating an ecosystem that promotes the pervasive use of ICT in all aspects of the society, government and economy. Under the initiative, 25 Digital Malaysia projects will be implemented in stages. The first wave of eight projects was rolled out in July 2012, with the remaining 17 projects to be announced in stages.

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About ICM

The Implementation Council Meeting (ICM) brings together the nation's decision-makers, including the Prime Minister, cabinet ministers, policy makers and heads of agencies in high-level updates and discussions led by the Multimedia Development Corporation (MDeC) – the agency charged with implementing MSC Malaysia on its progress and way forward.

About Multimedia Development Corporation (MDeC), MSC Malaysia and Digital Malaysia

The Multimedia Development Corporation (MDeC) was incorporated in 1996 to strategically advise the Malaysian Government on legislation, policies and standards for ICT and multimedia operations as well as to oversee the development of MSC Malaysia, the platform to nurture the growth of Malaysian Small and Medium Enterprises (SMEs) in the IT industry whilst attracting participation from global ICT companies to invest in and develop cutting edge digital and creative solutions in Malaysia.

In 2011, MDeC's mandate was broadened by the Prime Minister to include driving Malaysia's transition towards a developed digital economy by 2020 through Digital Malaysia. In 2012, Digital Malaysia was official unveiled as the nation's transformational programme to achieve this aim. Founded on three strategic thrusts, Digital Malaysia will create an ecosystem that promotes the pervasive use of ICT in all aspects of the economy, connect communities globally and enable them to interact in real time, to increase the country's Gross National Income, enhance business productivity and improve standards of living.

For more information, please visit www.mdec.my , www.mscomalaysia.my and www.digitalmalaysia.my