5G BEYOND MOBILITY

Special focus on how 5G will transform the various industry in Malaysia

Month: JANUARY 2024

2024 Malaysia 5G Roadmap

- 2024 will be an exiting year for Malaysia as the final push for 5G coverage to reach at least 80% coverage will be achieved
- With Budget 2024 announcing special deals for SMEs and enterprises to adopt 5G, there will greater demand for 5G services
- MNCs, SMEs, MSMEs will all initiate adoption of 5G as this will be a key factor towards digitalization
- Ministry of International Trade and Investment together with MIDA and MATRADE have offered funds and grant for digital adoption
- IR4.0 will be another push factor as the manufacturing sector adopts computerization
- EV adoption will at full force in 2024, and 5G is set to play a key role
- With all this and more converging in 2024, Malaysia is set to become a regional leader in digital adoption and BusinessToday has a responsibility in driving the agenda

Supplement Synopsis

In efforts to encourage more participation in 5G by the industry, BusinessToday will be producing a Special Supplement dedicated on 5G and how it is about to transform the Malaysian landscape.

Themed 5G beyond mobility, BT aims to raise understanding levels about 5G and its capability in business dynamics

BT will speak to industry experts, analysts, economists, acedamicians on the economic impact of 5G in Malaysia

BT identified 5 key industry, 5G will play an important role

Content Pillars

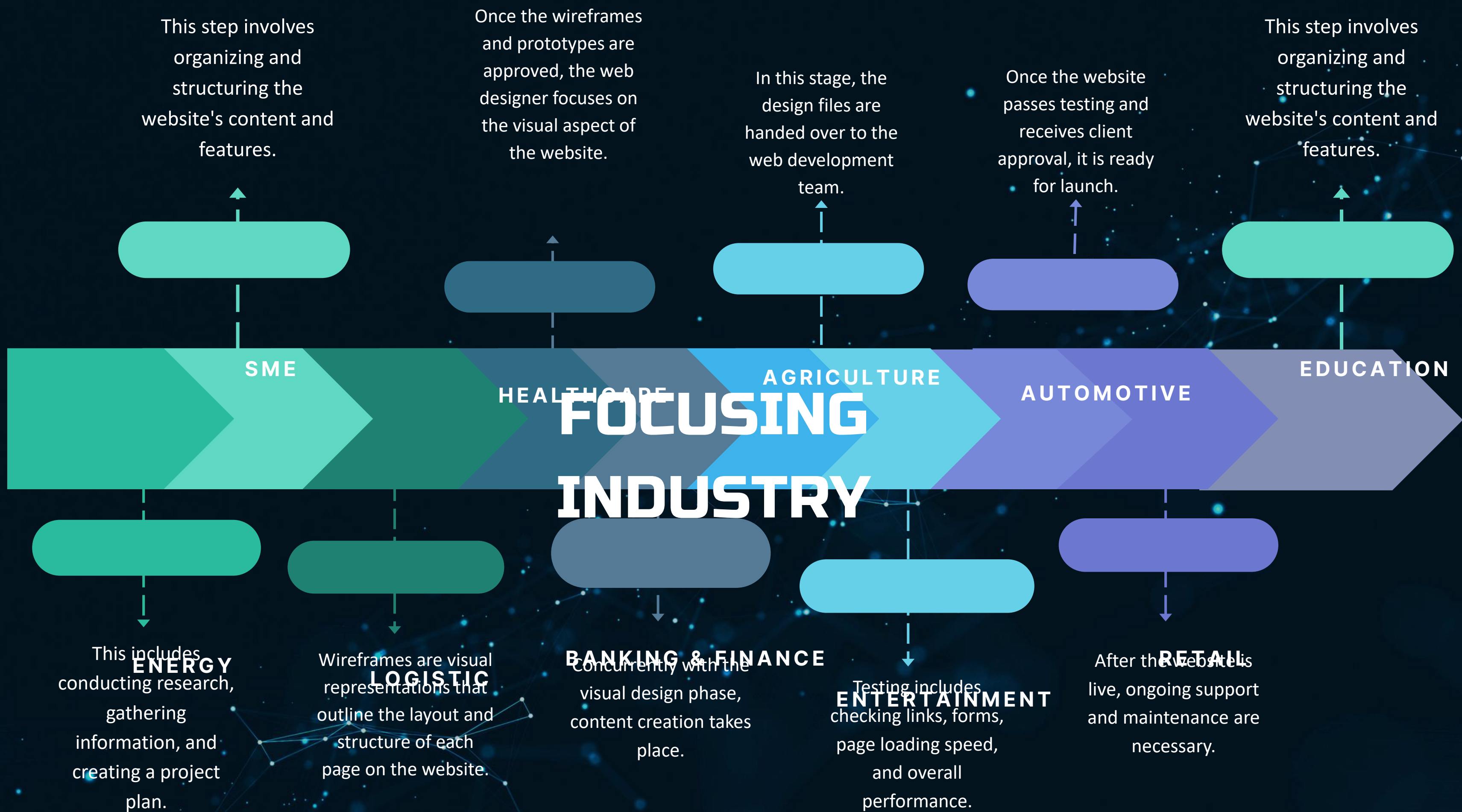| |
|---|
| **OVERVIEW: WHY 5G IS DFFERENT THAN 4G** |
| Official commentary From KKD, MCMC, CYBERSECURITY, DNB |
| **Enterprise Solutions** |
| How 5G can support the industries to transform towards their dgital needs |
| **Beyond Mobility** |
| 5G is not just for mobile but M2M.,IOT, Autonomous and the future |
| Bring awareness and raise the adoption level in line with the governments directive |

Focus Sectors

- As the main area for 5G rollout will be the enterprise sector BusinessToday 5G: Beyond Mobility Supplement will specifically focus on this area. Among the sectors will be:

- Public Sector
- Manufacturing: MNC., SME, MSMe
- Automotive: EV, EV Charging, Assembly
- Agriculture: IOT, Remote sensing, Drone
- Finance: Mobile banking, cybersecurity
- Healthcare: telemedicine, remote diagnosis
- Education: VR, XVR learning
- Energy: Green Adoption, Remote Sensing
- Logistics: high volume data transfer
- Retail, entertainment and much more

Commentary From Industry Experts

- 5G Impact on Malaysian Industries: Frost And Sullivan
- Security Concerns in 5G: Cybersecurity Malaysia CEO
- Digital Transformation With 5G: MITI Minister Tengku Zafrul
- Elevating Malaysia's Industries With Digitalisation: MATRADE CEO
- Telco's To Play a Pivotal Role In 5G: MCMC Chairman
- Economic Impact of 5G in 2024: Analysts, industry, experts, academicians
- Are We Ready For 5G?: SME Association, SME Corp, MFA, Halal Development Corp, Pernas
- Digital Funding, How to Use Them: MDEC, Mranti, Cradle, MITI, MIDA

FOCUSING INDUSTRY

This step involves organizing and structuring the website's content and features.

Once the wireframes and prototypes are approved, the web designer focuses on the visual aspect of the website.

In this stage, the design files are handed over to the web development team.

Once the website passes testing and receives client approval, it is ready for launch.

This step involves organizing and structuring the website's content and features.

SME

HEALTHCARE

AGRICULTURE

AUTOMOTIVE

EDUCATION

This includes conducting research, gathering information, and creating a project plan.

ENERGY

Wireframes are visual representations that outline the layout and structure of each page on the website.

LOGISTIC

Concurrently with the visual design phase, content creation takes place.

BANKING & FINANCE

Testing includes checking links, forms, page loading speed, and overall performance.

ENTERTAINMENT

After the website is live, ongoing support and maintenance are necessary.

RETAIL

WHO SHOULD TAKE PART

Financial Service providers for SME	Technology players in the IR 4.0 transformation	Financial providers
Service providers	Gov Agencies	Solution providers
Telcos	Drone and New tech	5G vendors

CONTENT DISTRIBUTION

1,300,000

The Special Supplement will be distributed in the following areas:

Ministries & PARTNERS

KETSA, MITI, JPN, MOSTI, KKM, KKMM, MAF, MEDAC

BT DIGITAL PLATFORM

WEBSITE, FACEBOOK, LINKEDIN, TWITTER
1,136,000

NEWSLETTER

30,000 HIGH NET WORTH EMAIL SUBSRIBERS

PRINT + E-EDITION

111,360

Special Segment for 5G BEYOND MOBILITY
Segment will be pinned 1 month
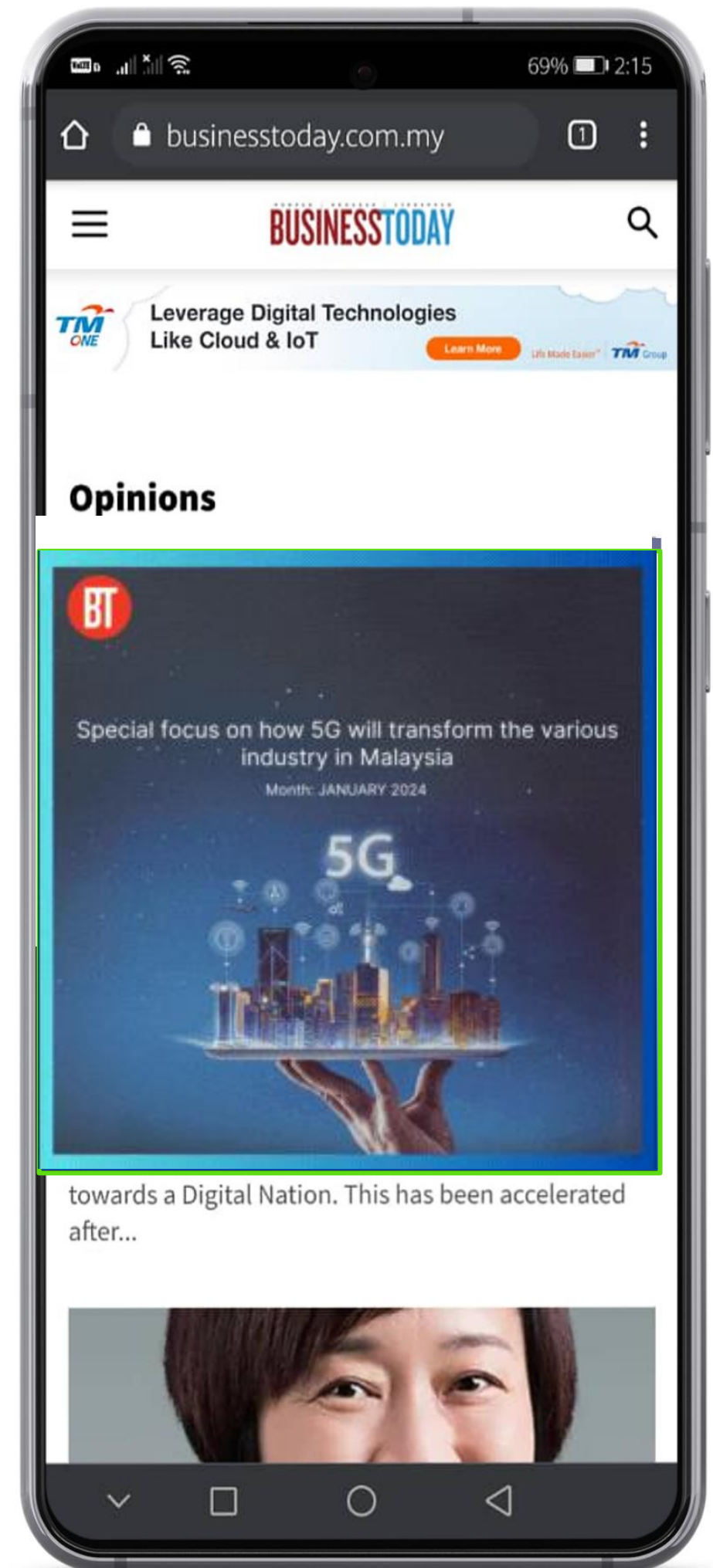
Desktop view
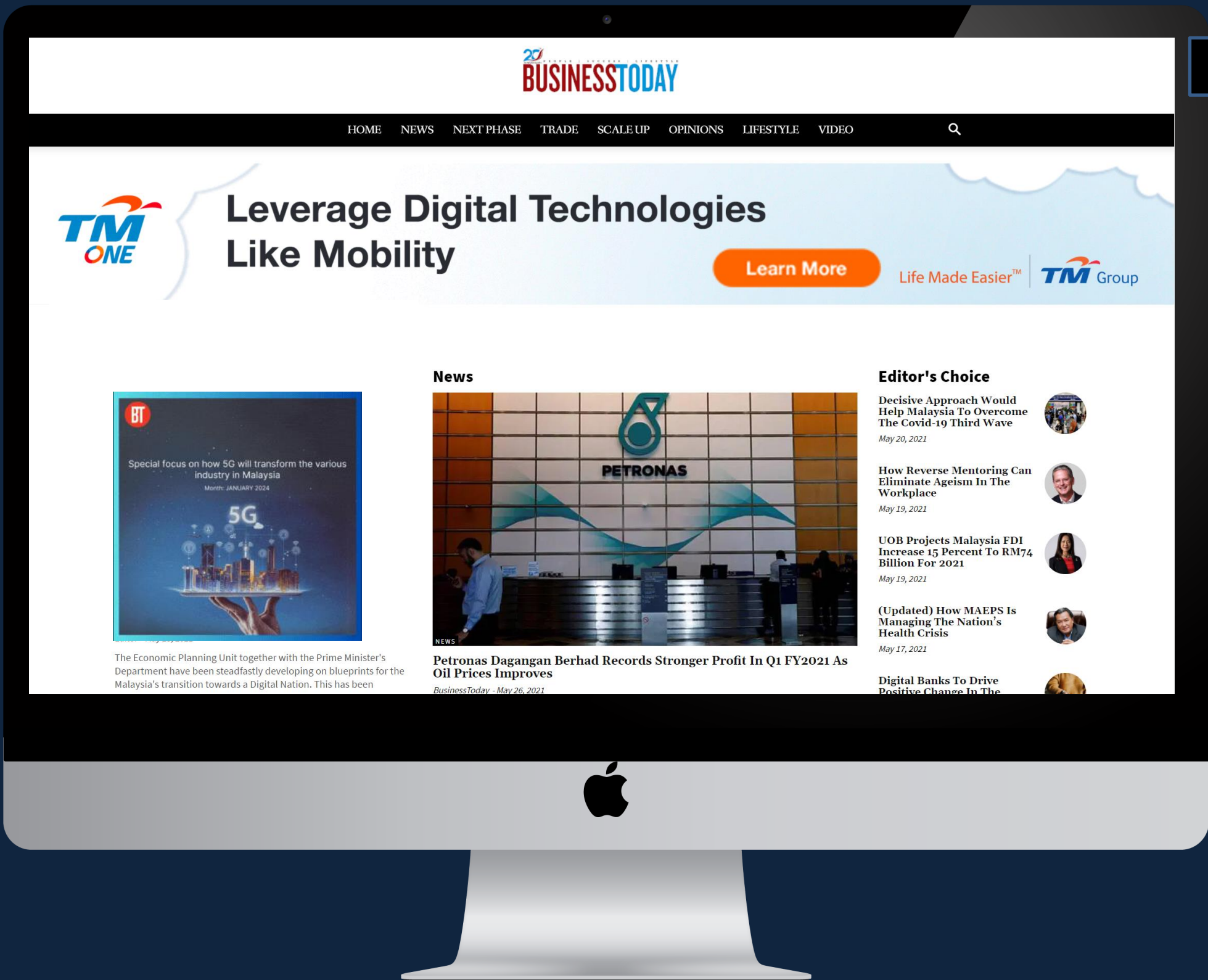
WEEKLY NEWSLETTER

Database: 30,000

Monday- Highlight Feature

Open Rate: Average 45%

PAST CAMPAIGN
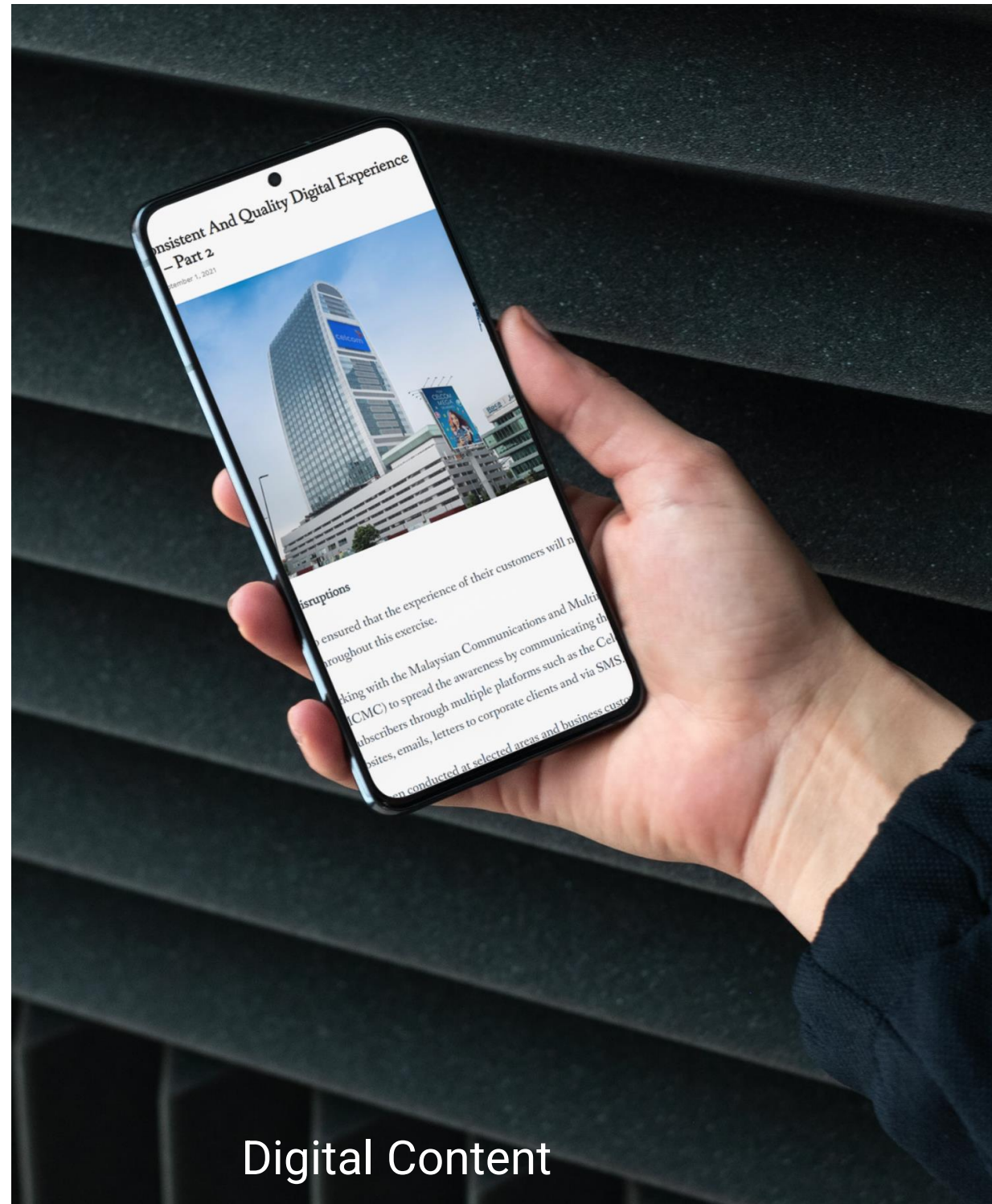
Digital Content

MEDIA PACKAGE

PACKAGE OPTION

01 — RM35,000 MEDIA PACKAGE

COVER STORY
DIGITAL AND PRINT
FORMAT: INTERVIEW

Digital
1. 1 Editorial content in Digital Platforms, Website & Social media (interview or submitted materials)
Word Count max: 1600

Print
1. Cover Position in Special Focus
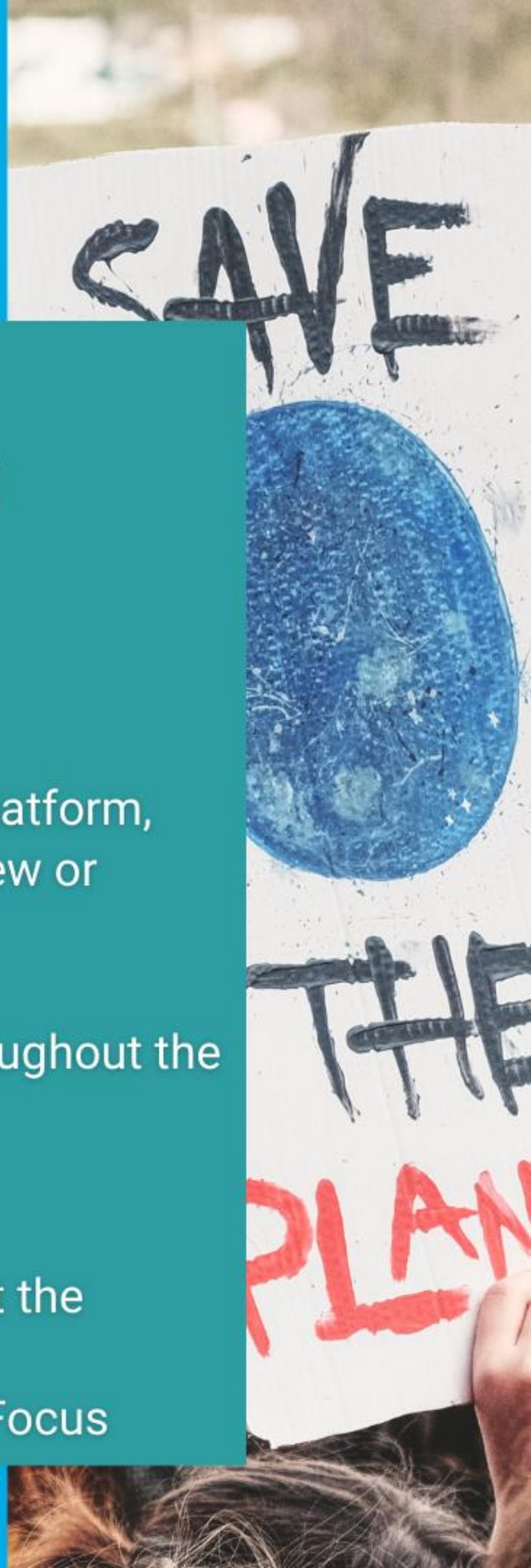2. 4 editorial pages in Special Focus

02 — RM30,000 MEDIA PACKAGE

SEGMENT SPONSOR
DIGITAL AND PRINT

Digital
1.1 Editorial content in Digital Platform, Website & Social media (interview or submitted materials)
Word Count max: 1200
2. Island ads or banner ads throughout the editorial content x4

Print
1. Bottom Panel Ads throughout the editorial content x 4
2. 3x editorial pages in Special Focus

PACKAGE OPTION

03 RM20,000 MEDIA PACKAGE

**PREMIUM POSITION
DIGITAL AND PRINT**

Digital
1. Editorial content in Digital Platform, Website & Social media (interview or submitted materials)
Word Count: 1200

Print
1. Outside back cover (OBC) Position in Special Focus
2. 3x editorial pages in Special Focus
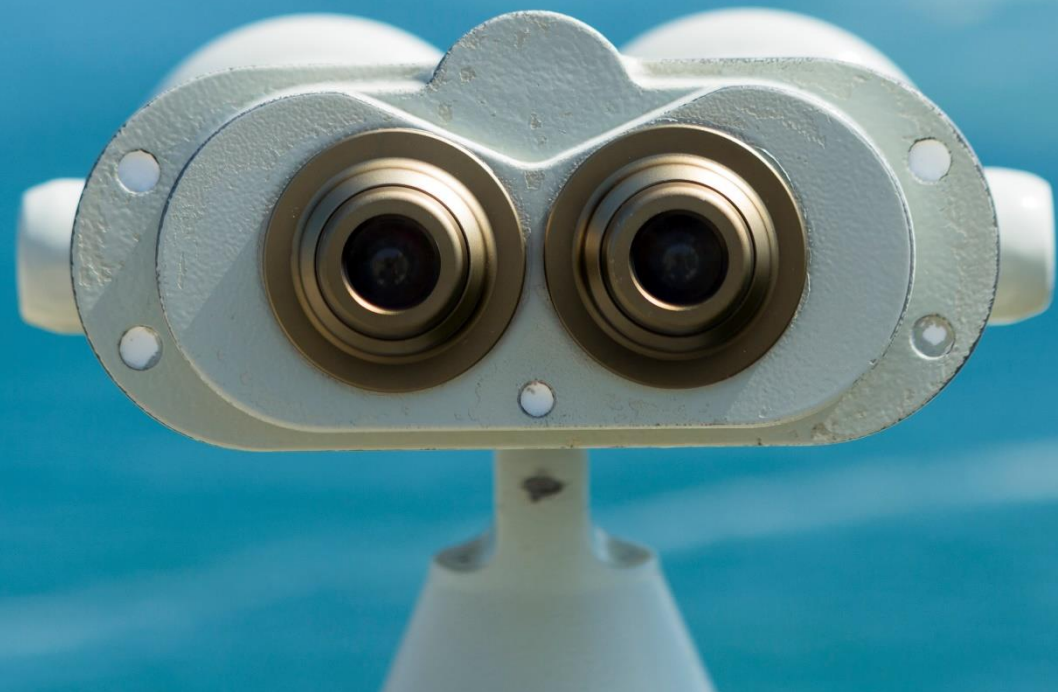
04 RM12,000 MEDIA PACKAGE

DIGITAL AND PRINT

Digital
1. Editorial content in Digital Platform, Website & Social media (submitted materials)
Word Count: 800

Print
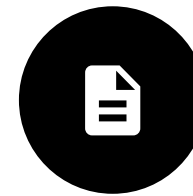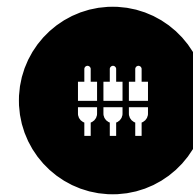1. 2x editorial pages in Special Focus

Do you have any questions?

BY REACH PUBLISHING

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