

**PERSIDANGAN KEBANGSAAN MENGENAI MASYARAKAT BERMAKLUMAT
NATIONAL SUMMIT ON INFORMATION SOCIETY (NASIS)
7 – 8 SEPTEMBER 2005
INTERNATIONAL CONVENTION CENTER, BRUNEI DARUSSALAM**

Date of issue: 7th September 2005

Doc. S6-4

Session 6: Ethical Dimension of the Information Society?

Is Internet good or bad?

**by Ignatius Stephen,
Journalist
Brudirect.com**

(Thursday, 8th September 2005, 10.30am – 12.15pm)



Log-on for the freshest news in town and more!

WHAT IS BRUDIRECT OR BRUNEIDIRECT.COM?

Yes, www.brudirect.com or www.bruneidirect.com is Brunei's pioneer business and news information tool on the World Wide Web. It is an independent Internet web site designed to collate all news and business information on Brunei into a single Internet site instantly for easy access for the busy executive like yourself as well as for the man-in-the street.

It will be an added benefit for your customers who would be delighted to know all about your wide-ranging services that you are offering when you are featured in Brudirect.

Our web site will also serve as an advance-marketing tool because Brunei's numerous overseas students are increasingly logging on to www.brudirect.com, or BruneiDirect.com, as it is their best source of speedy news from home.

Customer awareness could thus be built up even before these students return home. Our daily news is updated at least twice a day to give information on the latest events in Brunei and therefore we are continuously gaining an ever-wider audience.

We also feature Brunei Association of Banks rates immediately as they are announced. And there are a host of other updates on weather, movies, TV, tides, shipping and airline schedules, on our site and what is more we are constantly adding on any data considered useful for those who visit our site.

To put it concisely, www.brudirect.com is a living site and it will continue to grow to benefit not only the business community in Brunei but also everyone in the country in bringing instant information, which is a major force in the world today.

We would, therefore, be very pleased to welcome you as a participant to help to develop your business by using this modern tool.

Brudirect.com began as a one-man show back in April 1999. Since then it has become one of sultanate's success stories.

It now employs 12 staff and the number is growing as more features are added on to this ever-evolving Internet news site.

From beginning of 2003 we began to operate on a 24-hour basis aimed to provide even better service to our viewers and supporters.

When we began in 1999 there were, needless to say, hardly any viewers. But as things developed and as the site kept going relentlessly on a day in and day out basis it was crowned with eventual success.

We soon become financially independent mainly because of the hard work and dedication of our staff and because of the support we have received from Brunei's captains of industry like yourself.

To date we average about 30,000 to 40,000 visits a day that would be close to 700,000 per month and we have emerged as Brunei's No 1 news website.

Future is bright for sites like Brudirect.com because we are in the midst of a revolution that values instant communication.

We must thank you for the valuable support we have received and we pledge we will not let you down in providing instant, accurate and up-to-date information to the best of our ability.

BRUDIRECT.COM

Wisma HHH, 3rd Flr, No. 401-3-1 & 2, Jalan Sultan, BSB8811, Brunei Darussalam
☎ : +673-222 0178 / 98, Fax: +673-223 6740 ✉ : bruidirect@bruidirect.com

FREQUENTLY ASKED QUESTIONS

Why Internet Marketing?

- Your message is available to consumers 24 hours a day, 7 days a week, 365 days a year.
- Due to the Net's interactive elements, consumers can respond immediately to your ad.
- Enhances and reinforces messages from advertising in other media.
- Ease of instantly updating the advertising message.
- The Internet allows the building of one-to-one customer relationships like no other medium can.
- There is a global reach for your products & services.

How does banner advertising work?

A banner ad will be displayed on our site where interested surfers can then click on the banner. They are then transferred to your company's website where they can find out more or even make a purchase. It is just like advertising on any other medium, except that Internet advertising takes it one step further by giving surfers the opportunity to find out more with just a click of their mouse.

What is the difference between "hits" and "page views"?

Every graphical image on a web page counts as a hit. Hits can be used to measure traffic activity on a website but it is not the most reliable measurement. For example, one page with 10 images will register 11 hits when viewed, while a page with no graphics will only register one hit.

Page views are often used interchangeably with page impressions. It is the number of times users request a web page.

Why BruDirect.Com?

- The largest and most comprehensive website in Brunei Darussalam, with rich content and a wide range of services.
- The high page impressions BruDirect.Com garners guarantees maximum exposure.
- BruDirect.Com attracts highly educated, high-income earning surfers with buying power - the demographic most sought-after by advertisers.
- BruDirect.Com has a dedicated and knowledgeable sales team that will meet all your Internet marketing needs.
- BruDirect.Com's own brand awareness and marketing efforts bring more value to our advertisers.



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What kind of creative services does BruDirect.Com provide?

Banner creation - we can create eye-catching and exciting banners just for you.

Web publishing - our experienced team of web designers can also help you establish a web presence and thus help you compete in the New Economy.

Internet marketing consultancy - our dedicated team have the necessary expertise to help you create the most effective marketing campaign to maximise your investments.

How do I keep track of how my advertising campaign is faring?

Using our sophisticated ad management software, we keep track of the number of times your banner is viewed, the number of click throughs and the click through rate. You will be given a login and password where you can track your campaign online daily. Our dedicated sales people will also closely monitor the results and help you optimise your campaign.

Where do I start?

By getting in touch with us right now. Call

Ignatius Stephen
Tel: +673 874 0840
Fax: +673 223 6740

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RATES FOR DOMAIN REGISTRATION AND WEB HOSTING

Domain Name Registration

B\$150.00 in two (2) years

A [domain name](#) locates an organization or other entity on the Internet. For example, the domain name [www.yourcompanyname.com](#) locates an Internet address for "yourcompanyname.com" at Internet point 199.0.0.2 and a particular host server named "www".

Professional Hosting Package

<http://www.yourcompanyname.com/>

B\$750.00 per year

In Internet protocol specifications, the term [hosting](#) means any computer that has full two-way access to other computers on the Internet. A host has a specific "local or host number" that, together with the network number, forms its unique IP address for example 199.0.0.2.

- 600 megs (additional space available)
- 15000 megs (15GB) per month Site Traffic
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RATES FOR WEBPAGE DEVELOPMENT

Description	Price
Website Development	B\$195.00 per page

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RATES FOR ADVERTISING BANNERS

Type	Specification	Price
Long Banner	400x50 pixels	B\$150.00 per day
Box Banner	150x90 pixels	B\$70.00 per day
Long Banner	400x50 pixels	B\$1,950.00 per month
Box Banner	150x90 pixels	B\$550.00 per month
Short Banner	150x40 pixels	B\$350.00 per month

Note:

- Bookings for Half Year 20% discount
- Bookings for Yearly 25% discount

Long Banner



Box Banner



Short Banner



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FOUNDATION FOR EXCELLENCE IN BUSINESS PRACTICE

24, chemin de Mont-Rose CH - 1294 Genthod/Geneva, Switzerland. Tel +41 22 774 36 11 / Fax +41 22 774 31 69

For the attention of the Board of Directors
Brunei Direct
19A, 5th Floor, Darussalam Complex, Jalan Sultan, Bandar
Seri Begawan BS8811, Postcode: 673,

September, 30 2003

Dear Sirs!

The Board of the Foundation for Excellence in Business Practice has identified

Messieurs!

Le Conseil de la Fondation pour l'Excellence dans la Pratique des Affaires décerne à

Brunei Direct

as a nominee for the Foundation's

Gold Medal for Excellence In Business Practice.
(LA MEDAILLE D'OR POUR L'EXCELLENCE DANS LES AFFAIRES)

This award is reserved for companies who can adhere to the Charter of our Foundation, which you will find in the brochure enclosed.

We cordially invite you to become Charter Member of our Foundation by attending a ceremony to be held in Geneva on the **17-19 December 2003 as part of the International Forum for Business Excellence.**

Your signature of the Charter will be recorded by correspondents of the media from all over the world, and will be honoured by a personal presentation of the Gold Medal in front of leaders of Industry and the International Community.

Full details about participation in the ceremony are included in the brochure.

Acceptance of our invitation will be a public gesture of your company's commitment to Excellence in Business Practice and a means of further enhancing your reputation for irreproachability, both locally and internationally.

Cette récompense est réservée aux sociétés adhérant aux statuts de notre Fondation décrits dans la brochure ci-jointe.

Nous vous invitons cordialement de devenir membre de notre Fondation en assistant à la cérémonie qui aura lieu à **Genève le 17-19 décembre 2003, lors du Forum International de l'Excellence en Affaires.**

Votre signature des statuts sera enregistrée par des représentants des médias internationaux, et sera honorée par la présentation de la médaille d'or en présence des capitaines de l'industrie et des représentants de la communauté internationale.

Des renseignements détaillés concernant la participation à cette cérémonie sont inclus dans la brochure.

En acceptant notre invitation vous démontrez de manière publique votre engagement à l'excellence dans la pratique des affaires et renforcez votre réputation locale et internationale pour l'irréprochabilité.

Yours respectfully,

Roy G.C. Damary Phd
President

Send the registration form to:
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(4 languages: English, French,
Spanish, Russian)

Veuillez nous retourner
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SENDIRIAN BERHAD
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Laporan Penuh
(Hansard)

**Coming of Age: Role of
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HYS Pick of the Day
With this bold move, I hope
that those in their new capacity
can adopt new changes for the
better. **Grey Owl** -
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JOBS

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From left to right ex-ministers Pehin Dato Haji Isa, Pehin Dato Haji Abdul Aziz, Pehin Dato Haji Zakaria and Pehin Dato Haji Hussein.

Bandar Seri Begawan - Four key long standing ministers lost their jobs in a major cabinet reshuffle which the Brunei ruler announced yesterday.

[...FULL STORY](#)

Related Story: [New Ministers In Major Reshuffle](#)

from a beloved
son and
daughter...

n0ty - hai baby.. i
really love n miss
u s0 much... really
dn wn 2 lose u!!
loveu ChYsLc 310

aniZ - So little time
to spent quality
time together
those little time
we had to spent

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YOUR STAR TODAY

BruDirect.com Poll

Are you happy that
Pehin Aziz has gone
from Education
Ministry?

- ☐ No
☐ Yes

Vote!

View Result

This Poll closes on 10th
June at 11pm
**SEND YOUR POLL
QUESTIONS**

Joke Of The Day

Brunei
Waters
Reveal
Treasures

DataStream Technology Sdn. Bhd.

CHICKMATE PROMO **RBC Express**
1st to 31st May 2005 **fast food**

BRUNEI DELIGHTED AS CORPORATE HEADS BECOME MINISTERS



Customers at DeRoyalle Cafe watch Sultan's announcement last night

Bandar Seri Begawan - Surprise and mostly delight have been the reaction from the local business community and others on the appointment of two top former oil and gas men as ministers in the new cabinet the Brunei ruler announced yesterday.

[...FULL STORY](#)

KYROS KEBAB
COLOURING CONTEST

LiveWIRE **BRUNEI** **سوق** **A BUSINESS PROGRAMME FOR YOUNG PEOPLE**

Sultan's Surprise Visit To Medical Centres

Bandar Seri Begawan - The Dialysis Centre in Kg. Rimba came under royal scrutiny as His Majesty the Sultan and Yang Di-Pertuan of Brunei Darussalam made a surprise visit to the facility.

[...FULL STORY](#)



WINNERS OF THE MONTH

BAE SYSTEMS



**Former Customs Man
Heads Internal**

**Latest
Stock Quotes**

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HASMIT SHIELD ROOFING

Restaurants

Royal Brunei Catering

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KURA RESTAURANT

Sugar & Spice
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Hotels of Brunei

**THE HOLIDAY LODGE
HOTEL**

Traders

BRUNEI HOTEL

Optical

Standard Optics Co.

NEW PLUS OPTICAL

Computer Services

computer times

Insurance

NATIONAL INSURANCE COMPANY BERHAD

Water Proofing

UC Unicorp Sdn Bhd

Transportation

Courier Service

**BIT COUNCIL
WEBSITE**

Brunei Darussalam
Economic Council Report

SHARE INVESTOR
BRUNEI NEWS



Security

Bandar Seri Begawan – A former head of Customs, Dato Haji Eusof Agaki will now head the Internal Security Department, a government announcement said yesterday.

[...FULL STORY](#)

[REUTERS NEWS](#)

Guardian Unlimited

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The 10,000 Sq Km Of 3-D Seismic Survey Over The Deep Areas Of The Exclusive Economic Zone, Brunei

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TV Guide



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FINANCIAL BUDGET 2004/2005

FISHING FINE B\$100,000

NEW RATE FOR INTERNATIONAL SMS

BRUNEI LEGAL YEAR 2004 SPEECHES

ANTI CORRUPTION STATEMENT, FULL CHARGES AND STORY ON PENGIRAN DR HAJI ISMAIL AND WONG TIM KAI

PROSECUTIONS OPENING ADDRESS: DEVELOPMENT MINISTER CORRUPTION CASE

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- [Smokers Call For Treatment Programmes](#)
- [Participants Of Upcoming Workshop On Halal Food Briefed](#)
- [St Michael's, St Angela's Hold Combined Sports Meet](#)
- [Treasure Hunt Of Rimba One Primary School](#)



WORLD REPORT SPECIAL



Car bomb kills six in Baghdad

Baghdad – A car bomb exploded Tuesday near a Baghdad junior high school for girls, killing six people, officials said, a day after 49 Iraqis died in a string of explosions, suicide attacks and drive-by shootings.

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- [Full Syrian withdrawal questioned](#)
- [Syria severs military cooperation with U.S.](#)
- [Madrid bombings: 3 Moroccans held](#)
- [China: No proof of N. Korean test](#)
- [China rebukes Japan over shrine](#)

SPORTS



Easy Win For BSB XI

Bandar Seri Begawan - BSB XI marked their second consecutive win in the PKNBD cricket league when they beat RBYC by eight wickets at JPPC ground on Sunday.

- [Dato Basir Primary School champions](#)
- [Bowling contest](#)
- [Baseball training programme](#)
- [No penalty plan for Benitez | Fans](#)
- ['Age doesn't matter', Seedorf | Alonso](#)
- [Black market tickets on sale in Turkey](#)
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- [Birmingham end interest in Johnson](#)

YOUR HEALTH



Calcium in orange juice not always well absorbed

New York - People who rely on fortified orange juice for calcium may in some cases get less than they paid for, a new study suggests.

- [Scans reveal how the brain comprehends sarcasm](#)
- [Drinking milk 'no risk to heart'](#)
- [Breast milk lowers blood pressure](#)
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- [Think twice before back pain surgery, experts say](#)

OTHER REPORTS



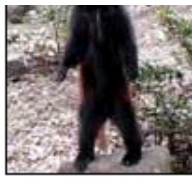
Lesser panda standing on

EDUCATION

[The Life of The Prophet Muhammad](#)

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two legs charms Japanese

Tokyo - A lesser panda is proving a hit at a zoo near Tokyo as it can stand on two legs like a human being for about 10 seconds, an unusual feat for the species, zoo officials said.

- [Obese woman referred to zoo](#)
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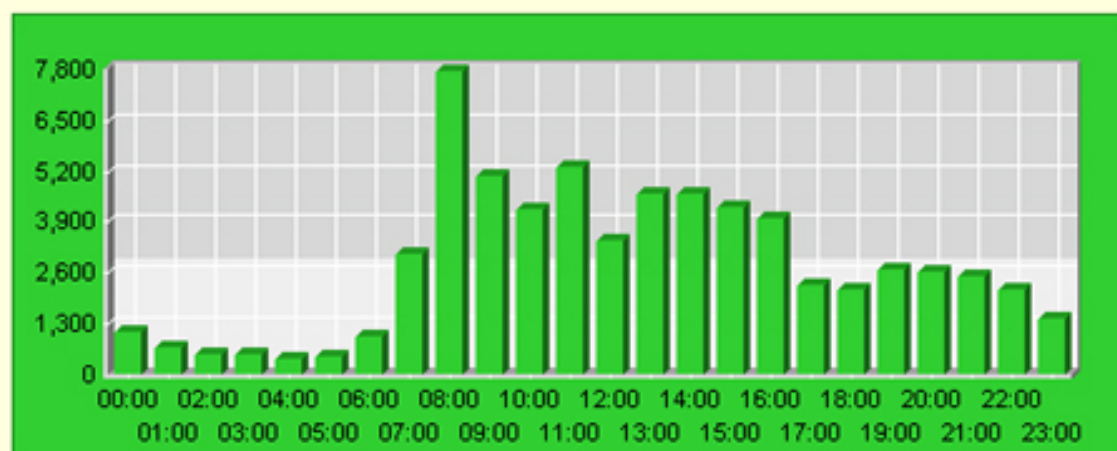
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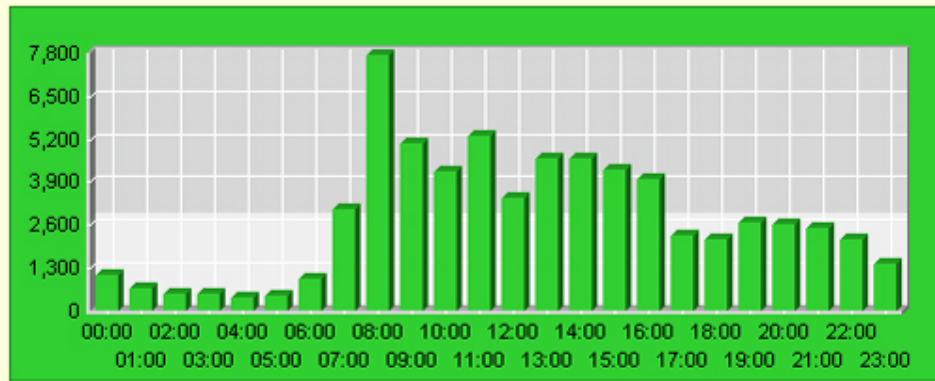
Pageviews per hour of 25/05/2005



Statistics Summary of 25/05/2005

Statistics	
Total pageviews:	66,712
Total visits:	14,253
Daily Unique Visitors:	10,067
Hourly Unique Visitors:	14,073
First time visitors:	4,440
Average pageviews per hour:	2,779
Pageviews per visit:	4.68
Pageviews today:	44,765
Visits today:	9,796
Prognosis today:	52,050
Busiest day:	25/05/2005

Pageviews per hour of 25/05/2005

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Hour	Pageviews
00:00	1,056
01:00	672
02:00	534
03:00	529
04:00	423
05:00	465
06:00	974
07:00	3,094
08:00	7,724
09:00	5,045
10:00	4,231
11:00	5,293
12:00	3,410
13:00	4,634
14:00	4,612
15:00	4,267
16:00	3,960
17:00	2,267
18:00	2,144
19:00	2,692
20:00	2,634
21:00	2,487
22:00	2,153
23:00	1,412
Total	66,712

[Back to top](#)

Country	Pageviews	%
1. Brunei Darussalam	50,484 	75.67%
2. United Kingdom	3,502 	5.25%
3. United States	2,941 	4.41%
4. Malaysia	1,468 	2.20%
5. Australia	1,399 	2.10%
6. Singapore	1,247 	1.87%
7. Canada	910 	1.36%
8. Netherlands	801 	1.20%
9. France	416 	0.62%
10. Japan	325 	0.49%
11. Hong Kong	262 	0.39%
12. Thailand	247 	0.37%
13. New Zealand	245 	0.37%
14. Indonesia	223 	0.33%
15. Oman	202 	0.30%
16. Germany	179 	0.27%
17. Korea (South)	170 	0.25%
18. Philippines	156 	0.23%
19. China	149 	0.22%
20. United Arab Emirates	130 	0.19%
21. Egypt	129 	0.19%
22. India	121 	0.18%
23. Saudi Arabia	94 	0.14%
24. Switzerland	93 	0.14%
25. Taiwan	74 	0.11%
26. Pakistan	67 	0.10%
27. Jordan	54 	0.08%
28. Spain	54 	0.08%
29. Hungary	53 	0.08%
30. Iran	47 	0.07%
31. Russian Federation	44 	0.07%
32. Slovenia	42 	0.06%
33. Belgium	41 	0.06%
34. Vietnam	39 	0.06%
35. Finland	38 	0.06%
36. Morocco	36 	0.05%
37. Qatar	26 	0.04%
38. Bangladesh	25 	0.04%
39. Myanmar	20 	0.03%
40. Laos	19 	0.03%
41. Sweden	19 	0.03%
42. Bulgaria	12 	0.02%
43. Greece	10 	0.01%
44. Cambodia	10 	0.01%
45. Romania	8 	0.01%
46. Israel	8 	0.01%
47. Brazil	8 	0.01%
48. Norway	7 	0.01%
49. South Africa	6 	0.01%
50. Mexico	5 	0.01%
51. Nigeria	4 	0.01%
52. Italy	4 	0.01%
53. Bahrain	3 	0.00%
54. Other	3	0.00%
55. Lebanon	3	0.00%

56. Portugal	3	0.00%
57. Turkey	3	0.00%
58. Kuwait	2	0.00%
59. Benin	2	0.00%
60. Colombia	2	0.00%
61. Ireland	2	0.00%
62. Belize	2	0.00%
63. Ghana	2	0.00%
64. Fiji	1	0.00%
65. Czechoslovakia (former)	1	0.00%
66. Cote D'Ivoire (Ivory Coast)	1	0.00%
67. Botswana	1	0.00%
68. Syrian Arab Republic	1	0.00%
69. Austria	1	0.00%
70. Mongolia	1	0.00%
71. Mauritius	1	0.00%
72. Malawi	1	0.00%
73. Peru	1	0.00%
74. Poland	1	0.00%
75. Puerto Rico	1	0.00%
Total	66,712	100.00%

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