# INFORMATION TECHNOLOGY ISSUES AND APPLICATIONS IN MALAYSIA A COLLECTION OF ARTICLES

Chief Editor
Assoc. Prof. Dr. Husnayati Hussin

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# Improving the Deployment of Broadband Content Delivery Using an Open Access Approach in a High Speed Broadband Environment in the Klang Valley

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## **Abstract:**

Content delivery via High-Speed Broadband Fiber-to-the-Home Services in Malaysia has yet to improve the Quality of Experience of the average subscribers as static contents, program menus, and channel packages delivered cannot address relevant and personalized contents to diversified subscribers in their needs and goals. Furthermore, there is no common open service platform to integrate contents from licensed service providers and independent content providers alike. The objective of this research is to examine an open access network strategy that can improve the Quality of Service delivered and increase the level of Quality of Experience of the subscribers. The Open Access Network strategy will allow subscribers the freedom to select any service provider on the