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## DiGi banks on music to grow youth market

**KUALA LUMPUR:** DiGi Telecommunications Sdn Bhd, in a strategic move to capture a bigger share of the youth segment, yesterday introduced the DiGi Music Unlimited's web and mobile music service.

Head of Products and Segment Marketing Albern Murty said the new service provided DiGi a compelling platform to make greater inroads into the youth market.

"With over 50% of the Malaysian population made up of youths, this segment is an important and growing market for DiGi," he told reporters here after launching DiGi Music Unlimited.

Murty said DiGi, which enjoyed a 27% market share, was planning to capture one third of the youth segment market.

"We have built a strong affinity with this segment over the years and we look to create even more relevance by leveraging off the appeal of music which is a big part of their lives," Murty said.

He added that DiGi Music Unlimited was about providing customers a holistic social music experience that would shape the future of music consumption in this country.

"It is a perfect example of delivering our value proposition of relevance through music, ease of use through accessibility via mobile phone and personal computer, all for RM5 per month.

Murty said DiGi Music Unlimited customers would pay no data charges for browsing and downloads when they visit the website nor would they be charged for sharing playlists and tracks with friends via Short Message Service (SMS), e-mail and social networks.

DiGi's revenue in the last five years more than doubled to approximately RM4.8 billion and DiGi's customer base as of June 30, 2009 stood at 7.2 million.

DiGi is a wholly-owned subsidiary of DiGi.Com Bhd, which is listed on Bursa Malaysia Securities Bhd. - Bernama