

THE TREND AND PROSPECTS
OF
SATELLITE PAY TV

BY

Mohd Azmir Bin Ibrahim
(99348281)

April 2002

ACKNOWLEDGEMENT

I am grateful to Allah for his blessing and guidance throughout my study at University Technology MARA (UiTM) for the successful completion of Master of Science in Information Management. I wish to thank my En. Sohaimi Zakaria for his kind assistance, advice and patience for my busy schedule throughout the course of preparation of this paper and also to my colleague Encik Zamri Baharom and Puan Thuraiya Mohd Zaiyad at ASTRO.

My deepest and heartfelt gratitude to my beloved mother who never give up on me, my family, my mother in-law, my wife's family and to my wife Noraidah Hamzah who had given me tremendous encouragement and inspiration all these years. I love you.

Also to my beloved sons Faris Iman and Zarif Iman that I am blessed to have them and I pray to Allah that my children will achieve their academic achievement to the highest possible so as they will be able to contribute to the nation building to achieve Malaysian vision 2020.

LIST OF CONTENTS

	Page
Acknowledgement	I
List of Contents	ii
Abstract	iii
 CHAPTER	
1.0 Introduction	1
1.1 Historical Background of Conventional Television And TV Satellite (ASTRO) in Malaysia	 2
1.2 History of Satellite Television	9
1.3 Trend and Prospects in Broadcasting from Author Viewpoint	 10
1.4 Problem Statements	11
1.5 Significance of The Study	12

ABSTRACT

The Broadcasting sector has shown tremendous growth in the technology of analogue to digitalization. The trend has given Malaysia the first ever Satellite Pay TV known as ASTRO. The station has opened up an opportunity and prospects to the advertising industry and the local production to market their products to the International market as ASTRO targeted 30 millions viewers in Asia Pacific regional in the future. This new trend of technology also offers the viewers to do Internet, banking and business transactions with the DTU at their home.

Ruling government in the European countries also supporting the transformation from analogue to digital and currently Pay TV station can afford to have rights to exclusive programs. The cost down line to the subscribers.

Viewers are willing to pay at any expenses to in order for them to received better quality pictures and great programs.

There are other issues on whether the programs can be accepted by the culture of certain countries and might influence the youth.

As we are moving into 21st century viewers has to adapt to the current changes of trend in the broadcasting sector and for people in the business world must take advantage of the opportunity offered by this new technology in the broadcasting industry.

CHAPTER 1

1.0 Introduction.

We have seen the development and progress in the Television industry in Malaysia over the past few years. The development of TV industry in Malaysia was full of implications on politics and social development. The introduction of the 2nd channel in 1969 and the color TV ten years after, are the starting point of early progress of the TV industry in Malaysia.

In 1984 came TV3, a private owned company with no financial backup from the government which had to rely on advertisements and sponsorships. They became successful and it showed that the private TV station are capable and can rely on sponsors. It gives a healthy competition to RTM at that time and obviously it showed the increment on profit from the advertisement of the sponsors. The viewers still need more than what TV3 offers as an alternative to RTM. In 1995 Malaysia launched their first satellite to orbit called MEASAT 1 and in 1996 Malaysia's first Satellite Pay TV was launched. It offers the viewers 26 channels and 16-radio channels.

However the birth of ASTRO is not widely welcomed especially by the opposition parties. They argued that bad cultural influence from the west might affect the younger generation of Malaysia.