



# DiGi to expand market share

## It expects new service to boost share in youth cellular market to 33%

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**PETALING JAYA:** Cellular operator DiGi Telecommunications Sdn Bhd (DiGi), which currently has about 27% share of the youth cellular market, expects its new service – DiGi Music Unlimited – to boost that market share to 33%, a senior company official said.

“We are aggressively trying to capture this market share of 33% as soon as possible,” said Albern Murty, DiGi’s head of products and segment marketing, adding that the company had not set a time frame to meet the target.

DiGi’s total share of the cellular market in Malaysia is also about 27% with about 7.2 million subscribers.

“With over 50% of the Malaysian population in the youth bracket, it is an important and growing market for DiGi,” he told reporters after the launch of DiGi’s Music Unlimited offering yesterday.

Murty said for RM5 each month, DiGi subscribers could download unlimited songs to their mobile phones from half a million tracks.

DiGi customers who sign up for the DiGi Music Unlimited membership before November can also enjoy free access to the company’s portal’s music library for the first 30 days.

Moreover, customers can download five additional free songs each month and they can be transferred to other devices or shared via Bluetooth with friends.

Murty said the company’s revolutionary approach to bringing music at a relatively cheap cost to everyone was only made possible with

the understanding and collaboration of DiGi’s partners, Universal Music and Sony Music.

“We are continually looking to find ways to add value to our customers needs,” he said, adding that many of the innovations made by DiGi were targeted at specific groups with a certain lifestyle.

Sony Music managing director Adrian Lim said the new DiGi music platform not only allowed youths to enjoy music legally for a small sum, but would enable them to be invited to exclusive showcases, fly-away contests and special events.

“It will bring a new meaning to total entertainment networking experience, which is very much a part of their lives,” he said.

For details of DiGi Music Unlimited’s music download services, visit [www.DiGiMusic.com.my](http://www.DiGiMusic.com.my)

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SONY MUSIC MD ADRIAN LIM



**The Star**  
**13/08/2009**  
**Page: 6**  
**Business & Finance**  
**By: Danny Yap**  
**Region: Malaysia**  
**Circulation: 309181**  
**Type: Malaysia - English Newspapers**  
**Size: 321.58 sq.cms**  
**Frequency: MTWTFS**



Back row (from left): Adrian Lim, Albern Murty, DiGi head of segment marketing Koay Chee Keong and Universal Music senior vice-president (Asean) and vice-president (digital) Sandy Monteiro with DiGi employees after the launch