

TIMETM

March 2022 | Monthly Report



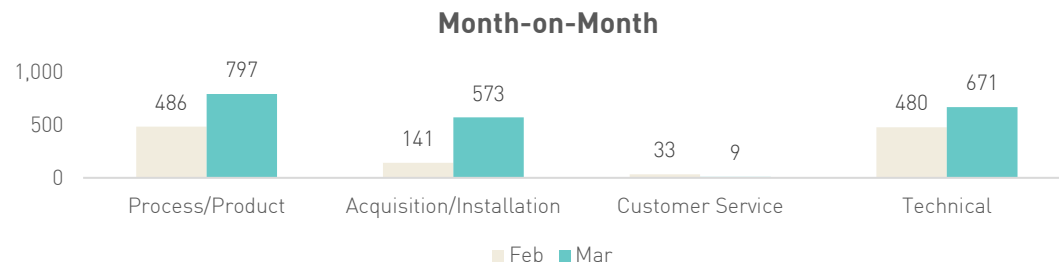
TIME Overview

TIME Overview

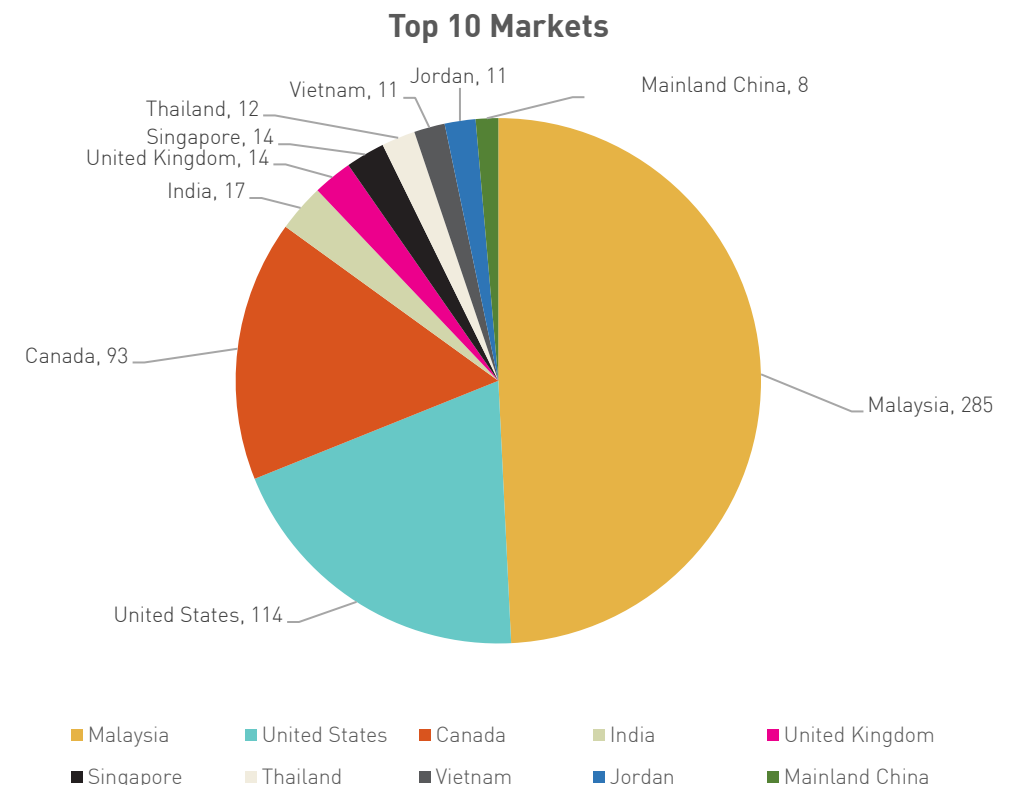
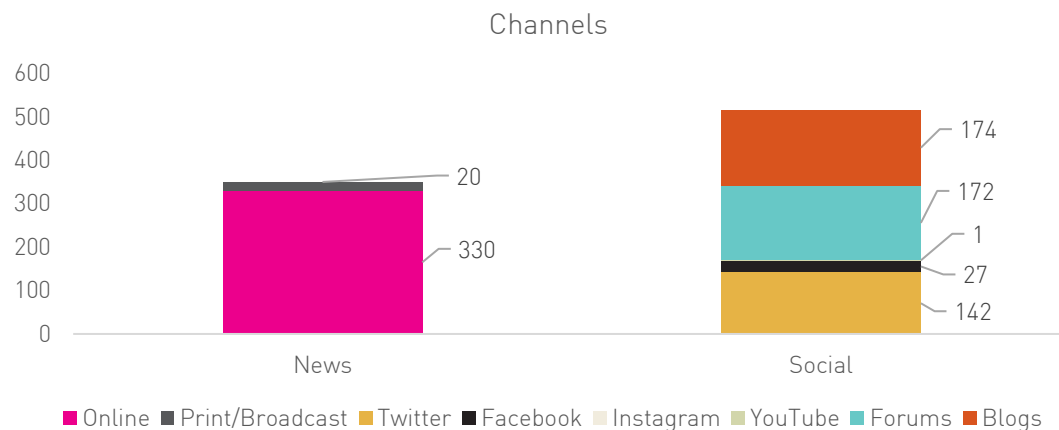
In March 2022, Process/Product continued to be the most mentioned topic across news and social media, followed closely by Technical. Fortinet, a global leader in broad, integrated and automated cybersecurity solutions, announced that **TIME** has added Secure SD-WAN to their managed service portfolios. This made up most of the news coverage for **TIME**.

TIME's social media mentions were mainly on blogs and forum threads which discussed a variety of topics on the brand, including questions and feedback posed regarding **TIME**'s products and services. Notably, there was a blogpost that reviewed TIME's broadband plan. The blogger said that she was satisfied with TIME and that she would recommend it to everyone. Her post garnered a range of comments from netizens who found her review to be useful and comprehensive. Across all markets, Malaysia had the highest total volume of news articles and social media mentions in March 2022. For news, 8.9% of **TIME**'s news coverage were from top tier* sources, while 91.1% were from non-top tier sources.

Among its competitors, Celcom had the highest volume of news articles and social media mentions, followed by Maxis, Telekom Malaysia and **TIME**. Similar to **TIME**, the topics on Process/Product and Technical had the most mentions across news and social media amongst **TIME**'s competitors. Also similar to **TIME**, a significant portion of Telekom Malaysia's social media mentions were from blogs while a substantial portion of Celcom and Maxis' mentions were from Twitter.



Note: Chart only reflects articles/mentions/posts that fall within the topic categories



Note: Chart includes news articles and social media mentions

TIME & AIMS LinkedIn Performance


LinkedIn*

TIME

Followers

February	56,978
Week 1	57,192
Week 2	57,414
Week 3	57,589
Week 4	57,763
Week 5	57,887

Top Performing Content by Engagement on LinkedIn



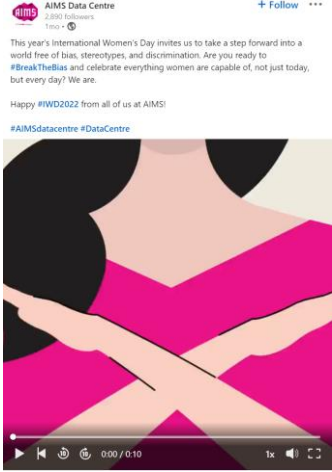
Post Engagement Rate: 51.46%

AIMS Data Centre

Followers

February	2,686
Week 1	2,734
Week 2	2,757
Week 3	2,774
Week 4	2,781
Week 5	2,799

Top Performing Content by Engagement on LinkedIn

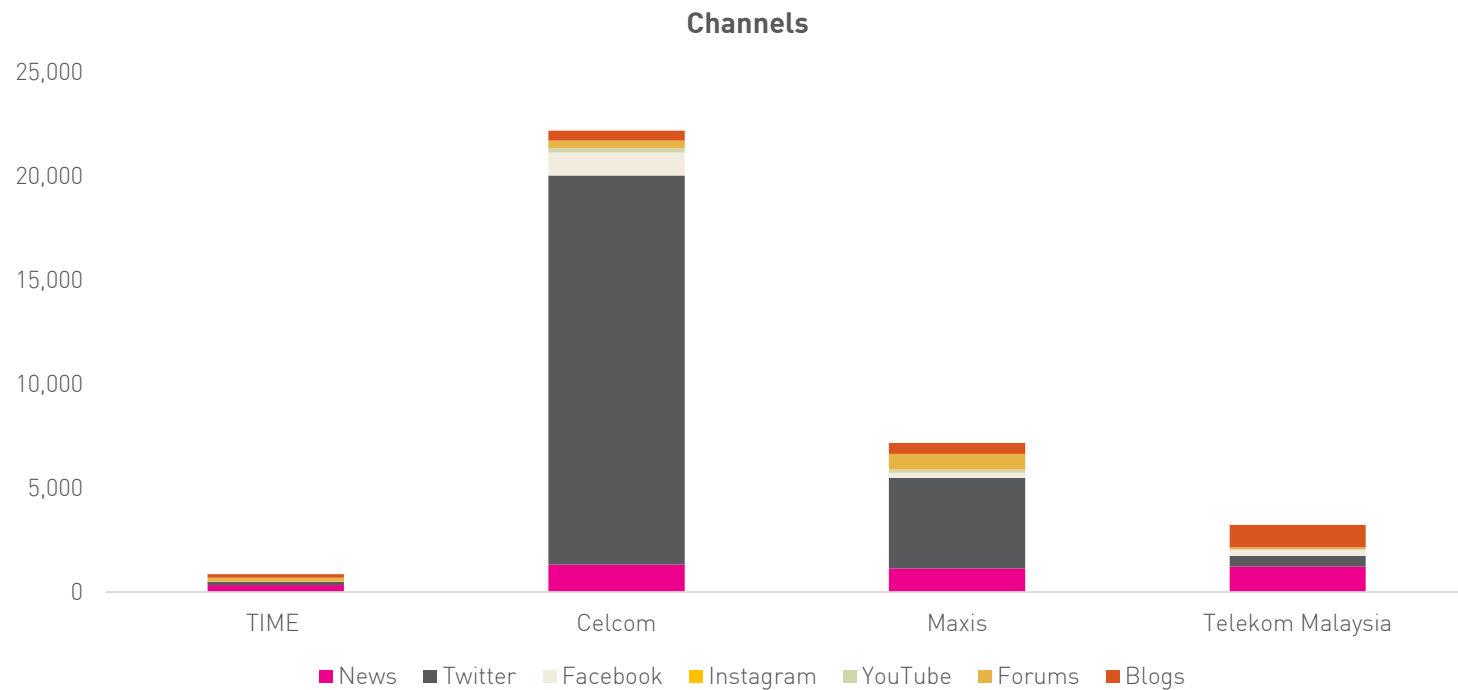
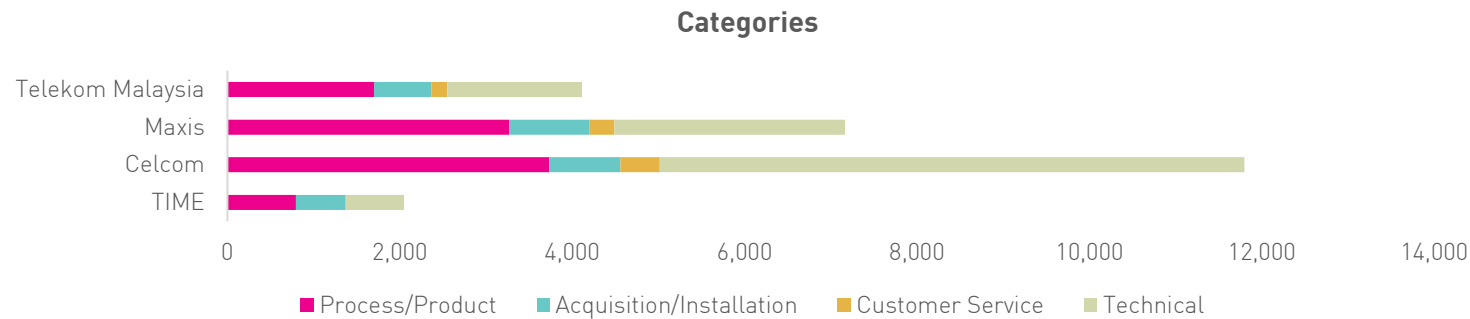


Post Engagement Rate: 2.12%



Competitors Benchmarking

Competitors Benchmarking – Volume*



	TIME	Celcom	Maxis	Telekom Malaysia
Process/Product	797	3,737	3,268	1,701
Acquisition/Installation	573	823	934	664
Customer Service	9	458	288	185
Technical	671	6,783	2,676	1,566

	TIME	Celcom	Maxis	Telekom Malaysia
News	350	1,323	1,138	1,244
Twitter	142	18,726	4,358	495
Facebook	27	1,112	244	305
Instagram	-	-	-	-
YouTube	1	205	163	21
Forums	172	356	745	95
Blogs	174	474	530	1,070

Competitors Benchmarking – Sentiment*

Key Highlights

TIME

Top story for TIME: Fortinet Expands Global Secure SD-WAN Presence with New Service Provider Partnerships

Fortinet, a global leader in broad, integrated and automated cybersecurity solutions, on 16 March announced that five new service providers, including TIME, have added Fortinet Secure SD-WAN to their managed service portfolios. “In short, what we have done is integrate TIME’s high-quality service with Fortinet’s industry-leading technology, delivering the most robust and secure SD-WAN solution in the Malaysian market,” said Kit Au, Executive Vice President of Enterprise Business at TIME.

COMPETITORS

Top story for Competitors:

- ① **Celcom:** Malawi - Telecoms, Mobile and Broadband - Statistics and Analyses
- ② **Maxis:** Malaysia - Telecoms, Mobile and Broadband - Statistics and Analyses
- ③ **Telekom Malaysia:** Streaming Video Alliance Members Ateame, Broadpeak, Orange, Vecima, and Telefonica Are First to Demonstrate Open Caching Interoperability in 2022 Through Testing Against the SVA Open Caching API Testbed

	Twitter			Facebook			Instagram			YouTube		
	Positive	Negative	Neutral	Positive	Negative	Neutral	Positive	Negative	Neutral	Positive	Negative	Neutral
TIME	21	1	117	26	-	1	-	-	-	-	-	-
	15.1%	0.7%	84.2%	96.3%	-	3.7%	-	-	-	-	-	-
Celcom	10,234	1,784	6,300	497	384	212	-	-	-	37	10	-
	55.9%	9.7%	34.4%	45.5%	35.1%	19.4%	-	-	-	78.7%	21.3%	-
Maxis	560	1,699	2,062	31	62	145	-	-	-	-	7	-
	13.0%	39.3%	47.7%	13.0%	26.1%	60.9%	-	-	-	-	100.0%	-
Telekom Malaysia	77	66	350	71	119	108	-	-	-	1	1	-
	15.6%	13.4%	71.0%	23.8%	39.9%	36.2%	-	-	-	50.0%	50.0%	-

	News			Forums			Blogs		
	Positive	Negative	Neutral	Positive	Negative	Neutral	Positive	Negative	Neutral
TIME	77	4	268	1	9	142	108	3	63
	22.1%	1.1%	76.8%	0.7%	5.9%	93.4%	62.1%	1.7%	36.2%
Celcom	327	137	847	62	69	225	127	40	304
	24.9%	10.5%	64.6%	17.4%	19.4%	63.2%	27.0%	8.5%	64.5%
Maxis	363	116	643	124	120	498	124	120	498
	32.4%	10.3%	57.3%	16.7%	16.2%	67.1%	16.7%	16.2%	67.1%
Telekom Malaysia	350	138	744	15	13	67	15	13	67
	28.4%	11.2%	60.4%	15.8%	13.7%	70.5%	15.8%	13.7%	70.5%

* All mentions were retrieved from public social media pages. Sentiment tagging was system-generated through Natural Language Processing

Competitors Benchmarking – Owned Social Media Performance

		Facebook		YouTube	Top Performing Content by Engagement across all Owned Platforms
		Followers	Engagement	Followers	
TIME	February	115,589	0.018%	8,130	<u>Auntie Siow's Perfect Recipe with Kabel Besar</u> Platform: YouTube Post Reach: 8,160 Post Engagement: 1,174,179
	Week 1	115,648	0.075%	8,140	
	Week 2	115,730	0.018%	8,140	
	Week 3	115,720	0.009%	8,160	
	Week 4	115,746	0.005%	8,160	
	Week 5	115,781	0.004%	8,160	
Celcom	February	806,057	0.066%	244,000	<u>Happy birthday Lisa!</u> Platform: Twitter Post Reach: 83,927 Post Engagement: 16,526
	Week 1	806,243	0.038%	244,000	
	Week 2	806,372	0.035%	244,000	
	Week 3	806,403	0.027%	244,000	
	Week 4	806,504	0.024%	244,000	
	Week 5	806,535	0.032%	244,000	
Maxis	February	1,316,525	0.025%	99,900	<u>Spark Let's Talk: Going With What Tastes Right</u> Platform: YouTube Post Reach: 100,000 Post Engagement: 411,676
	Week 1	1,316,540	0.008%	100,000	
	Week 2	1,316,588	0.004%	100,000	
	Week 3	1,316,420	0.009%	100,000	
	Week 4	1,316,458	0.006%	100,000	
	Week 5	1,316,488	0.011%	100,000	
Telekom Malaysia	February	43,476	0.487%	48,200	<u>#TMCareCrew Menyahut Cabaran Tanpa Sebarang Diskriminasi</u> Platform: YouTube Post Reach: 48,400 Post Engagement: 801
	Week 1	43,544	0.150%	48,300	
	Week 2	43,593	0.960%	48,300	
	Week 3	43,647	0.086%	48,300	
	Week 4	43,702	0.840%	48,400	
	Week 5	43,727	0.000%	48,400	

Overall, Maxis had the lowest average engagement rate in March on [Facebook](#) (0.008%), followed by **TIME** (0.022%), Celcom (0.031%) and Telekom Malaysia (0.407%). **TIME**'s ranking is akin to the previous month, as it continues to rank second lowest in [Facebook](#) engagement rate compared to its competitors.

Although Telekom Malaysia had the lowest number of [Facebook](#) followers compared to the other brands, it continued to garner the highest engagement rate – especially in Week 2 (0.960%). Similar to the previous month, this is due to the updated profile picture that gained significant traction during that week as users took the opportunity to share about their problems with the Unifi network.

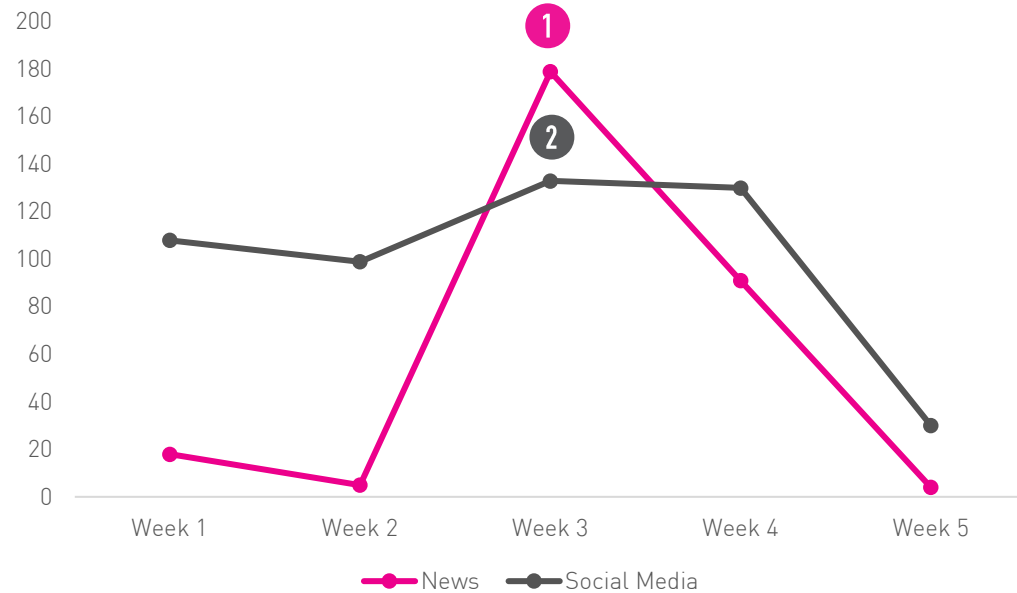
On [YouTube](#), although **TIME** had the lowest number of subscribers compared to channels of other brands, its YouTube video on popular content creator Jenn Chia (as Auntie Siow) went viral with over 1 million views. The video highlighted **TIME**'s fibre broadband offering, which could have generated interest in the company's products. However, it did little in boosting the subscriber count on **TIME**'s YouTube channel which may hint that the interest might be a one-off occurrence.

Competitors Benchmarking – Owned Social Media Performance

		Twitter		Instagram	
		Followers	Engagement	Followers	Engagement
Celcom	February	83,852	0.308%	83,045	0.033%
	Week 1	83,865	0.120%	83,091	0.000%
	Week 2	83,915	0.032%	83,132	0.000%
	Week 3	83,930	2.200%	83,210	0.000%
	Week 4	83,929	2.800%	83,280	0.000%
	Week 5	83,927	0.008%	83,315	0.000%
Maxis	February	156,211	0.000%	70,400	0.011%
	Week 1	156,330	0.000%	70,605	0.027%
	Week 2	156,458	0.000%	70,767	0.009%
	Week 3	156,549	0.000%	70,945	0.000%
	Week 4	156,620	0.000%	71,062	0.013%
	Week 5	156,637	0.085%	71,102	0.019%
Telekom Malaysia	February	7,315	1.829%	4,289	0.040%
	Week 1	7,342	0.000%	4,301	0.500%
	Week 2	7,364	0.031%	4,345	2.600%
	Week 3	7,395	0.037%	4,350	0.000%
	Week 4	7,410	0.025%	4,354	0.340%
	Week 5	7,414	0.000%	4,358	0.000%

TIME Trend Analysis

Weekly Trend – Process/Product



- 1 In Week 3, there was a spike in news coverage mainly due to reports on Fortinet, a cybersecurity solutions provider's announcement of TIME's addition of Fortinet Secure SD-WAN to its managed service portfolios. In Week 4, news coverage was mainly on the construction of four new undersea cables to help meet the network needs in Malaysia, in collaboration with TIME as a landing partner. TIME's selection of Nokia to build high resilience cross-peninsular optical network was also highly covered in Week 4.
- 2 The volume of social mentions was mainly consistent throughout the month, with a slight peak in Week 3 and 4, mainly due to a forum thread on Lowyat.net which discusses TIME's Fibre Broadband. Users in the thread had discussed a variety of topics regarding TIME's broadband, including a search for recommendations on a suitable TIME package for an upgrade and suggestions to improve coverage of the TIME 500mbps router.

Market: United Kingdom

Date of Publication: 24 March 2022

Publication: Tech Wire Asia

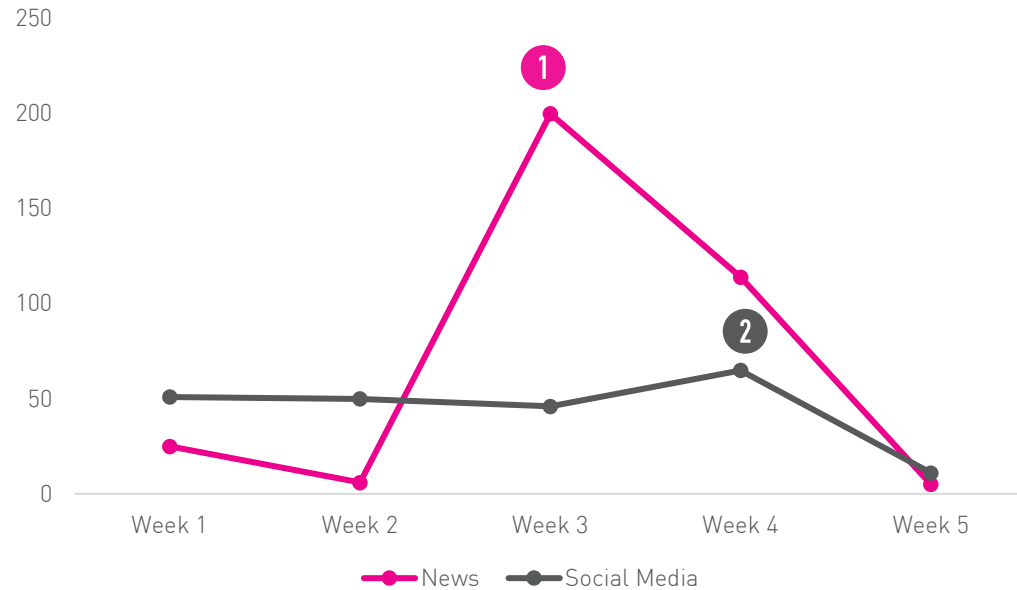
Reach: N.A

Shares: N.A

Likes: N.A

Comments: N.A

Weekly Trend – Acquisition/Installation



- 1 In Week 3, there was a spike in coverage mainly due to news articles on BuddeComm's report on Malaysia's overcrowded mobile market which is to be further rationalised with the merger of Digi and Celcom. The key companies mentioned in this report included TIME, Telekom Malaysia, Maxis, Celcom Axiata, Digi, U Mobile and Altel. Other news covered in Week 3 and 4 included coverage on TIME's selection of Nokia to build high resilience cross-peninsular optical network.
- 2 The volume of social mentions was mainly consistent throughout the month, with a slight peak in Week 4. Similar to the previous month, most mentions were on blog posts and tweets by telco dealers who promoted their registration and installation services for TIME Fibre and/or other telecommunication brands.

TMCNET NEWS

[March 18, 2022]

Malaysia - Telecoms, Mobile and Broadband - Statistics and Analyses



Sydney, March 18, 2022 (GLOBE NEWSWIRE) -- Just released, this edition of BuddeComm report outlines the latest developments and key trends in the telecoms markets. - https://www.buddecomm.com.au/Research/Malaysia-Telecoms-Mobile-and-Broadband-Statistics-and-Analyses?utm_source=GWW

The first major controversy followed the allocation of 5G spectrum to Altel – a little-known company whose owner has close ties to the ruling political party, but is (at best) only a minor player in the country's mobile market – without going through an open tender process. After a public outcry and accusations of cronyism being levelled at the government, the Communications & Multimedia Minister revoked the order and instead instructed the regulator to go back down the path of a public tender (as had originally been promised).

However, the Malaysian government has since shown that it wants to continue to play a major role in the 5G market – to a much greater extent than seen in most countries around the world. Rather than issuing spectrum and allowing the network operators to develop and deploy their own infrastructure (typically using equipment and network sharing arrangements to offset the costs), Malaysia chose to create a government-owned infrastructure provider – the Digital Nasional Berhad (DNB) – to be the sole wholesaler of all 5G access in the country.

Market:
United States

Date of Publication:
18 March 2022

Publication:
TMCNet News



@harryfederico

Replying to @nlby93

Hi, Nak pasang WiFi rumah?

Pendaftaran & Pemasangan PERCUMA.
UNIFI.
TIME Fibre.
Maxis Fibre.

Boleh WhatsApp untuk pertanyaan,
Semakan Coverage / Promosi Terkini.

wasap.my/601136666944/N...

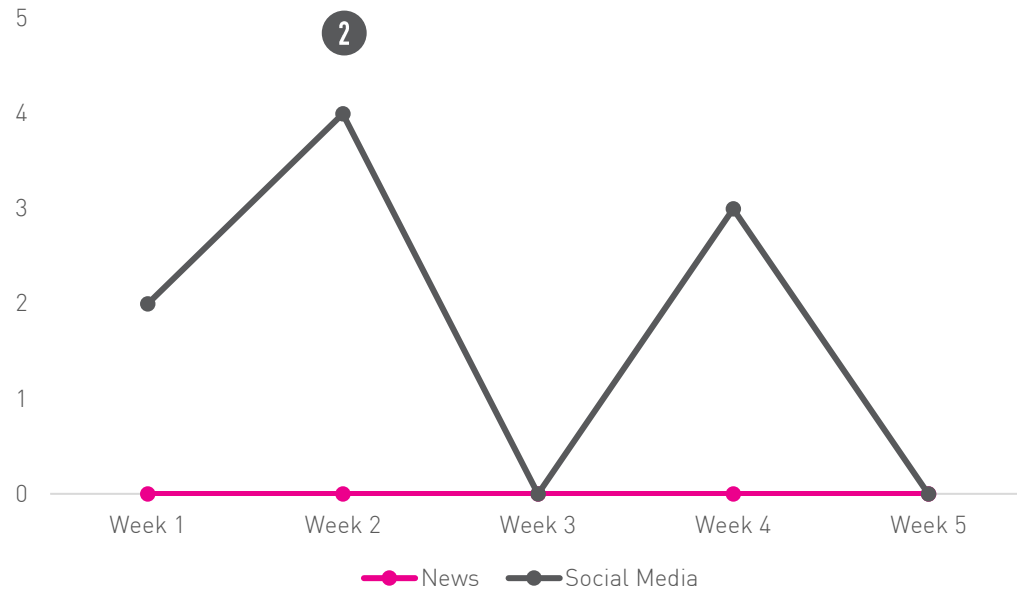
Reach: N.A

Likes: N.A

Shares: N.A

Comments: N.A

Weekly Trend – Customer Service

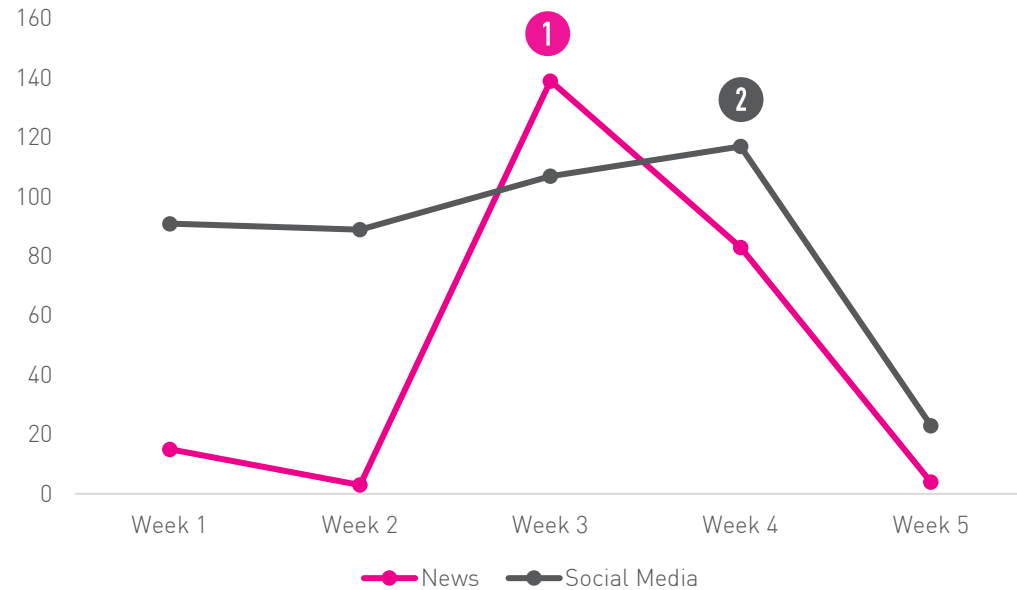


1 There were no relevant news reports on Customer Service this month.

2 In Week 2, social media mentions peaked due to TIME's contact details published on blogs. Notably, there was a mention on a forum thread on Lowyat.net which discussed TIME's Fibre Broadband. The user had highlighted that when she reached out to TIME regarding an issue with her call connection, the TIME staff tried to redirect her firmware issue to her router agent.

	
Reach: N.A	Likes: N.A
Shares: N.A	Comments: N.A

Weekly Trend – Technical



- 1 In Week 3, there was a spike in news coverage which reported that Fortinet, a global leader in broad, integrated and automated cybersecurity solutions, announced that five new service providers, including TIME dotcom, have added Fortinet Secure SD-WAN to their managed service portfolios.
- 2 The peak in social media mentions in Week 4 was mainly due to forum discussions on Lowyat.net on the Huawei router that was linked to packages offered by TIME and retweets that TIME is tapping on Nokia to build cross-peninsular optical network. Notably, a comment by a user who wanted to use her existing Huawei router instead of the one provided garnered a few responses, with some giving her suggestions on what to tell the customer service officer when she reaches out. She later expressed her frustration with the customer service officer.

	<p>Market: Canada</p>	<p>Date of Publication: 16 March 2022</p>
	<p>Publication: The Drayton Valley</p>	<p>Reach: 1,515</p> <p>Shares: N.A</p> <p>Likes: N.A</p> <p>Comments: N.A</p>

Top News by Volume

Top 10 TIME News

1. Fortinet Expands Global Secure SD-WAN Presence with New Service Provider Partnerships

Market: Canada	Publication: Drayton Valley Western Review	Date of Publication: 16 March 2022	Sentiment: Neutral
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Fortinet, a global leader in broad, integrated and automated cybersecurity solutions, on 16 March announced that five new service providers, including TIME dotcom, have added Fortinet Secure SD-WAN to their managed service portfolios. "In short, what we have done is integrate TIME's high-quality service with Fortinet's industry-leading technology, delivering the most robust and secure SD-WAN solution in the Malaysian market," said Kit Au, Executive Vice President of Enterprise Business at TIME dotcom.

2. Malaysia - Telecoms, Mobile and Broadband - Statistics and Analyses

Market: United States	Publication: Magnolia State Live	Date of Publication: 18 March 2022	Sentiment: Neutral
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The first major controversy followed the allocation of 5G spectrum to Altel – a little-known company whose owner has close ties to the ruling political party, but is (at best) only a minor player in the country's mobile market – without going through an open tender process. The BuddeComm report outlines the latest developments and key trends in the telecoms markets and key companies mentioned in this post include Telekom Malaysia, TIME dotCom, Maxis Communications, Celcom Axiata, Digi, U Mobile, Altel.

3. 飞塔信息(FTNT.US)通过新服务提供商合作伙伴关系扩大全球Secure SD-WAN

Market: Mainland China	Publication: 中金在线	Date of Publication: 17 March 2022	Sentiment: Neutral
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Fortinet, a global leader in broad, integrated and automated cybersecurity solutions, today announced five new service providers, including TIME dotcom, have added Fortinet Secure SD-WAN to their managed service portfolios. "In short, what we have done is integrate TIME's high-quality service with Fortinet's industry-leading technology, delivering the most robust and secure SD-WAN solution in the Malaysian market," said Kit Au, Executive Vice President of Enterprise Business at TIME dotcom.

4. Four new undersea cables to meet country's network needs, Dewan Negara told

Market: Malaysia	Publication: The Edge Markets	Date of Publication: 24 March 2022	Sentiment: Neutral
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Four new undersea cables are currently under construction to help meet network needs in Malaysia, the Dewan Negara was told on Thursday (March 24). Communications and Multimedia Minister Tan Sri Annuar Musa said the four cables are the Bay to Bay Express (BtoBE) Cable System by Facebook in collaboration with TIME dotCom Bhd as a landing partner in Cherating in the first quarter of 2023.

5. Empat kabel dasar laut baharu tampung keperluan rangkaian Malaysia

Market: Malaysia	Publication: Berita Harian	Date of Publication: 24 March 2022	Sentiment: Positive
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Four new undersea cables are currently under construction to help meet network needs in Malaysia, the Dewan Negara was told on Thursday (March 24). Communications and Multimedia Minister Tan Sri Annuar Musa said the four cables are the Bay to Bay Express (BtoBE) Cable System by Facebook in collaboration with TIME dotCom Bhd as a landing partner in Cherating in the first quarter of 2023.

S/N	Headline	Market	Sentiment
6	Nokia selected by TIME dotCom to build high resilience cross-peninsular optical network in Malaysia	Thailand	Neutral
7	Malaysia Is Constructing Four New Undersea Cables	Malaysia	Neutral
8	Corporate results 'headed in the right direction' as 4Q21 earnings show a slight positive trend, say analysts	Malaysia	Positive
9	Malaysia's Time Dotcom Weighs Sale of Data Centers Unit	Malaysia	Positive
10	Strategic partnerships key to global competitive advantages, says IBM Malaysia	Malaysia	Positive

Top 10 Celcom News

1. Malawi - Telecoms, Mobile and Broadband - Statistics and Analyses

Market: United States

Publication: Shaping Influence

Date of Publication: 18 March 2022

Sentiment: Neutral

Malawi Telecommunications has updated its report published last year, to outline the latest developments and key trends in the telecommunications market. The report primarily noted the economic boost to be gained if the estimated two million people in Malawai who had no access to the internet were connected, enabling them to take part in the digital economy. The report influenced the government to adopt a five-year universal services strategy, under which some 720,000 Malawians are to be connected to broadband, while 1,300 institutions will be provided with Wi-Fi. **Celcom** was one of the telecommunication companies mentioned in the report.

S/N	Headline	Market	Sentiment
2	Malaysia - Telecoms, Mobile and Broadband - Statistics and Analyses	United States	Neutral
3	Malaysia to stick with sole 5G network, offer 70% stake to telcos	Canada	Neutral
4	Malaysia's four telecoms majors to explore equity stake offer in state 5G agency	United States	Positive
5	【地评线】天府评论：“天宫课堂”为少年播散梦想种子	Mainland China	Neutral
6	揭秘“天宫课堂”第二课幕后高科技：空间站、地球之间架“鹊桥”	Mainland China	Neutral
7	揭秘太空授课背后天地通信测控网	Mainland China	Neutral
8	超宽带不再是亮点：中国工程院院士邬贺铨对6G的10点思考	Mainland China	Neutral
9	马来西亚移动运营商：强烈支持政府单一5G网络计划	Mainland China	Neutral
10	马来西亚坚持单一5G网络计划 松口运营商可参股经营实体DNB	Mainland China	Neutral

Top 10 Maxis News

1. Malaysia - Telecoms, Mobile and Broadband - Statistics and Analyses

Market: Sydney

Publication: Spoke

Date of Publication: 18 March 2022

Sentiment: Neutral

BuddeComm released a report on Malaysia's overcrowded mobile market that is to be further rationalised with the merger of Digi and Celcom. The report included the regulator's market data to September 2021, telcos' financial and operating data updates to September 2021, Telecom Maturity Index charts and analyses, assessment of the global impact of Covid-19 on the telecoms sector, and other recent market developments. **Maxis** was one of the key companies mentioned in this report.

S/N	Headline	Market	Sentiment
2	Malaysia to stick with sole 5G network, offer 70% stake to telcos	Canada	Neutral
3	Malaysia's four telecoms majors to explore equity stake offer in state 5G agency	United States	Positive
4	马来西亚移动运营商：强烈支持政府单一5G网络计划	Mainland China	Neutral
5	马来西亚坚持单一5G网络计划 松口运营商可参股经营实体DNB	Mainland China	Neutral
6	Malaysia Maintains Sole 5G Network, Offers 70% Stake to Telcos	Hong Kong	Negative
7	Malaysia Stock Market Due For Consolidation On Tuesday	United States	Positive
8	Malaysia Stock Market Predicted To Open Under Pressure	United States	Negative
9	Additional Support Expected For Malaysia Stock Market	United States	Positive
10	Soft Start Anticipated For Malaysia Stock Market	United States	Positive

Top 10 Telekom Malaysia News

1. Streaming Video Alliance Members Atime, Broadpeak, Orange, Vecima, and Telefonica Are First to Demonstrate Open Caching Interoperability in 2022 Through Testing Against the SVA Open Caching API Testbed

Market: United States

Publication: MBN Media

Date of Publication: 3 March 2022

Sentiment: Neutral

The Streaming Video Alliance (the SVA), a global technical association developing solutions to address critical challenges in delivering a high-quality video experience at scale, has achieved another industry milestone with its Open Caching Testbed Initiative. The primary challenge the testbed solves is providing a way to demonstrate interoperability, based on Open Caching APIs, between different caching systems hosted by different companies within the streaming video ecosystem: content providers, CDNs, and Network Operators (ISPs). Through the collaboration of a content owner, a CDN, and a Network Operator, the testbed demonstrates a real-world Open Caching Network. But it also provides a means for other companies, wanting to connect to an Open Caching Network, to test against APIs developed in accordance with the SVA's specifications. **Telekom Malaysia** was named as one of the members of the SVA.

S/N	Headline	Market	Sentiment
2	Streaming Video Alliance Announces New Technical Specifications From the Open Caching Working Group and Networking and Transport Working Group	United States	Neutral
3	Guinea - Telecoms, Mobile and Broadband - Statistics and Analyses	United States	Neutral
4	Malaysia - Telecoms, Mobile and Broadband - Statistics and Analyses	United States	Neutral
5	TelkomGroup Siap Gelar Kabel Laut Internasional Asia Tenggara - Eropa	Indonesia	Positive
6	TM WHOLESALE AND SWARMIO MEDIA COLLABORATE TO PROVIDE GAMING AND E-SPORT SERVICES IN ASEAN	United States	Neutral
7	中兴通讯助力马来西亚电信构建新一代承载网	Mainland China	Neutral
8	Malaysia Stock Market Predicted To Open Under Pressure	United States	Negative
9	Malaysia Stock Market Due For Consolidation On Tuesday	United States	Positive
10	Malaysia Stock Market Tipped To Open In The Green	United States	Positive

Glossary

Definitions

TIME & AIMS Data Centre

Mentions of **TIME** in the report include mentions of the brand, its products and services, and key stakeholders or spokesperson such as Chief Executive Officer Afzal Abdul Rahim and Executive Director Patrick Corso across Online News (Global), Social Media (Global) and Offline (Malaysia-only) sources.

As a subsidiary of **TIME**, mentions of **AIMS Data Centre** in the report include mentions of the brand, its data centres in the region and key stakeholders or spokespersons, such as Chief Executive Officer, Chiew Kok Hin.

Process/Product

Relates to the platforms used by TIME's customers, promotions and products offered by TIME as well as billing or payment processes, channels or methods.

Acquisition/Installation

Relates to issues raised by TIME's customers during sign-ups (e.g., problems relating to dealers) and after sign-ups (e.g., installation, technician and installer issues).

Customer Service

Relates to issues raised on TIME's customer service (e.g., complaints/compliments/enquiries).

Technical

Relates to comments, complaints or compliments by existing TIME customers on any technical matters relating to the services or products provided by TIME (e.g., router, connection, outage, speed).

TIMETM

Thank You

