

*BUSINESS TIMES, December 2007*

## **Qtelmedia expects to maintain revenue growth** by Hamisah Hamid

QTELMEDIA (M) Sdn Bhd, a content network company, is confident of maintaining 25 per cent monthly revenue growth in 2007.

The company, which commenced operations in March this year, plans to double its investment in Malaysia next year.

Chief executive officer Sinead O'Sullivan said Qtelmedia's investment in Malaysia so far has been in the "eight-figure" range, declining to disclose specifics.

She said Qtelmedia Malaysia's revenue will be driven by new mobile TV content developed for local mobile phone operators as well as partnerships with mobile operators in other Asia Pacific countries.

"For 2007, we expect quite substantial growth in mobile TV as mobile phone penetration increases."

"Since October this year, the take up rate of [mobile TV] services is superb," she told the press after Qtelmedia Malaysia's media tour and briefing in Cyberjaya yesterday.

The Multimedia Super Corridor-status Qtelmedia Malaysia is an Asian hub for Dublin-based Qtelmedia Group Ltd.

Sinead said experts at the company's data centre and back-end operations in Malaysia configure and develop content for the company's clients in Asia-Pacific countries.

Qtelmedia's technology enables the company to reduce the size of live TV and live event content from content providers worldwide received via its satellite and fibre receiver networks in Cyberjaya. The content is then edited into clips, which are delivered to mobile operators.

Sinead said Qtelmedia Malaysia is providing mobile TV content to mobile operators Maxis and DiGi.

The company is currently in discussion with Celcom and MiTV for the provision of mobile TV content.