



Unlocking your full potential

Our Telecom, Media and
Technology Consulting Practice

SE Asia

Welcome



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In today's digital age, organisations need a business strategy to fit in the digital era, one that looks beyond digital innovation to target relationship and customer innovation.

In the Telecom, Media and Technology industry, digital success is not just about technology; it's about applying a digital mind-set to build the right behaviours and to create customer-centric organisations.

Digital enablement has brought entertainment and media businesses the ability to deliver a myriad of new experiences to consumers. But it has triggered an underlying and even more profound shift: an irreversible migration to a more complicated world, where businesses move faster and where it's ever harder to sustain competitive advantage.

As a result, the most important impact of digital has been to create a new mind-set towards doing business: not just quicker, but being more targeted, experimental, experiential, inclusive & collaborative. We believe this shift towards a more personalised customer-centric organisation is the single biggest change since the advent of digital media.

I'm personally excited to be able to publish our credentials and show you the extent of our experience across the value chain. Our service propositions can support you in all phases of your business cycle; whatever undertaking you are embarking on, be it Digital, Network planning or Marketing.

If anything we talk about in this document raises questions, resonates to a challenge you have or you'd simply like to learn more, I would be delighted to help. Please feel free to contact me or one of my regional team members.

Delivering enterprise-wide solutions

We are dedicated to deliver effective solutions to complex business challenges facing Telecom, Media and Technology companies.

Whether you are in an emerging market or in one of the most developed countries in the world, you can count on us to help you find the best approaches to achieving your strategic, operational and financial objectives.

Our Telecom, Media and Technology Consulting services help you evaluate strategic business options, grow your revenues, improve management and control and identify cost savings initiatives.

PwC and TMT



Figures as of June 2015

Our clients:

PwC firms provided services to:



FT Global
500 Companies



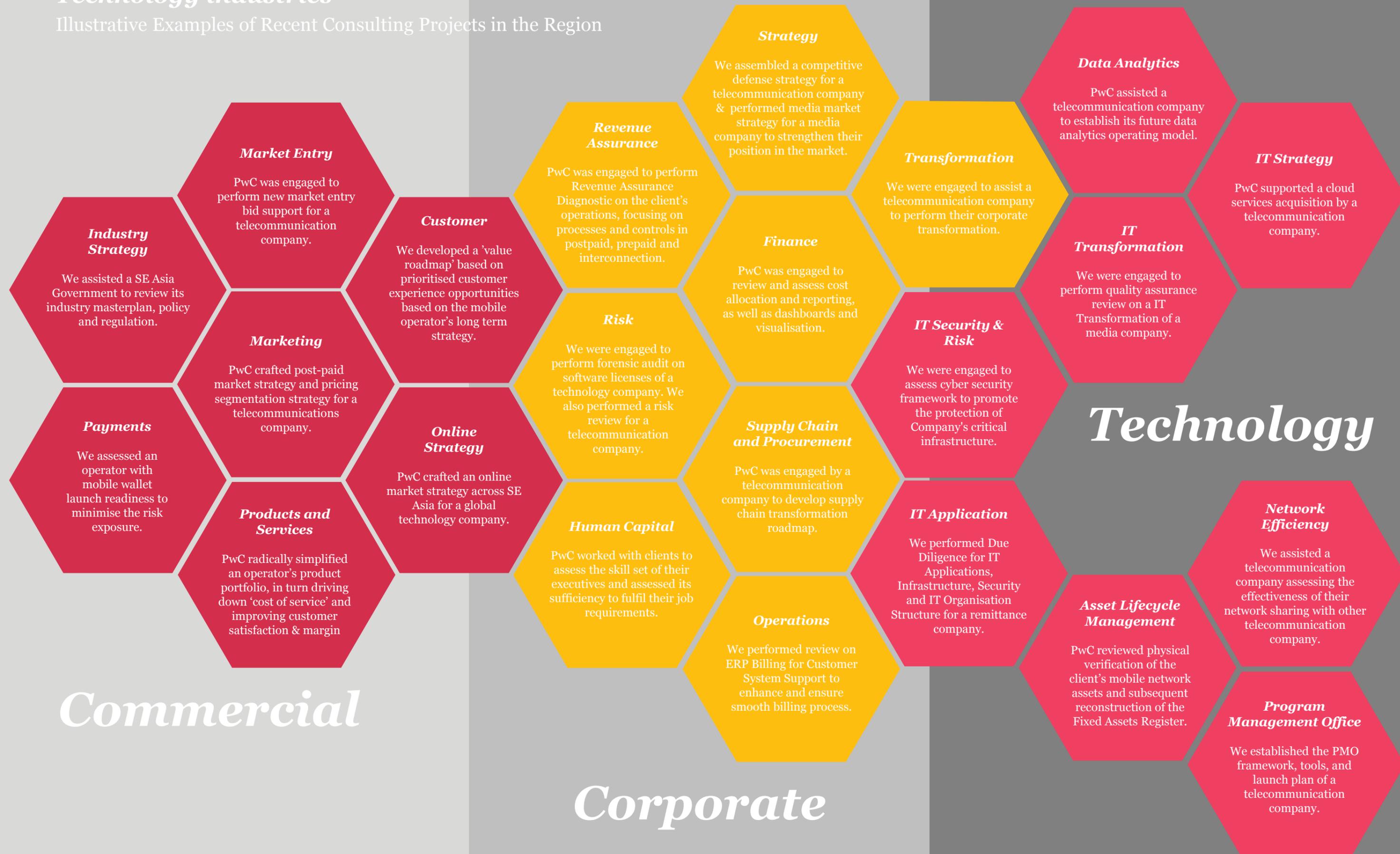
Fortune Global
500 Companies

Our Telecom, Media and Technology experts have combined international experience from over 100 countries in mobile, fixed and satellite and are constantly challenging ways to improve business and network efficiency.

We are committed to understand the forces that impact your business—such as the ever-growing digital opportunity, consumers' changing consumption habits as they continue to adopt new 'digital' behaviors — and develop and deliver global solutions to help you succeed.

Our experience in the Telecom, Media and Technology industries

Illustrative Examples of Recent Consulting Projects in the Region



We are committed to the telecom, media and technology industry



As a member with a sustained record of contribution to best practices and standard; PwC is recognized as having materially advanced the 'communications industry'. We are regular speakers and shapers at this global, non-profit industry association focused on simplifying the complexity of running a service provider's business.



As a founding sponsor, speaker or simply in a delegate role, PwC invests in attending the right forums in the region. We pride ourselves on actively contributing to thought leadership, share our insights and experiences, as well as continuing to build on our extensive network. Our involvement and attendance typically covers the full range of our capabilities from Finance to emerging 'Digital Payments'. Wherever it may be, we look forward to seeing you there.



PwC have chaired the Cable & Satellite Broadcasting Association for Asia for the last nine years. Its annual flagship four-day event engages platforms, content providers, regulators, advertising agencies, and satellite and technology services through compelling keynotes and select panels.



Every year, we share our five-year forecast report Global Entertainment & Media outlook at Mipcom, the world's annual television content market, where broadcasters and content producers from countries across the globe meet to do business and debate the future shape of their industries.



Ever present at this annual event brings together the world's advertising agencies, media companies and advertisers to discuss and debate the future of the advertising industry.



PwC, in partnership with GSM Association had done many studies, several of which had been published in reports. PwC also actively contribute as guest speaker and panels at Mobile World Congress in Barcelona and Shanghai.

Thought leadership

Being an industry player in an emerging market or in one of the most developed countries in the world, you can count on our insight and experience to help you find the best approaches to achieving your strategic, operational and financial objectives.



Online Subscriptions



Source: Twitter

To know more about our Telecom, Media and Technology Consulting practice, please visit pwc.com/communications or pwc.com/e&m

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