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Title

**Effective Content Management And Delivery Methods Using Open Access Strategy**

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Existing content delivery strategies by incumbent service providers in Malaysia suppress new innovative value-added services as it eliminates opportunities for open partnership between network operators and third-party service providers. This creates a high barrier of entry of delivering new services that will substantially address the demand pull from wanting subscribers. This research examines elements of process innovation that contributes to improving broadband content delivery quality and addresses the demand pull for high quality contents by TV and broadband subscribers in Malaysia. Process innovation in the content delivery strategies impacting current business model of high speed broadband service delivery in Malaysia will be analyzed. This involves exploring contributing factors that affect the broadband and broadcast service providers' Quality of Service (QoS) and the subscriber Quality of User

Viewing Experience (QoE). This research analyzes the quality of the existing service delivery, reviewing the various content delivery methods and analyzing the Open Access network policies that advocates the participation of multiple service providers. This research also reviews the different types of multi-play services to subscribers which liberate them from proprietary contents and services. The cross section, ex post facto, formal empirical study involved interviewing 232 respondents whom are subscribers of the present broadband and broadcast service providers in the Klang Valley. The statistical analysis includes factor analysis, descriptive statistics, and frequencies, Cronbach Alpha Coefficient, Eigen values, Pearson's correlation, t-test and One-way ANOVA tests and multiple regression using enter method. The main findings of the study are: Implementing Fiber to the Home network with Open Access Policy will substantially improve the subscribers Quality of viewing experience and the service providers' quality of service delivery; successful Implementation of Open Access Policy in a high speed broadband environment in Malaysia requires incorporating a set of effective content delivery strategies and improving existing services by introducing elements of subscriber preference properties; these delivery strategies include incorporation of value-added services, content management and personalization and integrating current services into the open system environment and quality of existing services includes incorporating subscriber preference level of current services. The research study is concluded by listing known limitations and recommending future research.