



**CONSERVATORY OF MUSIC
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**MUF655
RESEARCH PROJECT**

**THE IMPACTS OF POOR INTERNET COVERAGE AMONG
ORGANISERS AND AUDIENCES OF VIRTUAL EVENTS IN
MALAYSIA**

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ABSTRACT

The purpose of this study is to investigate the impact of poor internet coverage among organisers and audiences of virtual events in Malaysia. This study will try to understand the current state of internet coverage and speed among virtual event organisers and consumers and to provide solutions or suggestions based on research or experiences from other countries or regions to improve the virtual events in Malaysia. Specifically, this research will be focused on how internet coverage affects the virtual event organisers and consumers. In addition, this study will also cover how experiences relate to the solution of internet coverage problems during virtual live events. Briefly, this research is important to make both organisers and audiences aware of their involvement in virtual events that can make both sides satisfied.

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