



DiGi tunes in to youth market to boost revenue

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DIGI.COM Bhd, the country's third largest mobile operator, has launched a new mobile music services to boost its average revenue per user (Arpu) as well as its market share in the youth segment.

The company's postpaid and prepaid Arpu has been declining for three consecutive quarters as customers cut down on phone calls and text messages.

The new mobile music service, called DiGi Music Unlimited, allows customers to download unlimited amount of songs at a fixed-rate of RM5 a month. Currently, most mobile users need to pay for each song that they download from operators' music portal.

The move is mainly targeted at the youth market where DiGi currently has a 27 per cent share. The company aims to secure 33 per cent share of the youth mar-



ket over the long term.

"With over 50 per cent of the Malaysian population made up of youth (15 to 24 years old), this segment is an important and growing market for DiGi.

"We are planning to grow our current market share of 27 per cent, with an ambition to capture a third of the youth segment," said head of product and segment marketing Albern Murty, without giving a time-line on when it hopes to achieve the one-third youth target.

The company also hopes to grow mobile data usage among its customers.

In a saturated market, mobile operators are trying to encourage its customers

to use the mobile phone for more than just making phone calls and sending text messages.

"For this mobile music service, yes, the data charges are suppressed, so there are no mobile data revenue. But, what we are looking at is that the customers will get the know-how on doing downloads on various technologies, such as EDGE and GPRS, using their mobile phones.

"Once they are familiar with this, they will go and try other services, such as going into the Internet," he said.

DiGi's second-quarter mobile data revenue fell by 5 per cent, against the first quarter.

A DiGi Music Unlimited customer gets to download unlimited amount of digital rights management (DRM) or copy-protected songs. A DRM or copy-protected song is made in a format which cannot be transferred to a third party.