

TIMETM

August 2022 | Monthly Report



TIME Overview

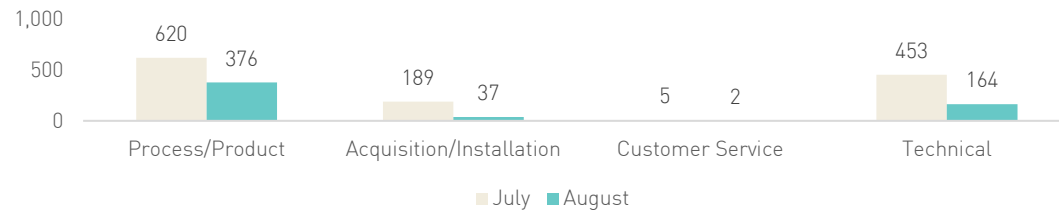
TIME Overview

In August 2022, Process/Product continued to be the most mentioned topic across news and social media, followed closely by Technical. News on **TIME** being certified as a MEF LSO Sonata service provider made up most of the news coverage on **TIME**. The articles mentioned **TIME** as one of the four service providers that are LSO Sonata-certified for automated ordering of CE Access E-Line services.

TIME's social media mentions were mainly on Twitter and Forums which discussed a variety of topics on the brand, including questions and feedback about **TIME**'s products and services. Notably, there was a Maxis customer and a Unifi user who were considering switching to **TIME**'s fibre broadband as they believed it to be faster and cheaper. Other forum users replied that **TIME** is worth a try due to its cheaper, and higher speed package. Across all markets, Malaysia had the highest total volume of news articles and social media mentions in August 2022. For news, 9.0% of **TIME**'s news coverage was from top tier* sources, while 91.0% were from non-top tier sources.

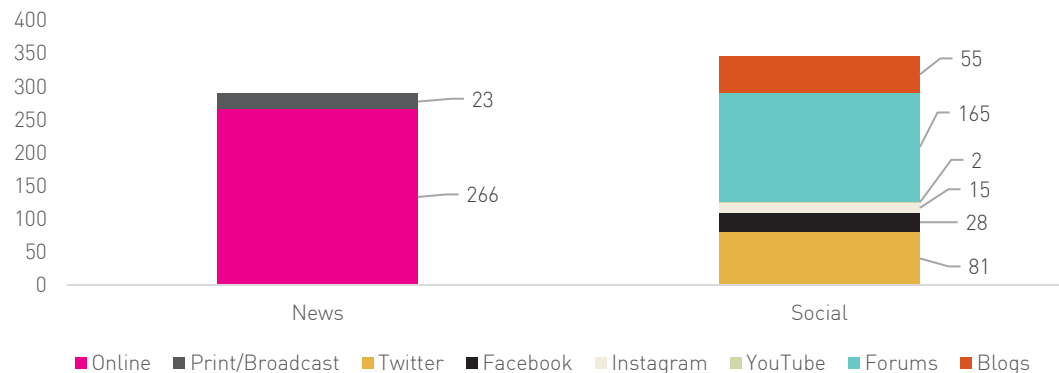
Among its competitors, Celcom had the highest volume of news articles and social media mentions, followed by Maxis, Telekom Malaysia, and **TIME**. Similar to **TIME**, the topics on Process/Product and Technical had the most mentions across news and social media amongst **TIME**'s competitors. Maxis ranked the highest for Twitter and News.

Month-on-Month

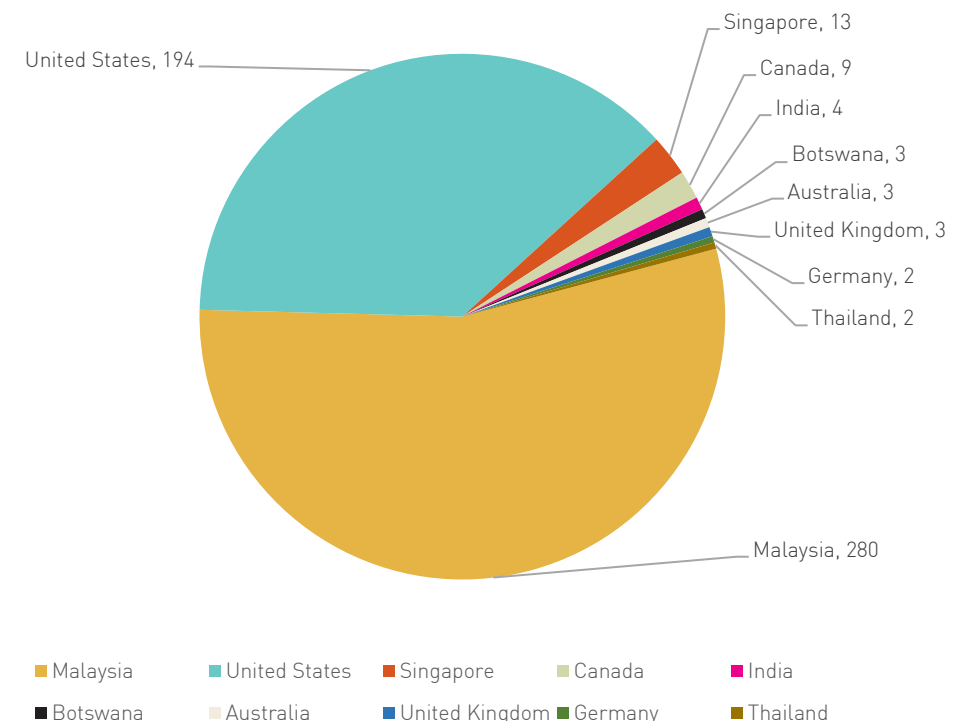


Note: Chart only reflects articles/mentions/posts that fall within the topic categories

Channels

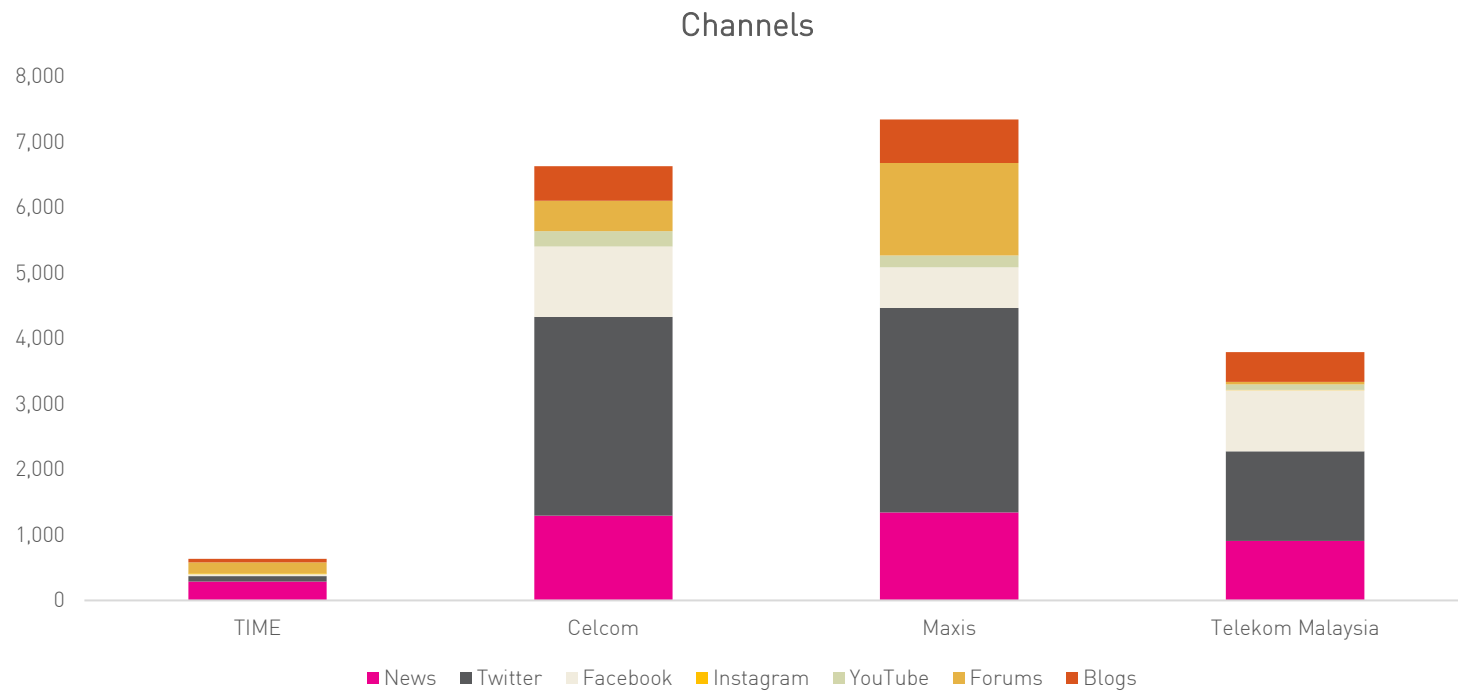
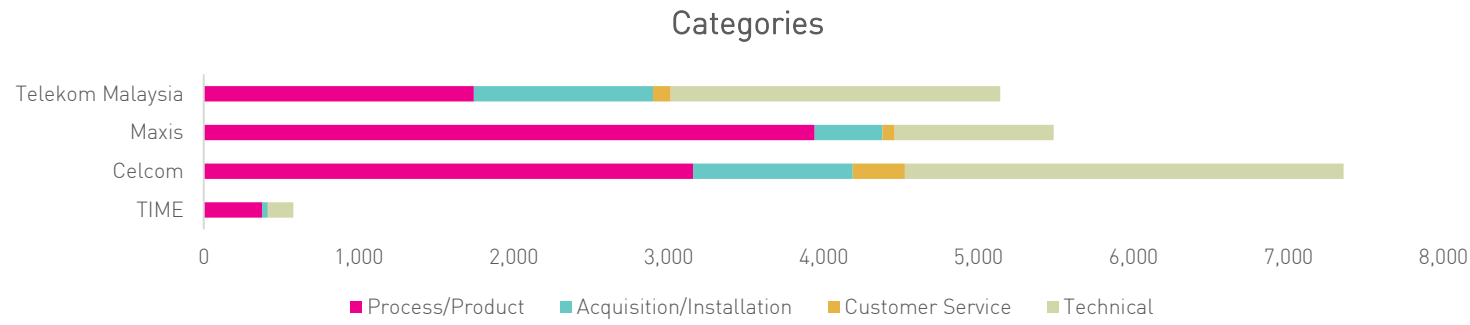


Top 10 Markets



Note: Chart includes news articles and social media mentions

Competitors Benchmarking – Volume*



	TIME	Celcom	Maxis	Telekom Malaysia
Process/Product	376	3,158	3,943	1,742
Acquisition/Installation	37	1,030	437	1,157
Customer Service	2	337	78	114
Technical	164	2,831	1,028	2,127

	TIME	Celcom	Maxis	Telekom Malaysia
News	289	1,295	1,340	906
Twitter	81	3,028	3,123	1,367
Facebook	28	1,074	619	934
Instagram	15	0	0	4
YouTube	2	235	180	84
Forums	165	467	1,411	37
Blogs	55	526	664	458

TIME & AIMS LinkedIn Performance

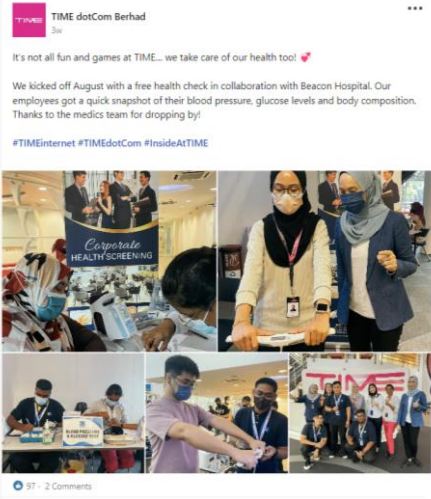
LinkedIn*

TIME

Followers

July	62,149
Week 1	62,425
Week 2	62,687
Week 3	62,942
Week 4	63,281
Week 5	63,413

Top Performing Content by Engagement on LinkedIn



Post Engagement Rate: 29.5%

AIMS Data Centre

Followers

July	3,238
Week 1	3,246
Week 2	3,253
Week 3	3,261
Week 4	3,385
Week 5	3,408

Top Performing Content by Engagement on LinkedIn

No posts were published in August 2022



Competitors Benchmarking

Competitors Benchmarking – Sentiment*

Key Highlights

TIME

Top story for TIME: MEF 3.0 Certification Growth Fueled by Acceleration of Global Enterprise Digital Transformation

MEF, a global industry association of network, cloud, and technology providers had announced its key milestones for its MEF 3.0 certifications and validation of MEF LSO Sonata and Cantata APIs. **TIME** was mentioned as one of the four service providers that are LSO Sonata-certified for automated ordering of CE Access E-Line services.

COMPETITORS

Top story for Competitors:

- ① **Celcom:** Worldwide Cloud Gaming Industry to 2027 - Asia Pacific is Expected to Remain the Largest Market
- ② **Maxis:** Edge Computing Market Size Worth \$132.11 Billion by 2028 at 21.6% CAGR | The Insight Partners
- ③ **Telekom Malaysia:** Streaming Video Alliance Rebrands as Streaming Video Technology Alliance

	Twitter			Facebook			Instagram			YouTube		
	Positive	Negative	Neutral	Positive	Negative	Neutral	Positive	Negative	Neutral	Positive	Negative	Neutral
TIME	13	8	60	12	2	14	14	-	1	-	-	2
	16.0%	9.9%	74.1%	42.9%	7.1%	50.0%	93.3%	-	6.7%	-	-	100.0%
Celcom	436	1,020	1,572	279	338	457	-	-	-	-	-	235
	14.4%	33.7%	51.9%	26.0%	31.5%	42.5%	-	-	-	-	-	100.0%
Maxis	504	987	1,632	114	156	349	-	-	-	-	-	180
	16.1%	31.6%	52.3%	18.4%	25.2%	56.4%	-	-	-	-	-	100.0%
Telekom Malaysia	622	54	691	114	359	461	-	-	4	-	-	84
	45.5%	4.0%	50.5%	12.2%	38.4%	49.4%	-	-	100.0%	-	-	100.0%

	News			Forums			Blogs		
	Positive	Negative	Neutral	Positive	Negative	Neutral	Positive	Negative	Neutral
TIME	49	1	239	13	11	141	16	3	36
	17.0%	0.3%	82.7%	7.9%	6.6%	85.5%	29.0%	5.5%	65.5%
Celcom	267	86	942	86	78	303	135	27	364
	20.7%	6.6%	72.7%	18.4%	16.7%	64.9%	25.7%	5.1%	69.2%
Maxis	286	93	961	217	256	938	145	79	440
	21.4%	6.9%	71.7%	15.4%	18.1%	66.5%	21.8%	11.9%	66.3%
Telekom Malaysia	293	95	518	3	5	29	94	123	241
	32.3%	10.5%	57.2%	8.1%	13.5%	78.4%	20.5%	26.9%	52.6%

* 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	July	116,867	0.021%	9,220	<u>#ChangeofTime - Hopscotch vs TikTok</u> Platform: YouTube Post Reach: 9,250 Post Engagement: 79
	Week 1	116,951	0.009%	9,220	
	Week 2	117,029	0.012%	9,230	
	Week 3	117,091	0.003%	9,230	
	Week 4	117,176	0.017%	9,250	
	Week 5	117,216	0.011%	9,250	
Celcom	July	808,100	0.018%	248,000	<u>Bahagia Kita – Iklan Hari Kebangsaan & Hari Malaysia 2022 daripada Celcom</u> Platform: YouTube Post Reach: 248,000 Post Engagement: 1,143,873
	Week 1	808,172	0.028%	248,000	
	Week 2	808,280	0.157%	248,000	
	Week 3	808,400	0.029%	248,000	
	Week 4	808,593	0.011%	248,000	
	Week 5	808,706	0.018%	248,000	
Maxis	July	1,317,845	0.010%	102,000	<u>Kongsi Rezeki iPhone 13 Pro with Maxis Zerolution</u> Platform: YouTube Post Reach: 105,000 Post Engagement: 4,322,539
	Week 1	1,317,738	0.005%	102,000	
	Week 2	1,317,825	0.009%	103,000	
	Week 3	1,319,203	0.018%	105,000	
	Week 4	1,319,203	0.060%	105,000	
	Week 5	1,319,811	0.004%	105,000	
Telekom Malaysia	July	44,654	0.143%	49,500	<u>Iklan Hari Kebangsaan & Hari Malaysia TM 2022 - IBU #MengukirMalaysia</u> Platform: YouTube Post Reach: 49,600 Post Engagement: 1,644,134
	Week 1	44,727	0.123%	49,500	
	Week 2	44,769	0.013%	49,500	
	Week 3	44,832	0.139%	49,500	
	Week 4	44,908	0.461%	49,600	
	Week 5	44,944	0.101%	49,600	

TIME (0.011%) had the lowest average engagement rate on [Facebook](#) followed by Maxis (0.019%), Celcom (0.049%), and Telekom Malaysia (0.168%) in August 2022.

Although Telekom Malaysia (TM) had the lowest number of [Facebook](#) followers compared to the other brands, it continued to have the highest engagement rate. This month, it garnered its highest engagement rate on Facebook in Week 4 (0.461%) possibly due to TM's [#MengukirMalaysia Campaign](#), an initiative to preserve and celebrate Malaysia's culture and heritage through innovative technologies. Notably, [a post of a video on Ibu Zain](#), a well-known Malaysian educator and politician, garnered significantly high traction on TM's Facebook page. The emotive video and the use of Wayang Kulit to tell the story of Ibu Zain might have contributed to the high engagement as people could relate to the Malay culture and traditions. In view of the high engagement garnered for the campaign and this video post, **TIME** could consider engaging notable influencers to boost its campaign performance.

The top-performing content by engagement across all owned platforms was on [YouTube](#). Maxis' top-performing content garnered the highest engagement compared to the other brands. This month, Maxis veered away from previous months' "Techtok" series, where various influencers simply reviewed gadgets and smartphones. Its top-performing content this month featured [TikToker Danish Firdaus using an iPhone 13 Pro, purchased with Maxis Zerolution, to capture his food adventures](#). At the same time, the video showcases the features of the iPhone 13 Pro. The video could have garnered a high engagement due to the Malaysians' love for food.

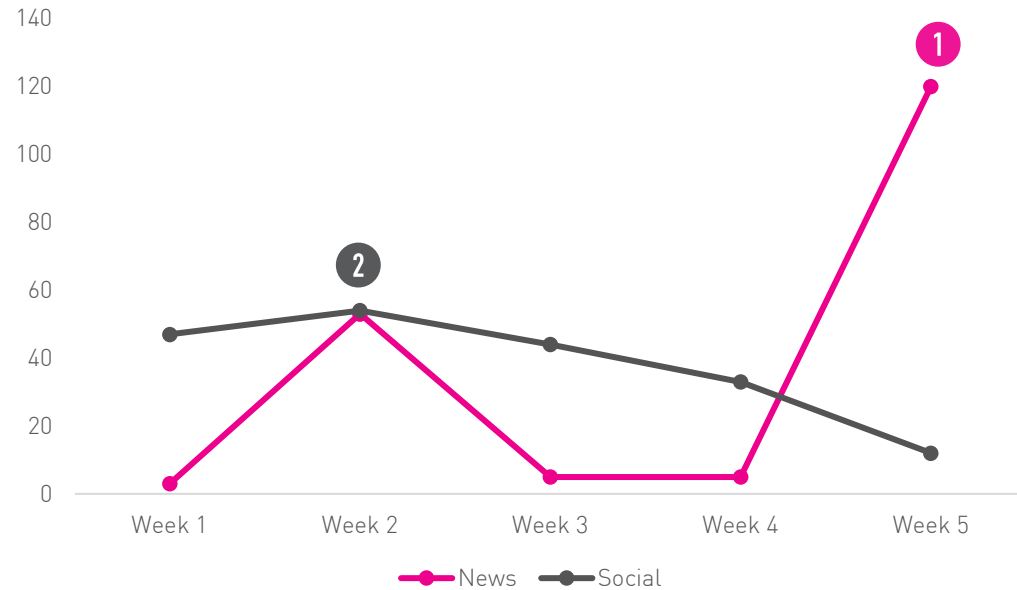
TIME's top-performing content on [YouTube](#) was a [short video about the changes a man went through - from playing hopscotch in 1985 to the present where he is on TikTok still dressed in traditional clothes](#).

Competitors Benchmarking – Owned Social Media Performance

		Twitter		Instagram	
		Followers	Engagement	Followers	Engagement
TIME	July	-	-	544	2.869%
	Week 1	-	-	672	18.316%
	Week 2	-	-	732	1.891%
	Week 3	-	-	776	1.722%
	Week 4	-	-	816	7.832%
	Week 5	-	-	831	5.867%
Celcom	July	84,193	0.026%	84,017	0.014%
	Week 1	84,227	0.024%	84,088	0.000%
	Week 2	84,226	0.030%	84,121	0.000%
	Week 3	84,231	0.031%	84,137	0.000%
	Week 4	84,237	0.127%	84,209	0.000%
	Week 5	84,253	0.028%	84,264	0.091%
Maxis	July	158,809	0.001%	73,383	0.010%
	Week 1	158,934	0.000%	73,603	0.014%
	Week 2	159,057	0.000%	73,779	0.043%
	Week 3	159,126	0.000%	73,862	0.011%
	Week 4	159,251	0.001%	74,009	0.038%
	Week 5	159,291	0.001%	74,064	0.090%
Telekom Malaysia	July	7,925	0.040%	4,545	0.433%
	Week 1	7,941	0.047%	4,559	0.000%
	Week 2	7,952	0.000%	4,581	0.000%
	Week 3	7,973	0.013%	4,590	0.000%
	Week 4	7,988	0.052%	4,615	0.879%
	Week 5	7,999	0.104%	4,633	1.398%

TIME Trend Analysis

Weekly Trend – Process/Product



- 1 In week 5, there was a peak in news coverage mainly due to reports on the growth of MEF 3.0 certification which announced **TIME** as one of the four service providers that are LSO Sonata-certified. Reports mentioned that the MEF LSO API certification offers companies the ability to validate that their use of LSO Sonata and Cantata APIs follows the established business requirement specifications for automated, network-based services.
- 2 The volume of social mentions peaked in Week 2 due to comments on **TIME**'s post announcing a RM30 GrabFood voucher giveaway. Many social media users tagged their friends and answered the fill-in-the-blanks in the comments section, in a bid to win the voucher. In Week 2, a forum thread discussion on **TIME**'s Fibre Broadband also contributed to the peak. Notably, a user had said that **TIME**'s coverage is "extremely low to non-existent".

MEF 3.0 Certification Growth Fueled by Acceleration of Global Enterprise Digital Transformation

by iTech News Desk © August 30, 2022



New MEF SD-WAN certified professional exam adds SD-WAN security, performance measurement, and service readiness

Market:
United States

Date of
Publication:
30 August 2022

Publication:
iTech News Desk



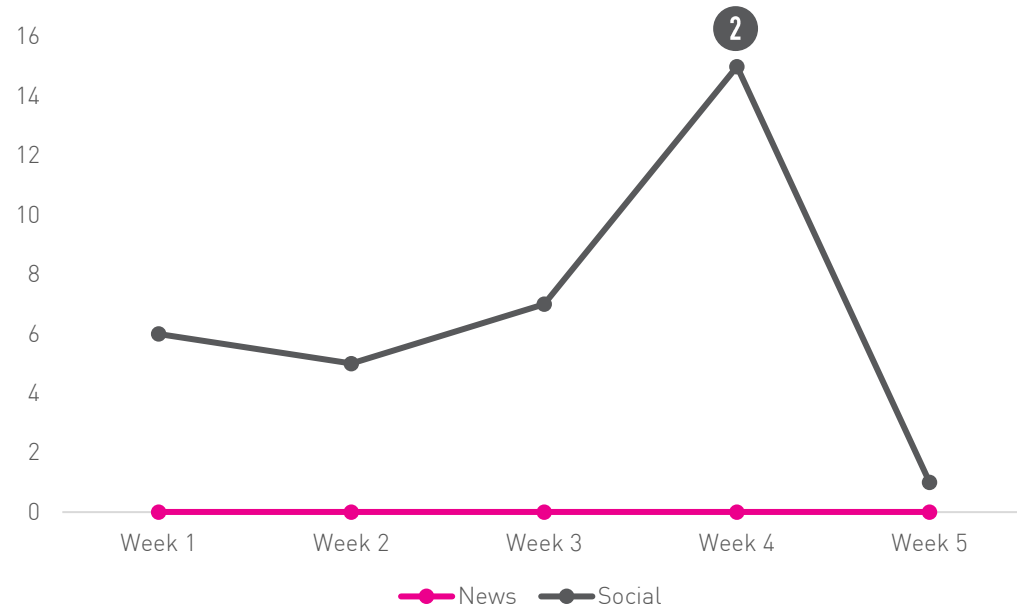
Reach: N.A

Likes: 3,961

Shares: N.A

Comments: 395

Weekly Trend – Acquisition/Installation

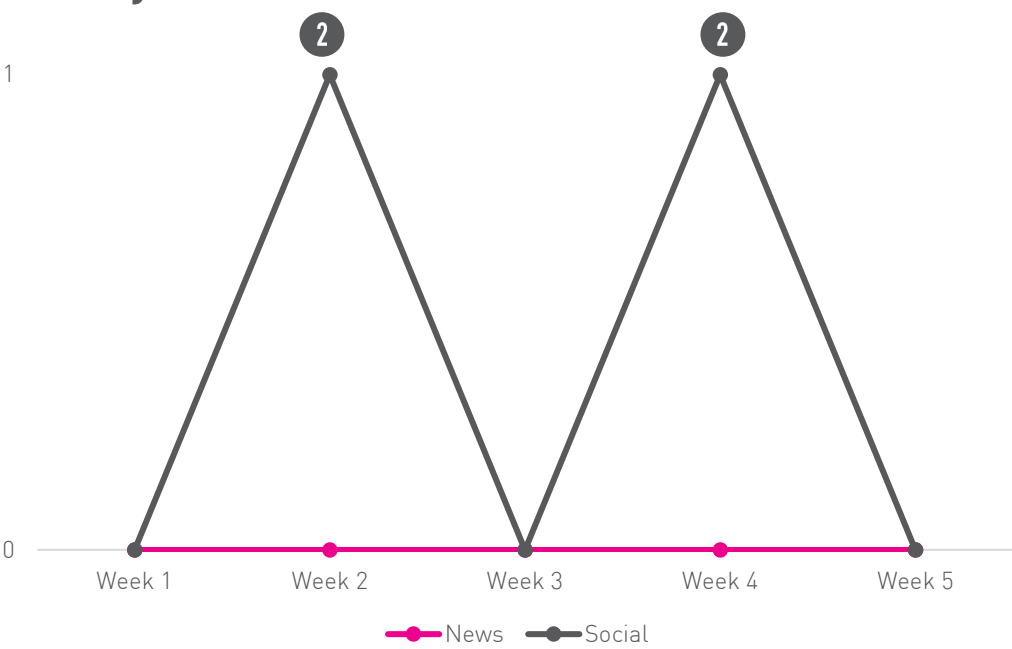


1 There were no relevant news reports on Acquisition/Installation this month.

2 The volume of social mentions peaked in Week 4 due to a forum thread discussion on **TIME's** Fibre Broadband. In Week 4, there were discussions on various topics such as the installation of modems and issues faced with the Huawei router's online portal. Notably, a user expressed disappointed with the Huawei modem and instead enquired how he could set up his own router. Another user mentioned that he had [called a TIME customer service technician to assist him in the router set-up onsite](#).

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 There were 2 comments on Customer Service in August. In Week 2, a user took to Facebook to complain about an [internet disruption he had faced, along with TIME hotline's long waiting time](#). He expressed his frustration when he was unable to get a response from TIME's customer care. In Week 4, another user complained that [TIME's chat bot was "terrible" and demanded to speak to a customer service officer about his issues](#).

Julian Lee

Hi Kota Damansara area internet service disruption? I have LOS blinking since yesterday. Call your customer care and it's in high traffic. Can you advice on this issue?

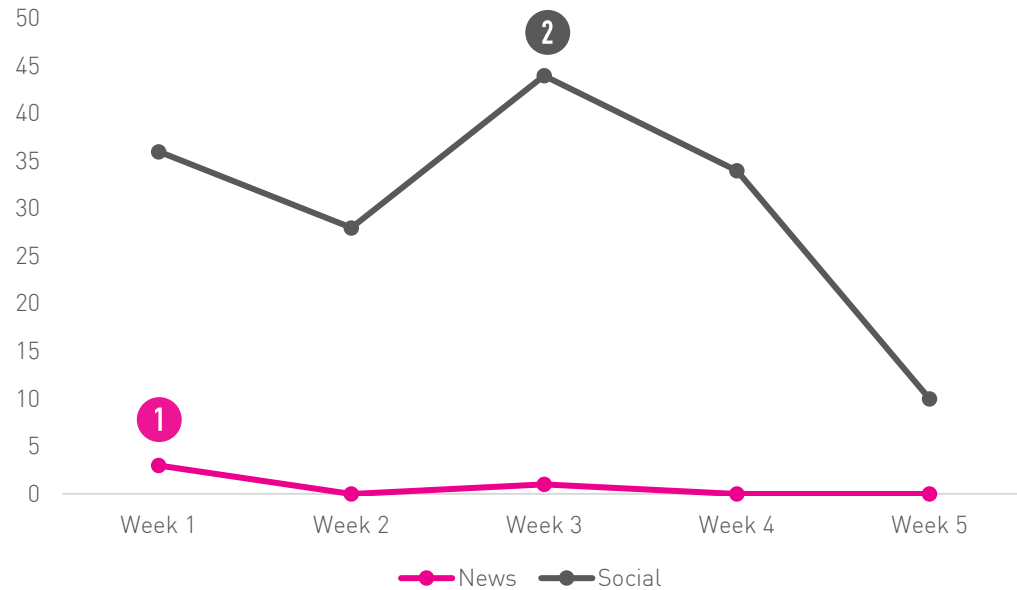
Like

Reply

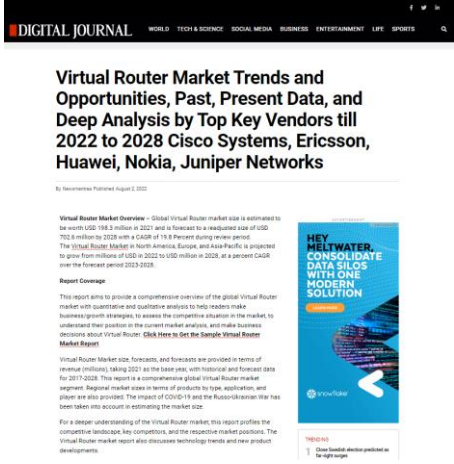
4w

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

Weekly Trend – Technical



- 1 In Week 1, there was a peak mainly due to market reports on the Virtual Router Market Share and Size 2022. The report provided a detailed analysis of the sales and revenues of prominent virtual router market players across the globe from 2017 to 2022. **TIME** was mentioned as one of the key market players included in the research report.
- 2 The volume of social mentions peaked in Week 3 due to a forum thread discussion on **TIME**'s Fibre Broadband, where enquiries mainly surrounded the modems and routers that could be used with **TIME**'s services. For example, a user enquired whether he could request for a change to the brand of the router that comes with his **TIME** package. Another user mentioned that he was intending to subscribe to **TIME**'s 500mbps plan and asked if the router provided is better than the TP-Link AX73 router. In response to that, another user replied some router recommendations, if the unit has "hard to reach areas".

	<p>Market: Canada</p>	<p>Date of Publication: 02 August 2022</p>
	<p>Reach: N.A</p> <p>Shares: N.A</p>	<p>Publication: Digital Journal</p> <p>Likes: N.A</p> <p>Comments: N.A</p>

Top News by Volume

Top 10 **TIME** News

1. MEF 3.0 Certification Growth Fueled by Acceleration of Global Enterprise Digital Transformation

Market: United States	Publication: Yahoo! Finance	Date of Publication: 30 August 2022	Sentiment: Neutral
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MEF, a global industry association of network, cloud, and technology providers had announced its key milestones for its MEF 3.0 certifications and validation of MEF LSO Sonata and Cantata APIs. **TIME** was mentioned as one of the four service providers that are LSO Sonata-certified for automated ordering of CE Access E-Line services.

2. USD 105.46 Mn growth opportunity in Dark Fiber Market in Malaysia -- Driven by increasing data traffic

Market: United States	Publication: Yahoo! Finance	Date of Publication: 08 August 2022	Sentiment: Positive
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In "Dark Fiber Market in Malaysia by Type and Service – Forecast and Analysis 2021-2025", a report by leading global technology research and advisory company Technavio, a comprehensive analysis of the fibre market in Malaysia was provided. **TIME** was identified by Technavio as one of the dominant players in the fibre market.

3. DigitalBridge, Equinix Vie for Time Dotcom's Data Center Unit

Market: United States	Publication: Yahoo! Finance	Date of Publication: 31 August 2022	Sentiment: Neutral
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DigitalBridge and Equinix, both of which are companies that invest in digital infrastructures such as data centres, were shortlisted for the final bid for **TIME**'s Aims Data Centre. The article added that **TIME** offers fixed-line voice and broadband services to consumers and businesses, as well as enterprise solutions in areas such as cloud and security. Aims Data Centre, which is home to the Malaysia Internet Exchange, had about 111,640 square feet of net lettable area.

4. KLFW bermula hari ini, tampil 40 pereka fesyen tempatan

Market: Malaysia	Publication: Berita Harian	Date of Publication: 17 August 2022	Sentiment: Positive
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Kuala Lumpur Fashion Week (KLFW) had finally kicked off after being delayed last year due to COVID-19. This prestigious event celebrated KLFW's 10th anniversary with fashion designs from 40 local designers. **TIME** was mentioned as the official telco partner for the event. The article added that the telecommunications provider delivers domestic and global connectivity, data centre, cloud computing and services to customers across ASEAN.

5. Optimism equals Time dotCom

Market: Malaysia	Publication: New Straits Times	Date of Publication: 30 August 2022	Sentiment: Positive
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Hong Leong Investment Bank Bhd remained optimistic about **TIME**'s growth prospects for the year, with the improvement of Malaysia's economy. Although **TIME**'s core net profit in the first half of 2022 came in below its forecast, it was still in line with consensus at 46%. Moreover, **TIME**'s retail was gaining momentum on the back of reach expansion, undisputable high-value products, and expansion of data centres.

S/N	Headline	Market	Sentiment
6	WCIT 2022 exhibition space sold-out: Pikom	Malaysia	Neutral
7	The Sun - Office sector recovering in tandem with uptick in economy: Knight Frank Malaysia	Malaysia	Neutral
8	Public Bank, RHB, KPJ Healthcare, Ta Ann, Mah Sing, Time dotCom, MPI, Solarvest, Axiata, PetChem, IHH, Sime Darby Property, Sime Darby Plantation and Caely	Malaysia	Positive
9	Sin Chew Daily - 5G电讯股异军突起5G telecom stocks are on the rise	Malaysia	Positive
10	Permintaan ruang pejabat lebih baik tahun ini	Malaysia	Neutral

Top 10 Celcom News

1. Worldwide Cloud Gaming Industry to 2027 - Asia Pacific is Expected to Remain the Largest Market

Market: United States

Publication: Yahoo! Finance

Date of Publication: 25 August 2022

Sentiment: Neutral

The "Cloud Gaming Market Size, Trend, Forecast, Competitive Analysis, and Growth Opportunity: 2022-2027" report by ResearchAndMarkets.com has attributed the potentially huge demand for cloud gaming within the Asian region to the partnership between Blacknut and **Celcom** telecommunication, Tencent's upcoming launch of the cloud gaming platform in the south-east Asian countries, and development of 5G infrastructure in the key Asian economies such as India and China.

S/N	Headline	Market	Sentiment
2	Malaysia Data Center Market to Reach Over \$2 Billion by 2027. Hyperscale Providers to Ramp up their Investments - Arizton	United States	Neutral
3	Asia Mobile Network Operators and MVNOs Report 2022: Asia's Mobile Operators Must Consider the Individual Merits of Each Country Rather than a Broader Regional Approach - ResearchAndMarkets.com	United States	Neutral
4	Exclusive-Maxis and U Mobile decline offer to take stakes in Malaysia's 5G agency -sources	United States	Neutral
5	Drone Software Market to Hit USD 5,961.6 Million by 2027 With 25.05% CAGR	United States	Neutral
6	Celcom Offers New Samsung Galaxy Z Device Pre-Orders With Its MEGA Plans	Malaysia	Positive
7	Celcom: We Are Ready For 5G; Consumer Trials May Take Place In September	Malaysia	Neutral
8	Take Control, Personalise Your Own Prepaid Plan Now	Malaysia	Neutral
9	Six Major Local Telcos Agree To DNB Stake; To Iron Out Details Before 31 August	Malaysia	Neutral
10	XOX Launches WAWA 18 And WAWA 35 Prepaid Plans; Starts From RM18 Per Month	Malaysia	Positive

Top 10 Maxis News

1. Edge Computing Market Size Worth \$132.11 Billion by 2028 at 21.6% CAGR | The Insight Partners

Market: United States

Publication: Yahoo! Finance

Date of Publication: 29 August 2022

Sentiment: Neutral

In The Insight Partners' latest research study on the Edge Computing Market, Hewlett Packard Enterprise Company was mentioned as one of the key players. The article added that Hewlett Packard Enterprise Company focuses on expanding and diversifying its market presence and customer bases, thereby tapping onto prevailing business opportunities. It was mentioned that in February 2022, **Maxis**, one of Malaysia's largest telecom providers, collaborated with Hewlett Packard Enterprise (HPE) to build the country's first multi-access edge computing (MEC) solution for enterprises.

S/N	Headline	Market	Sentiment
2	Malaysia Data Center Market to Reach Over \$2 Billion by 2027. Hyperscale Providers to Ramp up their Investments - Arizton	United States	Neutral
3	Asia Mobile Network Operators and MVNOs Report 2022: Asia's Mobile Operators Must Consider the Individual Merits of Each Country Rather than a Broader Regional Approach - ResearchAndMarkets.com	United States	Neutral
4	Exclusive-Maxis and U Mobile decline offer to take stakes in Malaysia's 5G agency -sources	United States	Neutral
5	Global Network Operator Forecast Through 2026: Capex to Reach \$659B by 2026; Telcos Represent Less than Half of 2026 Capex - ResearchAndMarkets.com	United States	Neutral
6	Apple Pay arrives in Malaysia, now available in 60 countries	India	Neutral
7	Maxis Zerolution Now Offers PlayStation 5 Horizon Forbidden West Bundle	Malaysia	Neutral
8	Maxis And U Mobile Reportedly The Only Holdouts From DNB 5G Network	Malaysia	Neutral
9	Google Still Searching For Location To Establish Its Malaysian Data Centre	Malaysia	Neutral
10	Six Major Local Telcos Agree To DNB Stake; To Iron Out Details Before 31 August	Malaysia	Neutral

Top 10 Telekom Malaysia News

1. Streaming Video Alliance Rebrands as Streaming Video Technology Alliance

Market: United States

Publication: Yahoo! Finance

Date of Publication: 1 August 2022

Sentiment: Neutral

The Streaming Video Technology Alliance (SVTA), a global technical association that developed solutions to address technical challenges in delivering a high-quality video experience had announced a name change from the Streaming Video Alliance to the Streaming Video Technology Alliance. Its new name reinforces the Alliance's mission to help solve critical and technical industry challenges inherent in delivering high-quality streaming video, **Telekom Malaysia** was mentioned as one of the members of the SVTA, which also includes companies from across the streaming video ecosystem such as network operators, technology providers, service providers, and content owners.

S/N	Headline	Market	Sentiment
2	<u>USD 105.46 Mn growth opportunity in Dark Fiber Market in Malaysia -- Driven by increasing data traffic</u>	United States	Neutral
3	<u>一波多折：马来西亚运营商终于同意签约5G批发网络</u>	China	Neutral
4	<u>Poor internet access at home likely due to set-up problems - TM</u>	Malaysia	Neutral
5	<u>Lima faktor punca langganan Astro merosot</u>	Malaysia	Positive
6	<u>Keluarga Malaysia dijemput saksi perarakan sambutan Hari Kebangsaan 2022</u>	Malaysia	Positive
7	<u>Globe 'good gaming' esports platform promotes responsible, inclusive gaming</u>	Philippines	Positive
8	<u>The rise and fall of CC Puan</u>	Malaysia	Neutral
9	<u>PETRONAS kekal jenama paling bernilai di Malaysia</u>	Malaysia	Neutral
10	<u>Malaysia Stock Market May Reclaim Support At 1,500 Points</u>	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

