

# **The Rise of New Media in Malaysia: Challenges Posed for Web Broadcasting**

*By*

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*CONSUMERS are shaping content from a variety of information sources and media transmission platforms. They are evolving into the new generation of media content producers setting new directions in content production.*

In Malaysia the media scene is just as fragmented as the changing patterns of media consumers and practitioners. Consumers of information are still turning to the traditional media (29 %) for their regular diet of information; Corporate sources (29%); online multiple sources (23%); and social media (19%) (Edelman Trust Barometer, 2012). While other forms of media dependency have dropped, consumers have stepped up their attention to online multiple sources and the social media by 77.9% (Chamil, 2012). To date, Malaysia has achieved its targeted internet penetration of 60%; 3G 12.5% subscribers and exceeded 30million mobile subscribers (Edelman Trust Barometer, 2012), with such a diverse source of rich information flow, Malaysians are at a loss to know which information source to trust. According to Edelman Trust Barometer (2012), technology and telecommunications led information sources top the most trusted industries (80%).

This sharing session seeks to explore:

1. The general overview of the broadcasting industry and their endeavour to engage social media users in Malaysia.
2. The contrasting social media issues experienced by broadcasters as opposed to young social media users.
3. The strategies of managing social media issues in broadcasting.

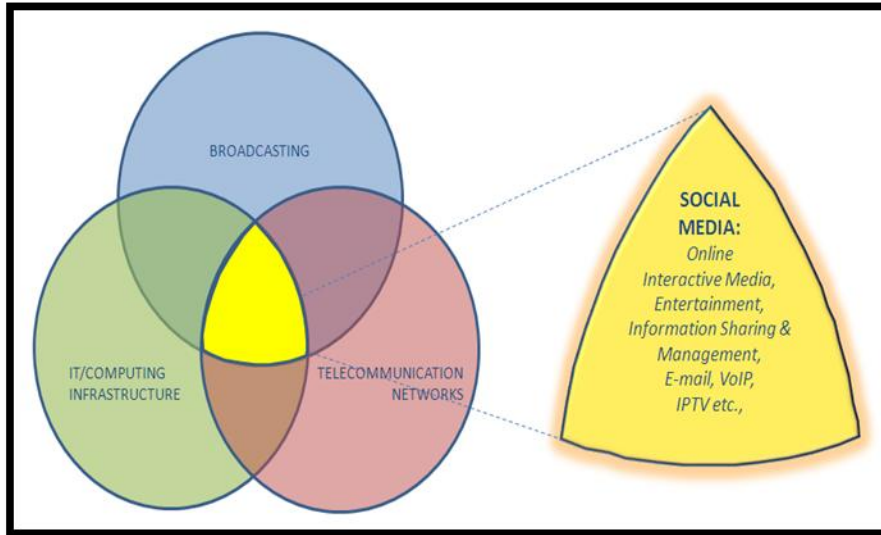


Figure 1.0 Convergence of Media

Convergence as the coming together of multiple communication technologies and devices into a single seamless all-purpose network. The convergence of technologies produces an overlapping space capable of supporting higher level new media interactivity.

convergence and its subsequent developments will not be spared of adverse consequences to their respective national wealth and communities if they implemented their regulations wrongly.

Unifi internet broadcast package by Telekom Malaysia offers a set-top box which enables Internet access through a TV set.(smart TV)

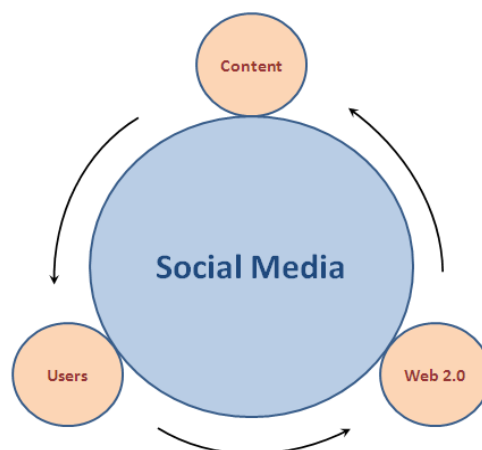


Figure 2.0 Social Media Interactive Model

- Content - multiple sources, different platforms, user created content of multimedia nature;
- Users - social media audience, content creators, broadcasters the new active users of social media materials;
- Web 2.0 internet network technology, conduit for social media broadcast, broadcast in the internet (IPTV and multiple screens).
- Three elements are actively supporting and courting each other in the social media space.
- Their sharing among web technologies and applications facilitates user interactivity and the exchange of volumes of user-generated content sought after, beyond ordinary social media users. This is why social media is important to broadcasting.

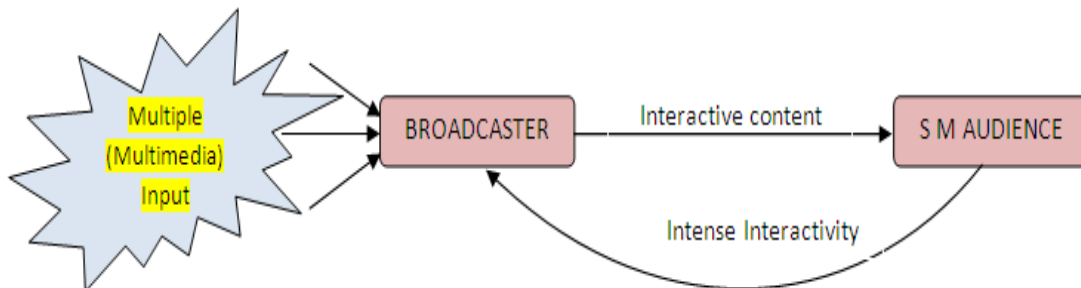


Figure 3.0 Broadcaster's Interactivity Model

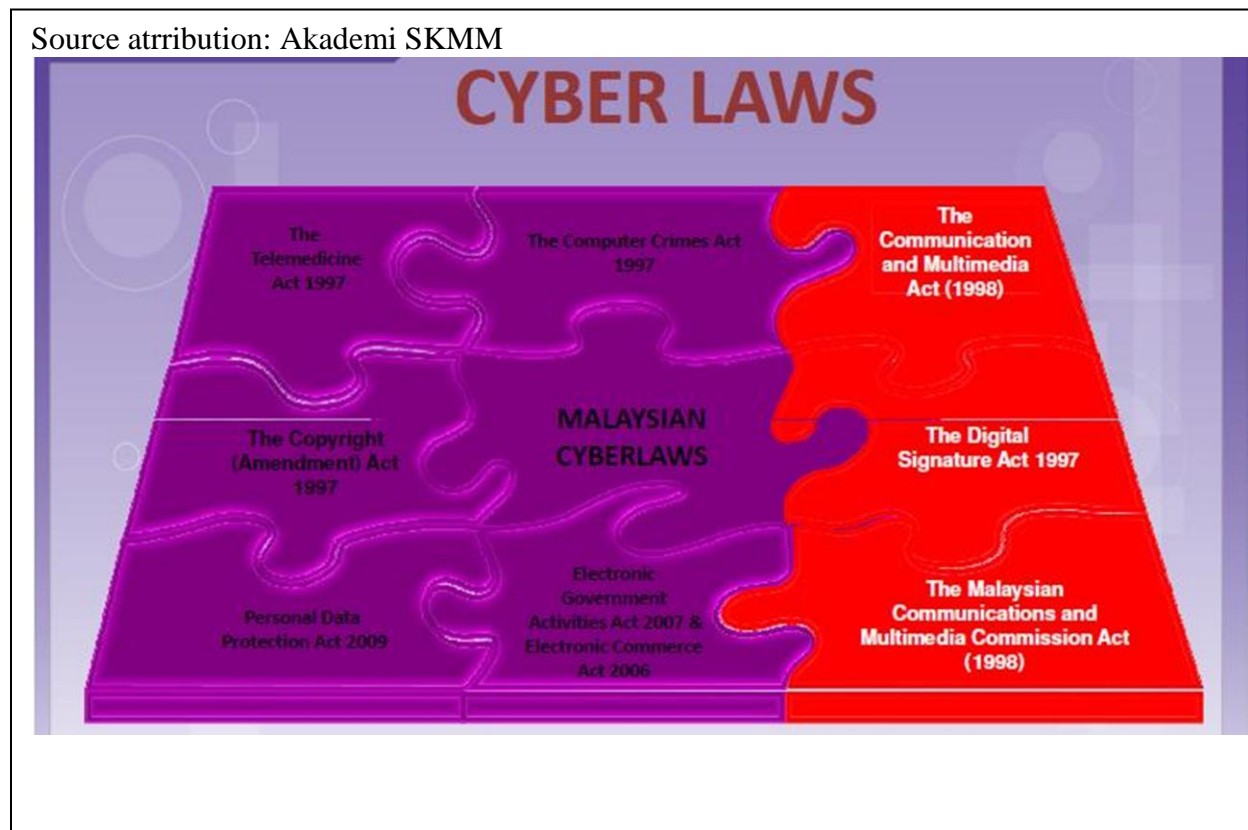
- Changing most significantly at the broadcasters' end
- This provides broadcasters and audiences with additional possibilities to improve the quality of content experienced.
- That is the completeness and accuracy of information, enhanced opportunity to interact with the source audio/video.

- The possibility of managing content with different medium - graphic, audio, photos gallery, video, animation, provided suitable broadband capacity
- Interactivity features have attracted an extraordinarily huge audience to social media, impacting the mainstream media, 38% of CEOs label social media as high priority, and 57% of businesses plans include a hike in their social media spending.

The Communications and Multimedia Act 1998 (CMA), - direction and regulatory framework for the convergence,

The overlapping cyber laws that can affect social media broadcasting comprise of: The Computer Crimes Act 1997, The Communication and Multimedia Act (1998), The Telemedicine Act 1997, The Copyright Act 1987 (Amendment) Act 1997, The Digital Signature Act 1997, Personal Data Protection Act 2010.

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Some of the relevant provisions from the CMA 1998 are Section 211 (Prohibition on provision of offensive content), Section 233 (Improper use of network, facilities or network services), Section 234 (Interception and disclosure of communications prohibited) and Section 235 (Damage to network facilities) ([www.mcmc.gov.my](http://www.mcmc.gov.my)).

## FINDINGS

### Issues and Challenges

- Social media broadcasting's easy accessibility concerns are primarily related to young users.
- Tended to inherit new risks with their accounts, risk being spammed and lose their privacy.
- Children of 9 – 19 years - 57% online pornography, 31% seen violent and 11% seen racist content, 31% received sexual comments and 28% sent unsolicited sexual material, 33% received bullying comments.

### Migration from Analogue to Digital

- Digitalization project started in 2004, analogue shut down 2015
- Other issues - audience's shift in viewing patterns; social media generated content; users creating broadcasting content, taking over the role of mainstream broadcasting.
- Audience enjoy free programs from FTA broadcasting, Hypp TV and free social media programs.

### Survey Analysis: common Issues faced by young users and broadcasters

<b>YOUNG USERS</b>	<b>X 36</b>	<b>BROADCASTERS</b>	
1. Hacking	8	copyright	
2. scam	8	defamation	
3. copyright	8	Signal theft	
4. spamming	7	Cyber law	
5. privacy / Identity	6	reliability	
6. defamation	6		

7. phonography	6		
8. reliability	6		
9. racism/extremism	4		
10. stalking	4		

## Categorization of Social Media Issues

**Table 1: Categorization of Social Media Issues faced by young Users**

Categories	Issues
Political	<p>Social media- anti social &amp; anti-government. Mainstream broadcasting offers limited air time. Alternatively users' are welcome and audience feel connected by webcasting and podcasting stations</p>
Economy	<p>Some websites require audience to <b>pay</b> to view; some broadcasters require you to down load specific software and register to watch their live streaming. Users rather prefer free download and usage.</p>
Social	<p>Opinionated culture is driving social media. "anyone can say what they think" is a very troublesome one.</p> <p>A misquotation or an accidental action or misinterpretation can cause social issues within social media. E.g. Blogger received backlash from other social media commentators/the law.</p> <p>Broadcasters treat audience unintelligently. Broadcasters do not respond to audiences' feedback supportively. At times being in a hurry; disinterested in a sustained relationship with audience.</p> <p>Are the contents the same as real time TV? Hard to find content and insufficient videos; the "contacts" information cannot be reached for enquiries (e.g. office line).</p> <p>Parents are opposed to teenagers spending time on social media when college work needs to be done.</p>
Technology	<p>Users are limited by the technology at their disposal. Cannot access the Internet. The younger ones are used to the "free" and easy downloads.</p>

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Cost is compounded by rural locations and lack of support technology. Users not being able to experience the social media world, at its best.

Interactivity of social media is complex and new to most. The problem of adaptation to new technology. Users find it tough to adjust to new features of social media. This causes confusion and users would then need to “troubleshoot” in the respective HELP sections of social media.

It is not always user friendly; there is difficulty in connecting to website, sometimes they do work properly; Often encounter network problems; poor connection; TV streaming is available but radio streaming is unavailable; There are limited links; one channel in the station broadcast is clear while the other is not as clear when streaming. Some of the visuals in the website are pixelated.

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Environment

As the information from social media reaches far and wide, with viewers and readers from all walks of life, users who are opinionated have to be careful as to what they say on the Internet, as information sometimes can be misinterpreted (*based on perception, cultural differences and exposure*).

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Legal

When users who associate themselves closely to their social media identity, the two become one of the same: causing his/her privacy to be in jeopardy, as the whole world would be observing their daily routines. (Habits, likes, dislikes and so on). A public figure.

Ethical aspects of user-generated content are complicated issues. The intention of the creator of information is questionable. Users can be led to believe falsified information to be true. It boils down to the issue of credibility.

Social media users are distinctly individual in their behaviour. One may differ from the other in what is ethically correct.

Does the end, justify the means? “Toe-stepping” is most common in this area. Some find this to be unethical but others do that all the time.

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The Deputy Director General of Broadcasting (Strategic) has gone on to say that his biggest concern is scamming, which leads to the misuse and misinterpretation of information that is being broadcast to the public both by the mainstream media and the social media users. Other broadcasters’ views have been summarized below.

**Table 2: Categorization of Social Media Issues faced by Broadcasters**

<b>Categories</b>	<b>Issues</b>
Political	<p>Broadcast stations in Malaysia are mediated by the government and are closely associated with political parties who commonly have similar views. The views of social media users are more often than not make up the “outsider” perspective. Broadcasters are left with the daunting obligation to ensure the information they disseminate isn’t bias, to which they are politically neutral, which is of course a tall order.</p>
Economy	<p>Advertisement revenue siphoned by social media instead. Liberal adverts tend to move to less orthodox medium - effects of materialism. Audience attracted to “liberalism” attempt to keep up, feel good. Broadcasters - audience’s preference and arrest the slide at their bottom line.</p> <p>Broadcasters’ business opportunities are being challenged by web 2.0 new media portals, opening doors to large volumes of cheap user created content. Such content may be questionable, but the audience is not very concerned. Broadcasters’ concern is the same information reaches the station as second hand.</p>
Social	<p>Users as contributors have different social agenda, upload materials for public consumption or want a platform to share through mainstream broadcasting. Broadcasters find it troublesome to filter the deluge of audience generated content with hidden agendas, when information has been tampered by individuals with subversive intentions. Such content as worthy of broadcast will be difficult to verify.</p> <p>Broadcasters’ concerns for programming are aligned to meet several stakeholders’ vision and their own primary goals which do not necessarily satisfy youngsters’ programming needs all the time. At best, youngsters can be engaged in forums and focus groups to understand them better.</p> <p>The bare necessities of social interaction are at risk due to social media. Broadcasters have to find the line between too much and too little information, as people tend to no longer interact physically. They’d simulate meeting and embracing friends in cyber space.</p>



Technology	<p>Broadcasters and social media users use the internet as conduit that come under the purview of telecommunication and ISP to channel information. The internet itself has its own technical limitations.</p> <p>Broadcasters endeavour to reach a wide audience through the advancement of digitalization, broadband and the installation of necessary support technologies to run applications on both ends of the broadcasters and the receivers.</p> <p>These technologies have numerous implications from cost to resources for both broadcasters and audience, which will remain as obstacles for some time.</p> <p>Intelligent technologies at their best are being used to meet the needs of audience. These devices interpret and respond to the psychographics of audiences in their unique ways real time. And decision makers make long term plans from the output obtained.</p>
Environment	<p>The social media space is compared to the open wilderness. Anything, information and news is being pushed to broadcasters. To accept or to reject contributions from social media users as netizen is still an issue at least from the perspective of professionalism. Therefore information disseminated to be verified because - faith in broadcasters.</p> <p>Broadcasters - ensure that their audience are not receiving scam laced with viruses from hackers.</p> <p>Due to the open and freely accessible nature of the Internet, viruses can spread fast and their containment troublesome for broadcasters. Hackers use fascinating content to excite individuals to click on links posted through broadcasters to divert audience for malicious purposes.</p> <p>Young audience immersed in the technological environment bring about an addiction to the electronic gadgets they use. Broadcasters who use social media as dissemination channel because health related effects on audience such as, eyesore, physical and mental fatigue, nausea for prolonged and inappropriate usage.</p> <p>User-generated content are overwhelming newsrooms and the editing suites. Broadcasters have to manage this deluge of "more of the same" content appropriately, to overcome adverse publicity and competition from social media practitioners who can publish their content on independent sites.</p>
Legal	<p>Broadcasters conform to media laws and professionally set</p>

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norms and practices. While social media users are free to interact in very diverse and independent ways. It is difficult and non-compatible to the field of broadcasting to make specific adjustments just to cater to the law.

The complexity of verifying the reliability and authenticity of user generated content at times burdens broadcasters more than the need to use such materials. Sources and their content require to be trustworthy and credible. Broadcasters do not want to be embroiled in legal issues with ownership claims or the regulators.

Plagiarism and copyright issues loom high on broadcasters' responsibility to check and abide by the relevant laws. Duplicating, illegal playback and retransmission are also infringements the broadcaster has to contend with. Illegal downloading runs rampant among broadcasters. Unknown and naive infringements cost broadcasters, the film industry and music companies' huge loss of revenue.

Broadcasting or relaying on third party information without valid consent from users via radio, TV and online at times borders on the infringement of privacy. Such information is deemed personal and leads to an invasion of privacy of the audience. An example would be the publishing of personal facts such as health issues, personal relationship status, financial affairs and sexual activities.

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## **DISCUSSION**

New media will shrink geographic distance; increase the volume of communication; increase the speed of communication; increase engagement and interactivity; allow forms of communication that were previously separate, to overlap and interconnect.

### **Importance of Social Media to broadcasting**

Broadcasters moving from mere broadcasting to a broader "catch" - evolving into a "catch up TV". Casting their net wider, to engage new audience at the local, regional and international levels.

The deluge of social media content made available to mainstream media has raised the need to include more "outsider information".

### **Intelligent Technologies**

Social media a gigantic address book in the cyber space effective audience reach.

With unique features to track social media users, broadcasters

For the public broadcaster, its role as the government's priority channel to disseminate information is further enhanced. For the commercial channels their goal is simply to reach more and specific audience.

### Targeting Audience

Broadcasters rely on intelligent technologies to make long term plans.

These devices interpret and respond to the psychographics of audiences in their unique ways real time.

For example the [www.tonton.com.my](http://www.tonton.com.my) and [www.qua.com.my](http://www.qua.com.my) portals

In Malaysia, a people meter panel was used to track audience concentration. In the recent Euro 2012 football, ASTRO broadcasters provided multiple screens on different aspects of the game such as a) real time game in progress; b) fans camera perspective; c) highlights; d) tactical camera; e) interactivity with audience; f) chats with audience which scroll at every 6 seconds; g) 5 choices of fixtures, statistics of group standing, news and information. Broadcasters are using technology to create exciting experiences for social media options than most people can comprehend their usage causing the need for users to multi task.

### Dilemma of Audience and Broadcasters

Audiences' complaints - accessing content. Streaming media requires a large bandwidth usage, expansive. Streaming for 1 hour will consume around 88 Megabytes of bandwidth usage; advisable to use Wi-Fi internet connection to view TV streaming.

On Android one needs to have installed Adobe Flash Player. Additionally, stations offer help through their online feedback, [feedback@rtm.gov.my](mailto:feedback@rtm.gov.my) and other communication means.

Social media devices do not *speak* the same language therefore requiring different supporting applications for mobile devices out there. Users' devices need to be supported as examples below:

- Android by using Adobe Flash Player
- Blackberry by using native RIM RTSP Player
- iOS ( iPhone, iPad, iPod ) by using HTML5
- **Windows Mobile** by using Smooth Streaming technology
- Symbian OS ( Nokia ) by using RTSP Player

A recent example would be the anti-Hosni Mubarak protest in Egypt, Tahrir Square. CNN provided updated coverage through its iReport of citizen's contributions in Arabic. One important issue with society's activism is the bottle neck created when there is an overwhelming participation during a crisis. The best option is that parents and society play their role in managing undesirable content.

## Conclusion

Broadcast media audiences today are young, who move with information and communication through social media at no cost. A large portion of the broadcast media audiences today are young, who are on the move with information and communication through social media. Information is flowing through a variety of platforms from all over the world. Most of the content is accessible at no cost.

It is a challenge for local broadcasters to lure back these audiences. Broadcasters striving to attract this segment of the audience by placing more campaigns, promotions and adverts on their devices, will increase spending to mount more tangible campaigns for audiences.

Broadcasters strive on their legacy of trust. It is this trust that builds their credible image, a trust that is regulated by laws and regulations. Social media plays a role as a platform, where it publishes much useful content. Now broadcasters have this over-arching compulsion to include content from the masses, provided the content is verified. Social media can play an inclusive role as the fourth estate from an exclusive site created for user generated content. Broadcasters may use such content when they choose to. This is not new, but often ignored or not given much importance by broadcast stations.