



KEMENTERIAN KOMUNIKASI
DAN MULTIMEDIA MALAYSIA

Keynote Address

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Minister of Communications and Multimedia

Launch of DAMsmart Asia Centre of Excellence

DAMsmart Asia Sdn Bhd,

Bangunan Pan Global, Petaling Jaya

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SALUTATIONS

Mr Clifford Bebb

Deputy Director of Department for International Trade

British High Commission

Mr Daniel Havas

Senior Trade & Investment Commissioner

Australian High Commission

Mr Danyal Hamidon

Australian Trade and Investment Commission

Dato' Hans Isaac

Chairman, FINAS

Pn. Nor Yahati binti Awang

Director General (Broadcast) KKMM

Mr. Joseph Kelly

CEO of DAMsmart Asia Sdn Bhd

Mr. Tony Taylor

Chairman of TransMedia Dynamics

Mr. Tim Creswell

CEO of Silver Trak Digital

Members of the media

Ladies and gentlemen.

Good morning.

1. Firstly, thank you for inviting me to witness the signing of the Memorandum of Understanding between DAMsmart of Australia, TransMedia Dynamics of UK & Silvertrak of Australia, and to launch the DAMsmart Asia Centre of Excellence here today.
2. I wish to congratulate the consortium for bringing world-class expertise and technology into Malaysia, and to thank them for having confidence in and making Kuala Lumpur the hub for their Asian media services as part of its global strategy and vision. I am pleased to note too that this collaboration is expected to create up to 200 technology jobs.
3. The digitisation of magnetic tapes and other tape-based formats is of paramount importance particularly if these audio-visual recordings are of national value. I am told that there is a deadline for the digitisation, which is 2025. Tapes that are not digitised by then may be lost forever.
4. I am well aware that considerable resources are required to ensure all surviving tape-based media is digitised and managed

for long-term digital storage and access. Failing that, we will lose a significant part of Malaysia's public memory.

5. There is definitely an urgent need to preserve our audio-visual history in order to create value and benefit for all Malaysians and for our future generations. We may need to formulate a national framework for the digitisation of film & audio-visual collections, which can be through a collaborative approach involving all stakeholders, such as the federal and state governments, national organisations, non-governmental and non-profit bodies, research/learning institutions as well as the private sector.
6. I am pleased to see this collaborative effort take off, as it will enable and ease the processes involving digital preservation, long-term access, digital archiving, digital curation, institutional repositories, and digital records management for our country.
7. This also means that the government and its agencies, as well as private sector businesses don't need to send valuable national, private or corporate archives overseas for processing, as all these can be done right here in Malaysia.
8. In fact, Malaysia should aim to become the one-stop centre for digital transformation for the region as the digitisation mass

volumes of physical assets can now be done in a short period of time, as well as other related services using AI-based engines.

9. I was also informed that these three companies are aggregating media services work back into Malaysia from other South East Asian countries thus creating additional jobs in the media sector.
10. This will help create a local workforce with skills in digitisation and restoration of valuable national archives and other important archives, as well as skills in content management, quality control, and provision of content for new delivery platforms. This certainly bodes well for our local economy as we take on and tackle the challenges of the digital era and IR 4.0.
11. The digitalisation process brings with it a whole host of other benefits. Apart from preserving our audio-visual heritage and history, it will create knowledge. As more content becomes digitalised, it will be accessible to not only Malaysians but international audiences. It will also protect our country's investment. Rendering them discoverable and accessible offers a tangible return on this investment and expand monetisation options.
12. This digitalisation move will also allow the creation of new content, making available a treasure trove of images and sounds of the past will likely inspire creators of new works and encourage

entrepreneurs to bring on new dissemination models and explore revenue outcomes.

13. With this strategic collaboration in the skills, resources and wealth of experience contributed by all three companies, I hope Malaysia can lead the way in creating widespread digital access to our audio-visual collections, and make waves within the industry not just regionally but globally as well.
14. With that, I thank you once again for the honour to officiate this occasion, and have a good day.