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(From left)
Mohamed
Dzaiddin, Cyber
Village Sdn Bhd
CEO Tony Pua,
ShareInvestor
Holdings Pte
Ltd executive
chairman Dr
Michael Leong
and Yusli at the
launching of the
Bursa Station

New Internet-based market data tool

by **Surin Murugiah**

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BURSA Malaysia Bhd, in a move to spur retail investor participation in the local stock market, has launched an Internet-based real-time market data tool and analytical software specifically targeting retail investors.

Bursa Malaysia chief executive officer Yusli Mohamed Yusoff said the launch of Bursa Station was to boost retail investors' participation that accounted for 29% of trading volume last year compared to 43% in 2004.

"Our target is to bring retail investor trading volume closer to the 2004 figure. During the pre-crisis (1997-98) period, it stood at about 60% but a figure above 30% is a healthy level," he told reporters after the launch of Bursa Station by Bursa Malaysia chairman Tun Mohamed Dzaiddin Abdullah in Kuala Lumpur yesterday.

Bursa Station provides investors with innovative market-analytics, extended intra-day data, added market depth, news, and research reports and advanced charts. Investors can organise and display data from Bursa Malaysia in various industry-specific formats.

The subscription rate for Bursa Station standard package is RM860 for six months and a maximum RM1,920 for 12 months that includes company financials and tick chart.

The software is a result of collaboration between Bursa Malaysia Information Sdn Bhd, a subsidiary of Bursa Malaysia, and Cyber Village Sdn Bhd and Shareinvestor Pte Ltd.

"Bursa Station fills a market gap by providing interested investors access to fundamental, technical and trading data over the web," Yusli said, adding that currently only selected stockbrokers offer similar services over the Internet.

He said: "Bursa Station is in line with the exchange's continuing commitment to educate retail investors on the importance of fundamental-based investing. The tool also enables investors to make more complete assessments of their investing options and decisions."

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Training soon on Bursa Station

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Yusli said Bursa Malaysia and its partners would soon conduct training sessions to educate the investing public on the uses of Bursa Station. He said Bursa Malaysia would also work together with brokers and the media to market the tool.

He said Bursa Malaysia began its retail investor promotional efforts last year with the provision of information in the form of its CMDF-Bursa Research Scheme and various roadshows.

"Bursa Station takes things one step further by giving investors the tools for assessing the information they have on a particular public-listed company and the potential returns they may gain from their investment in it," he said.

Meanwhile, Yusli said the local stock market turnover velocity is one of the lowest in the world at 30%, compared to the likes of Hong Kong and South Korea at 80% and 200% respectively.

"There is a lot of money out there that is not traded. We have over 1,000 stocks and only 100 are speculative ones, so investors have many choices to look at before investing," he said.