EXPLORING THE MOBILE CONTENT MARKET IN MALAYSIA

Tan Shiang-Yen\textsuperscript{a}, Wan Mohd Nazmee Wan Zainon\textsuperscript{a}, Mohd Azam Osman\textsuperscript{a}, Abdullah Sani Alwi\textsuperscript{b}

\textsuperscript{a}School of Computer Sciences
Universiti Sains Malaysia
11800 USM Penang, Malaysia

\textsuperscript{b}Strategy Department & Creative Industrial Policy
MSC Malaysia
63000 Cyber Jaya, Selangor, Malaysia

Abstract

The purpose of this paper is to identify possible business model and marketing strategies for mobile content developers in Malaysia. This study takes two approaches to look into the research problem, demand side investigation which involves end-consumers and supplier side investigation which involves supplier of mobile contents. The combination of the two approaches provides a comprehensive discussion and understanding regarding the mobile content market. Furthermore, this study examines the attitude of consumers toward mobile marketing that provides a sense of the feasibility and effectiveness of mobile marketing in Malaysia.