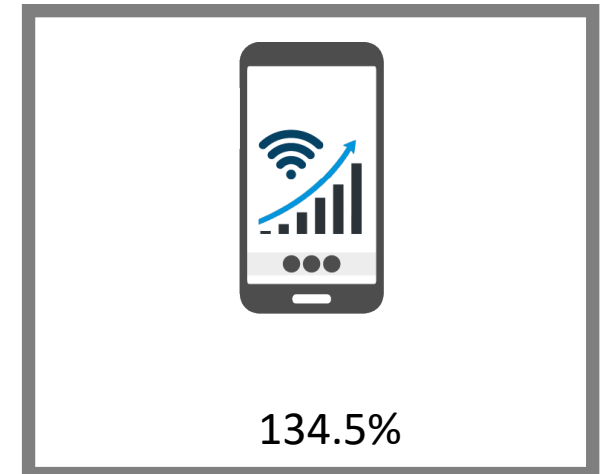
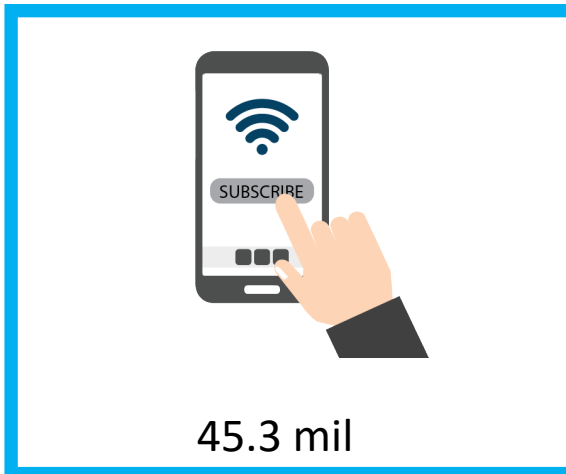
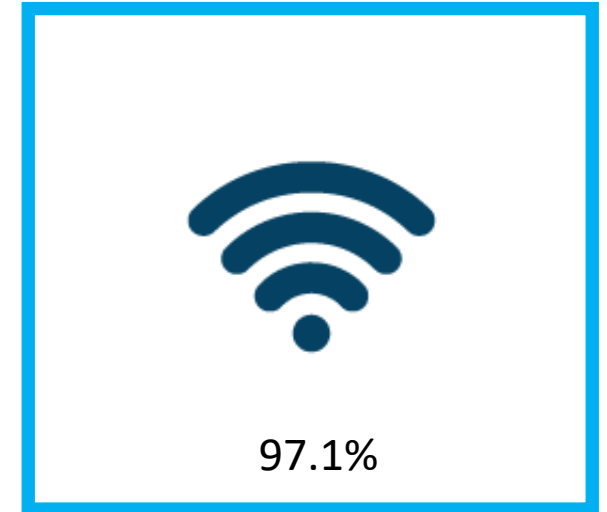
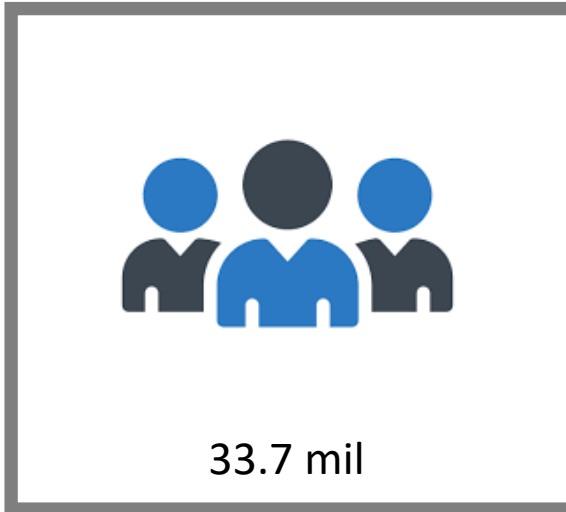
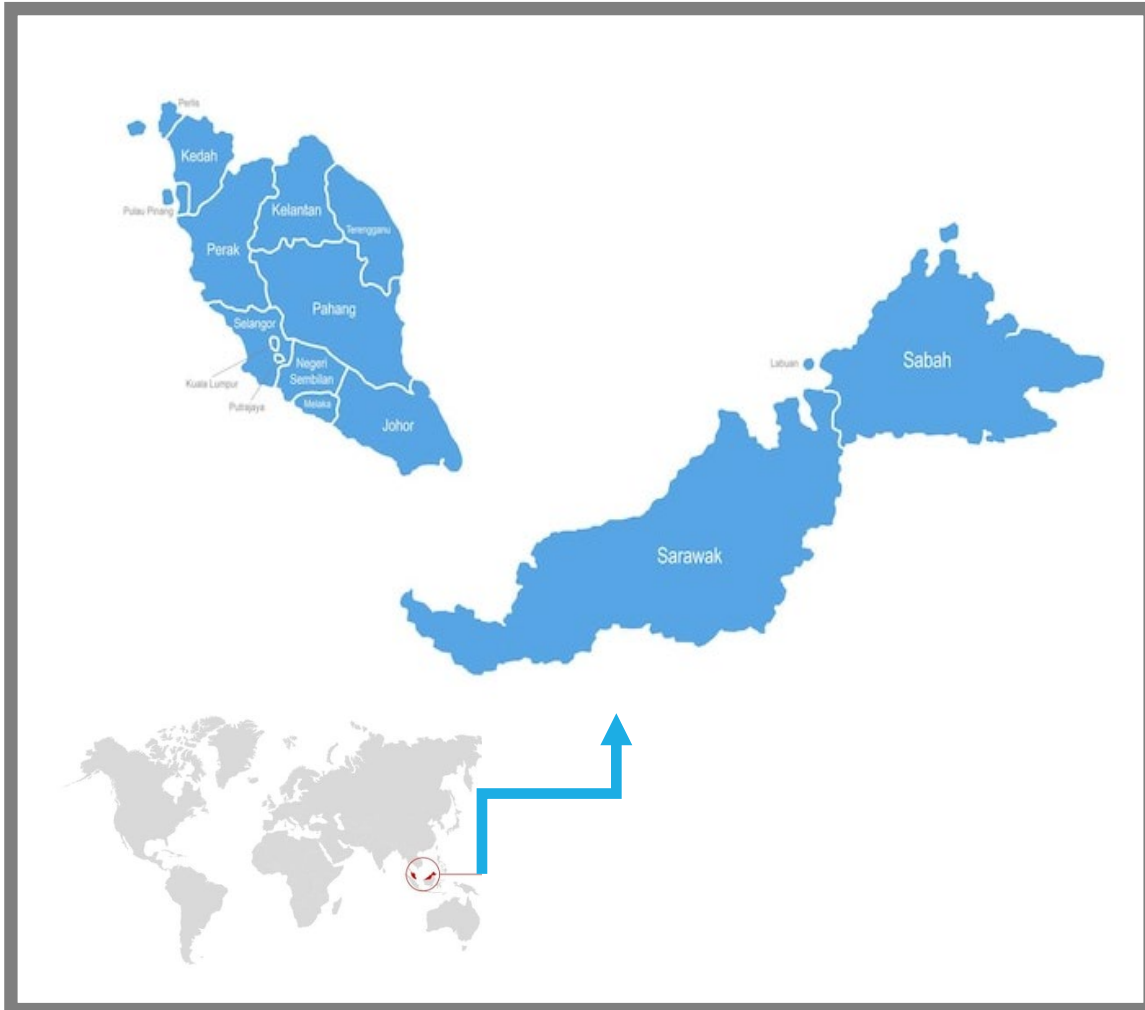




MALAYSIA:
UNLOCKING THE POTENTIAL OF MOBILE PHONE DATA (MPD)
FOR OFFICIAL STATISTICS
Webinar – Africa Regional Hub

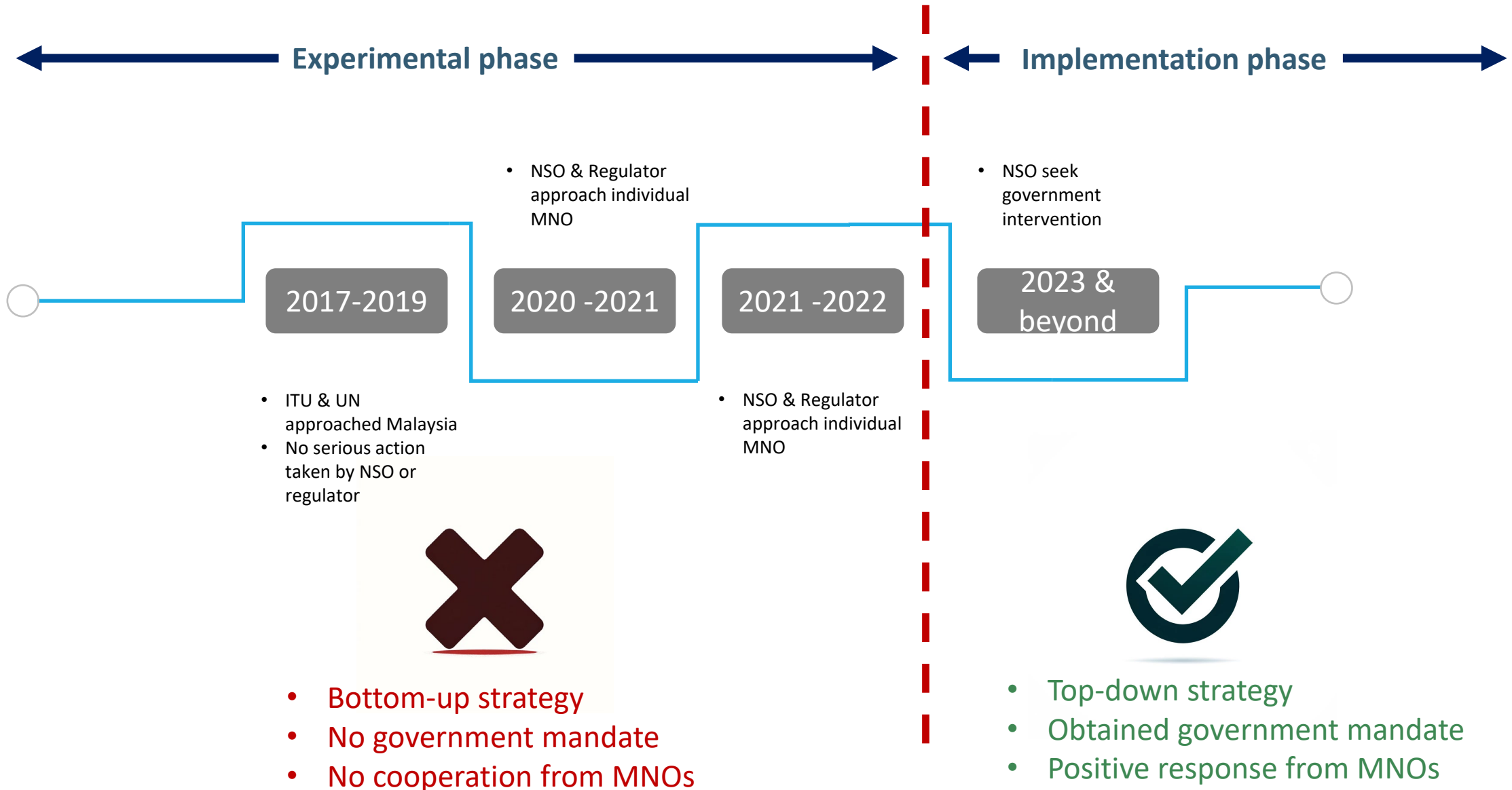
16 May 2024

Mobile Broadband in Malaysia: Key Statistics at a Glance

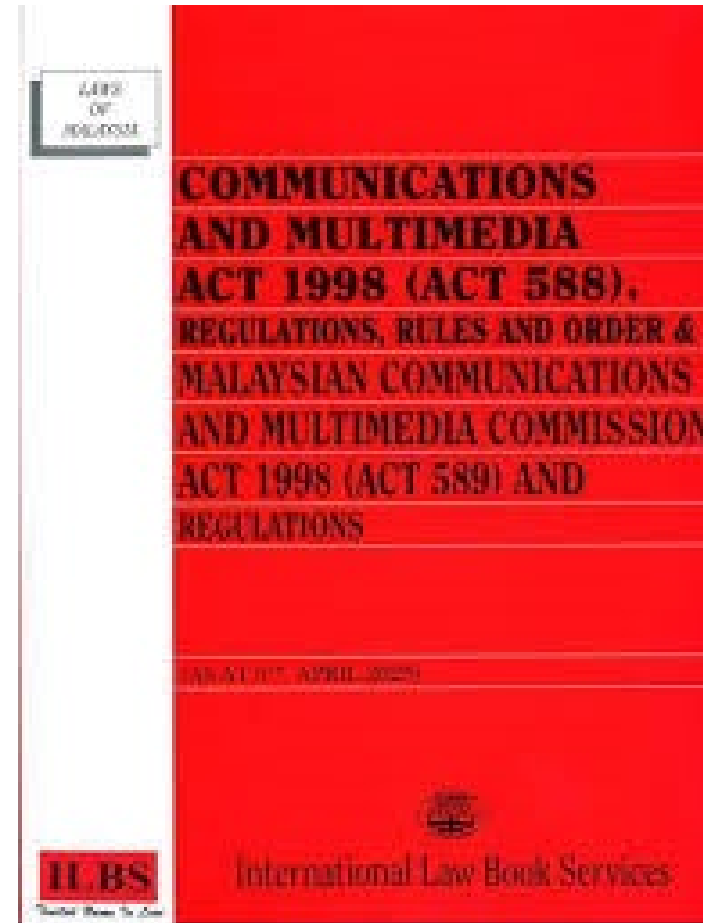


Note:
Data as at 4Q 2023
Population icon Freepik

MPD Journey in Malaysia: The Key Milestone



Legal Framework Relating to MPD Implementation in Malaysia (1/2)



Legal Framework Relating to MPD Implementation in Malaysia (2/2)

Source of Power to Collect MPD from Service Providers

- **Section 73 of the CMA 1998**, subject to the fulfilment of one of the following circumstances under paragraphs 73(1)(a) or (b) of the CMA 1998
- Section 73 of the CMA 1998 **requires the issuance of a Commission Direction under section 51 of the CMA 1998**

Source of Power to Share MPD to other Agencies

- Sharing of MPD with other agencies is seen as being subject to the prohibition under **subsection 80(3) of the CMA 1998** whereby the Commission may only share the MPD with other agencies if the MPD is non-confidential in nature.
- MPD-sharing arrangement should not entail any imposition of fees noting that the same is not in line with the powers and functions of the Commission under **section 16 of the MCMCA 1998**.

Interworking arrangement with other authorities

- Sharing of MPD may also as part of interworking arrangement with other authorities in Malaysia under **subsection 269(1) of the CMA 1998**:
 - **Ministerial Direction on Interworking with Other Authorities, Direction No. 4 of 2001 (“MD No. 4 of 2001”); and**
 - **Variation to the Ministerial Direction on Interworking with Other Authorities (Direction No. 4 of 2001), Direction No. 1 of 2022 (“MD No. 1 of 2022”)**.
- As for the appropriate legal instruments to govern the relationship between the Commission and other agencies, **the same is dependent on the intention of the parties, as well as any potential binding obligations and financial implications in the collaboration.**

Should anonymous data be considered as Personal Data?

- **According to Section 4 of Act 709**, *“personal data” means any information in respect of commercial transactions, which—is recorded as part of a relevant filing system or with the intention that it should form part of a relevant filing system that relates directly or indirectly to a data subject, who is identified or identifiable from that information or from that and other information in the possession of a data user*
- Based on the definition above, **anonymous data cannot be interpreted as personal data** if the information or data is unable to directly identify the individual data subject. Hence, **anonymous data are not applicable under Act 709**.

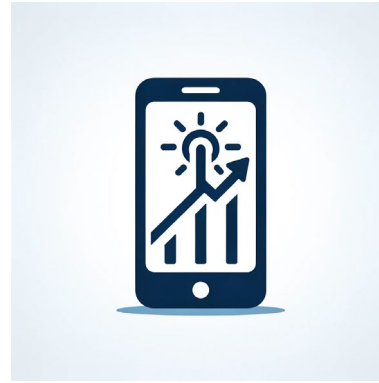
Addressing Concerns of MNOs: Navigating the Challenges MPD in Malaysia



Privacy and Confidentiality



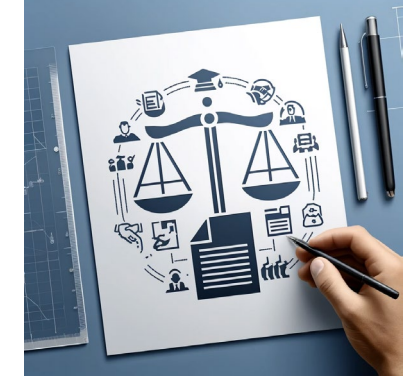
Data Security



Competitive Advantage



Data Misuse



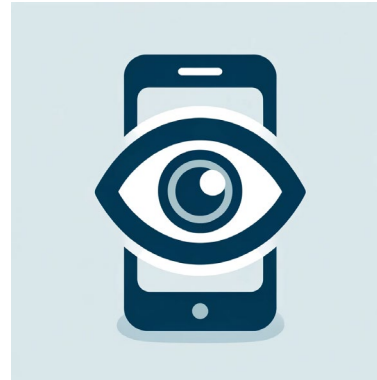
Compliance and Legal Issues



Cost and Resources



Data Quality and Accuracy



Transparency and Accountability

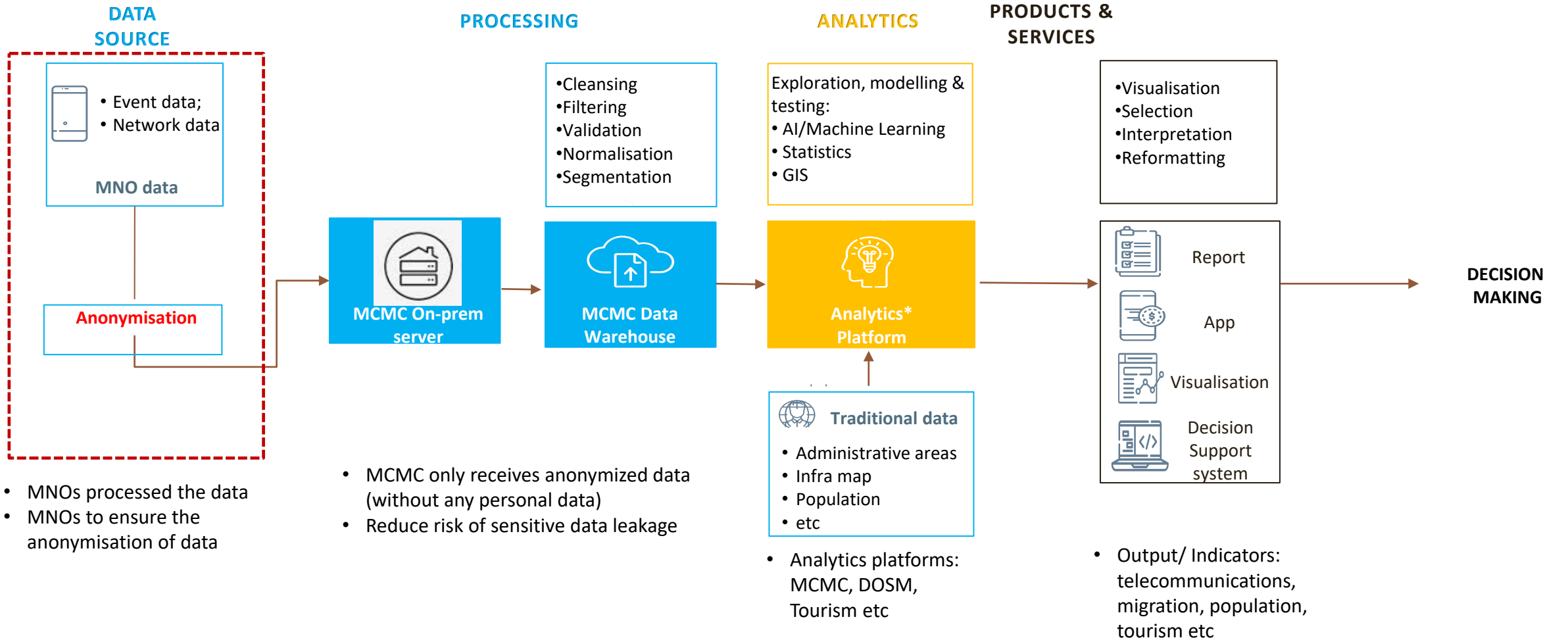
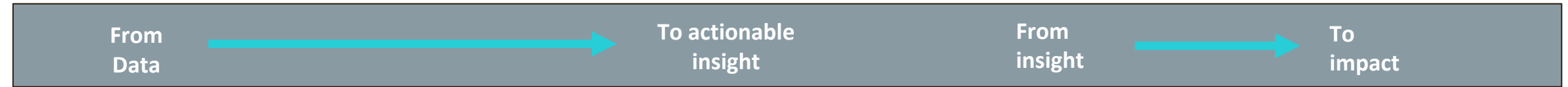


Impact on Consumer Trust

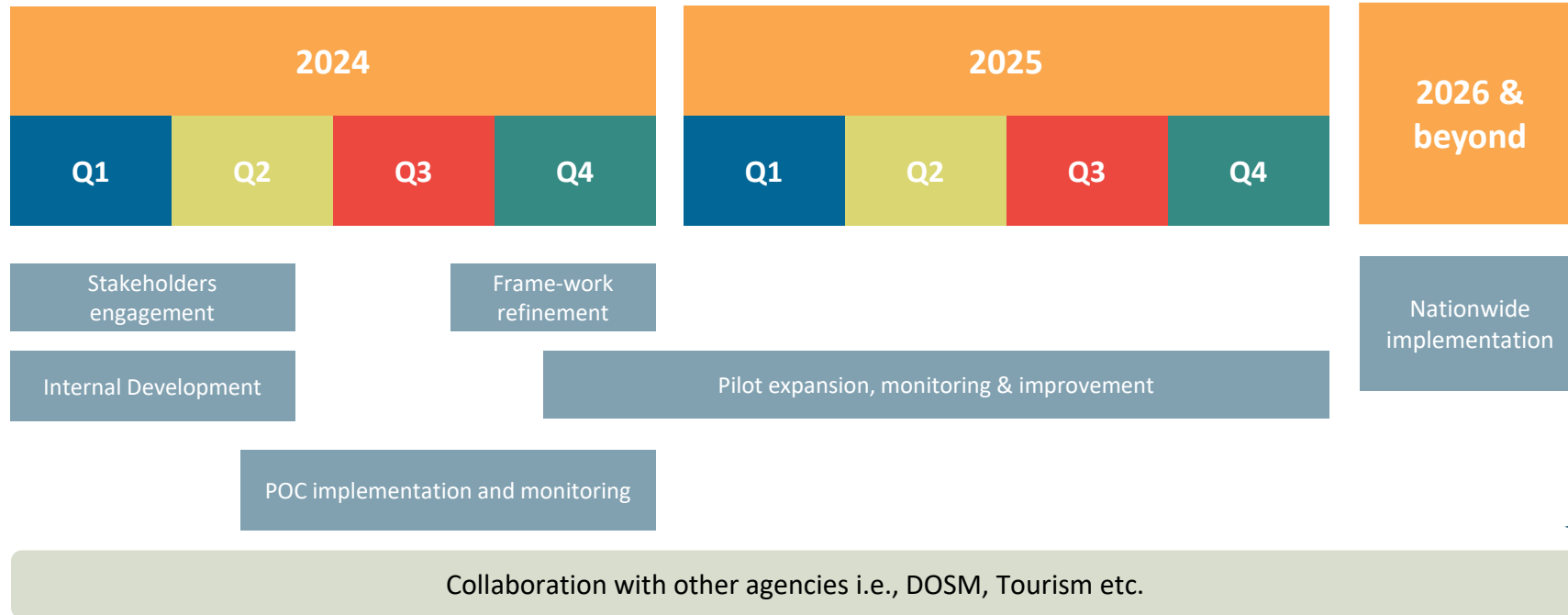


Scope and Scale of Data Requests

Implementation Model will Anonymise & Aggregate MPD Data



Action Plan Towards Implementation of MPD in Malaysia



Key Results:

MCMC	Other Agencies
<ol style="list-style-type: none"> 1. Mobile broadband subscriptions, penetration rates, coverage and traffic for a given mukim, district, DUN & parliament 2. Active mobile device 3. Movement pattern 	<ol style="list-style-type: none"> 1. Official statistics for (among others): <ol style="list-style-type: none"> i. population migration ii. tourism

CONCLUSION

1. **Government Mandate:** Essential for driving MPD implementation, emphasizing the importance of treating it as a national project.
2. **Regulator-MNO Relationship:** Approach MNOs in a friendly manner as a regulator, addressing their concerns in a convincing way to foster cooperation. Treat them as partner.
3. **Collaboration with NSO:** Partnership with the NSO is crucial, regulator and NSO on the same page
4. **Consulting ITU:** Leverage ITU's expertise to guide project standards, frameworks, and best practices, enhancing the project's credibility and technical robustness.
5. **Infrastructure Readiness:** Ensure the end-to-end system infrastructure is robust and scalable to support the demands of MPD implementation effectively.
6. **Building Capacity:** Develop internal knowledge and technical capacity to manage and analyze MPD, ensuring sustainable and competent handling of data.
7. **Learning from Success Stories:** Establish good relationships with countries that have successfully implemented MPD to learn from their experiences and best practices.
8. **Phased Implementation:** Approach the MPD rollout in phases, evaluating the feasibility and success of each phase before advancing, to manage risks and enhance adaptability.



THANK YOU