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Qtelmedia to double investment next year



CYBERJAYA: Ireland-based content network company Qtelmedia Group Ltd plans to double its multi-million ringgit investment in Malaysia next year, chief executive officer Sinead O'Sullivan said.

"We have invested an eight-figure amount since March and we are going to double it next year" she told a media briefing yesterday.

Qtelmedia formed a local unit, Qtelmedia (M) Sdn. Bhd, in March which is also its hub for Asia. The company was recently awarded MSC status.

Through the local unit, Qtelmedia is making forays into neighboring countries like Singapore, Indonesia, the Philippines, Bangladesh and Pakistan.

O'Sullivan said the additional outlay was in line with Qtelmedia aggressive expansion both for Malaysia as well as its operations abroad, propelled by strong demand for mobile TV.

Qtelmedia provides a secure platform for the delivery of live television, video clips and value-add services to mobile operators, allowing the latter's subscribers to view live and on-demand content not only on 3G but also on 2.5G handsets with general packet radio services (GPRS) or enhanced data rate for GSM evolution (EDGE) capability.

The company has to date signed on DiGi.Com Bhd and Maxis Communications Bhd to provide the operators with mobile TV content.

Qtelmedia receives live TV and live events content from content providers worldwide via its satellite and fibre receiver networks facilities in Cyberjaya. These will then be reduced in size, edited into one-minute or 90-second clips, and delivered to mobile operators.

O'Sullivan said the mobile operators were in dire need of value-added and compelling content to generate more revenue.

Since the company's official launch in October, Qtelmedia Malaysia's revenue has been growing at 25% monthly.

"We expect to sign up Celcom and pay-TV operator MiTV soon," O'Sullivan added.