



## *Unlocking your full potential*

Our Telecom, Media and  
Technology Consulting Practice

SE Asia

# Welcome



**Mohammad Chowdhury**

Telecom, Media and  
Technology Consulting  
Leader  
SE Asia, Australia and NZ

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



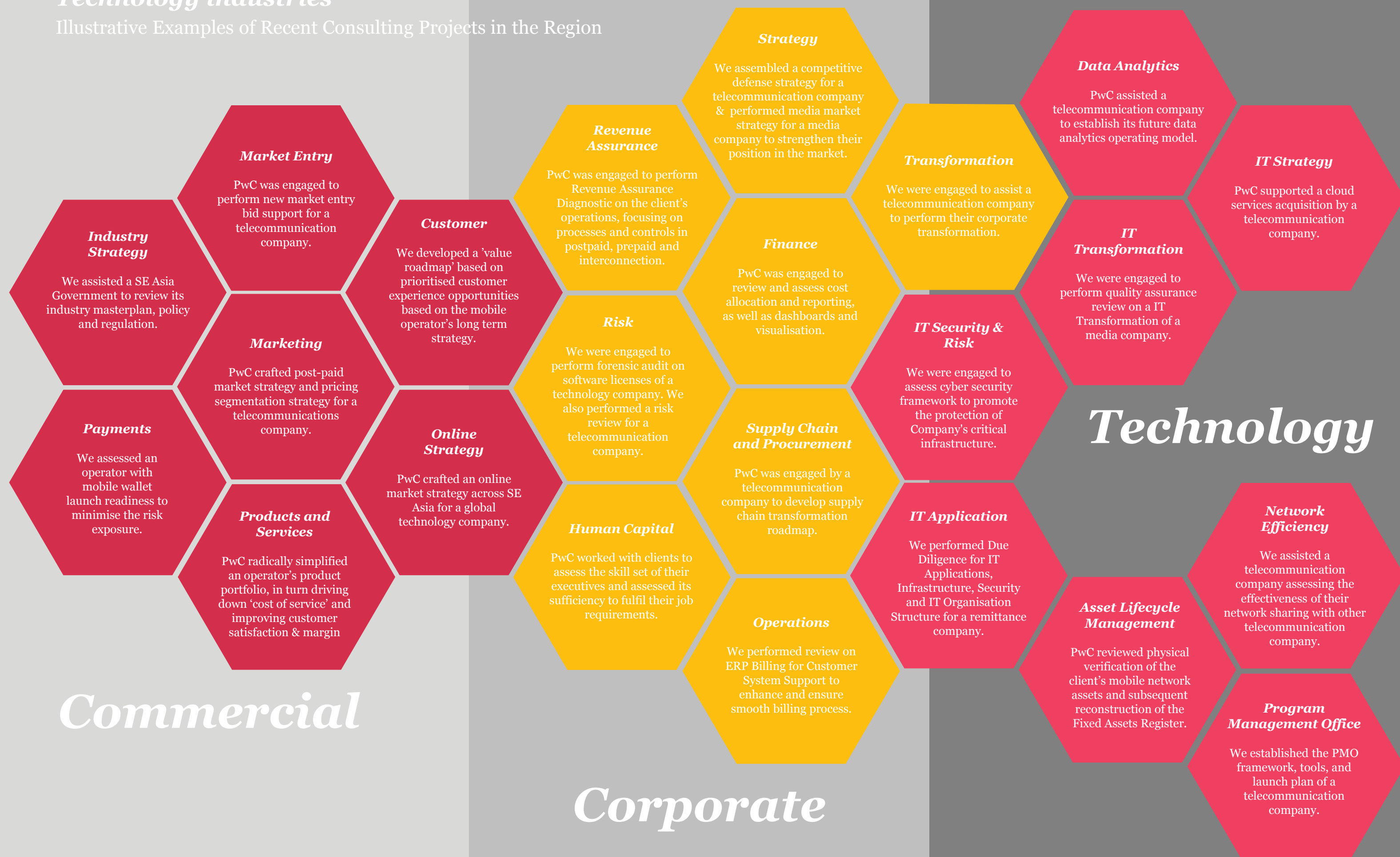
Fortune Global  
500 Companies

*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](http://pwc.com/communications) or [pwc.com/e&m](http://pwc.com/e&m)

## Contact us!



**Mai-Hanh Levitt**  
Vietnam

+84 9 0964 5445  
mai.hanh.levitt@vn.pwc.com



**Tina Hammond**  
Thailand

+66 2344 1408  
tina.ann.Hammond@th.pwc.com



**Benjamin Azada**  
Philippines

+63 998 963 4560  
+63 917 859 2398  
benjamin.azada@ph.pwc.com



**GP Singh**  
Singapore

+65 6236 3388  
gp.singh@strategyand.ae.pwc.com



**Alan HC Huang**  
Singapore

+65 9177 0562  
alan.hc.huang@sg.pwc.com



**Maheshwar Venkataraman**  
Singapore

+65 6236 4617  
Maheswar.venkataraman  
@sg.pwc.com



**Mohammad Chowdhury**  
Indonesia

+62 811 8083 430  
mohammad.chowdhury  
@id.pwc.com



**Abhijit Navalekar**  
Indonesia

+62 878 7518 3583  
abhijit.navalekar@ae.pwc.com



**Steven Hall**  
Australia and New Zealand

+61 (2) 8266 0000  
steven.hall@au.pwc.com

© 2016 PwC. All rights reserved. PwC refers to the PwC network and/or one or more of its member firms, each of which is a separate legal entity. Please see <http://www.pwc.com/structure> for further details.

PwC helps organisations and individuals create the value they're looking for. We're a network of firms in 157 countries with more than 208,000 people who are committed to delivering quality in assurance, tax, advisory and consulting services. Tell us what matters to you and find out more by visiting us at [www.pwc.com](http://www.pwc.com).