



**Information,
Communications &
Entertainment (ICE)**



July 21, 2008 - August 1, 2008

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This industry update from KPMG Manabat Sanagustin & Co. is a bi-weekly collection of the latest news and developments from the country's Information, Communications and Entertainment (ICE) sector. We hope that you will find this service, which the Firm provides its clients for the different Lines Of Business, interesting and useful.

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If you want us to send this to any other member of your company, please contact Ann Millaine T. Ambayec, KPMG Markets Communications Officer, at 8857000 loc 282 or at aambayec@kpmg.com.

Yahoo to make service more 'Pinoy-centric'

Global internet giant Yahoo is planning to make its products more specific to Filipinos as it takes advantage of developing countries with the slowdown in more mature markets.

Scott Dietzen, Yahoo senior vice-president for global communication products, said the company wants to be more "Pinoy-centric" for the socially connected Philippine market. He noted that 83% of Filipinos browse social networking sites like Friendster and MySpace. Contrast this with 50% in Australia and 43% in the US. He said the company wants to gear its product towards social networking.

<http://bworldonline.com/BW072908/content.php?src=1&id=044>

Korean firm completes study on \$2-billion Tapulao eco-tourism project in Zambales

A Korean urban planner and developer has completed a feasibility study for Mt. Tapulao, which the local government wants to turn into a major tourist destination in Asia.

The development blueprint involves the construction of five-star hotels, leisure facilities, casinos, concert halls, condominiums and villas, as well as an 18-hole golf course within a 450-hectare area of the mountain.

The \$2-billion project will be patterned after Genting Highlands in Malaysia, and Yeosu Hwayang Tourism Complex and Gampo Complex in Gyeongju City, both in Korea, said Sang-Hyun Park, vice-chairman and director for Overseas Project division of Korean developer Dongho Co., Ltd.

<http://bworldonline.com/BW072908/content.php?src=1&id=045>

Tourism might help avoid deficit in balance of payments — BSP

Dollars coming in from tourists may also help in offsetting the country's widening payments deficit and support the balance of payments (BoP) position, a central bank official said.

Bangko Sentral ng Pilipinas (BSP) Deputy Governor Diwa C. Guinigundo said the country may still be able to achieve a BoP surplus this year as this will be supported by strong remittance inflows and hefty tourism receipts.

Recent data from the Department of Tourism showed that tourist



arrivals in the first five months of the year totaled 1.37 million, 7.4% higher than the 1.28 million recorded in the same period last year.

<http://bworldonline.com/BW072908/content.php?src=1&id=053>

Filipino call center agents need to be pushier, execs say

The call center industry owes a lot of its success to the Filipino's ability to speak fluent English but a little more assertiveness and a lot more middle managers would help, industry executives have told INQUIRER.net.

"Filipino operators can learn a thing or two from the Indians on how to best sell to the customer," said Prabhakar Pakalpati, process director for partner management at Dell International Services. Dell runs customer support centers in the country. On the other, Pakalpati added, the Indians are learning "a thing or two" from Filipinos about customer service orientation.

<http://technology.inquirer.net/infotech/infotech/view/20080727-150991/Filipino-call-center-agents-need-to-be-pushier-execs-say>

NYSE outsourcing firm to set up \$5-M center in RP

New York Stock Exchange-listed business process outsourcing (BPO) firm StarTek, Inc. has chosen the Philippines for its first expansion site outside North America, given the country's low labor cost and competent workers.

The Denver-based company has announced plans to invest at least \$5 million for a call center in Makati City, which will employ about 1,100 workers.

In a statement, StarTek President and Chief Executive Officer Larry Jones said the country is an ideal local location because of its "exceptional talent pool and reputation for quality service delivery."

<http://bworldonline.com/BW072808/content.php?src=1&id=042>

IT services firm Headstrong eyes call center market

IT services firm Headstrong is eyeing the call center market after partnering with Australia's CallTime Solutions.

Raymond Lacdao, Headstrong Philippines managing consultant, expects the partnership to pursue opportunities within the booming call center and BPO (business process outsourcing) segments.

Andrew Sivanandam, chief executive of Call Time Solutions, said his company will engage Headstrong in addressing customers in the Philippines and the rest of Asia Pacific.

<http://technology.inquirer.net/infotech/infotech/view/20080722-150035/IT-services-firm-Headstrong-eyes-call-center-market>

Mobile firms eye growth from value-added services

Local mobile companies see value-added services as the next growth driver, as the market for regular mobile services such as voice and text messaging nears its peak.

Mobile leader Smart Communications, Inc. noted that amid the blurring line between Web and phone services, the company expects opportunities in value-added services, which now account for less than 10% of its total revenues.

Danilo J. Mojica II, chief of Smart's wireless consumer division, said subscribers are using their phones more to browse the Internet. "That particular space is growing rapidly for us," he said,



noting that sales from mobile browsing doubled in 2007 from a year earlier. The trend would likely continue this year, he added.
<http://www.bworld.com.ph/BW072108/content.php?id=043>

Online video games to drive market for paid online content

Online video gaming will drive the growth of the Asia-Pacific market for paid online content, which is expected to grow by more than a fifth this year despite software piracy.

While sales of music and videos suffered from piracy last year, the online gaming segment has managed to shake off such threats, accounting for more than 81% of the industry, Frost & Sullivan said in a report.

Revenues from paid online content rose by a quarter in 2007 and are expected to grow by 21% this year, reaching a market size of \$4.67 billion by yearend, the research firm said.

<http://www.bworld.com.ph/BW073108/content.php?id=041>

PLDT to put up one more cable network

Philippine Long Distance Telephone Co. (PLDT) may put up another cable-landing facility, this time in the south, the phone giant's chairman said right after the inauguration of the Philippine leg of the \$550-million fiber-cable network.

President Gloria Macapagal-Arroyo, who was present during the inauguration yesterday, said PLDT is "already working on it already" after she asked telecom executive Manuel Pangilinan if the phone company could also put up a similar facility in the southern part of the country.

<http://www.businessmirror.com.ph/05282008/companies01.html>

Feedback

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