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Have Your Say on Malaysia's Content Standards: Public Consultation Opens Today

*Content Forum Launches Nationwide
Public Consultation on Content Code Revisions*

Kuala Lumpur, 17 September 2025 - How should Malaysia draw the line on online harms, AI-generated content, child safety, and influencer responsibility? The Communications and Multimedia Content Forum of Malaysia (Content Forum) are inviting the public and industry players to help answer these questions as it launches a nationwide consultation on proposed revisions to the Malaysian Communications and Multimedia Content Code (Content Code), Malaysia's key reference point for responsible and ethical content practices across broadcasting, online, and digital platforms.

Running from **17 September to 7 November 2025**, the consultation invites Malaysians from all walks of life to share their views on the evolving standards of ethical and responsible content in the digital age.

The consultation seeks to deepen collaboration with Malaysians and local organisations to ensure the Code stays relevant, resilient, and representative of the nation's diverse content ecosystem. The review also comes at a critical moment, following **recent amendments to the Communications and Multimedia Act and the rapid rise of new content trends and technologies** that are reshaping how Malaysians consume, share, and create.

"The industry has a responsibility to ensure content standards evolve in line with the needs of the people, especially as technology advances at such a rapid pace. This review shows our readiness to listen and adapt, while supporting the government's ongoing efforts to strengthen Malaysia's digital ecosystem and safeguard users," said **Datuk Rafiq Razali, Chairman of the Content Forum**. "The Public Consultation is a key step in shaping a Content Code that complements those efforts," he added. "Together, we are co-creating an effective framework that protects consumers, empowers creators, and safeguards the values we hold as Malaysians. The Content Code is a living document, and by drawing on diverse perspectives, we can ensure it continues to evolve with integrity and inclusivity," he added.

For this round of consultation, the Content Forum has identified **eight (8) key focus areas** for public feedback. These include:

1. **Legal Alignment and Clarity** — The Code is brought in step with recent movement in Malaysian law, especially amendments to the Communications and Multimedia Act 1998; cutting ambiguity and confirming compliance as a recognised legal defence.
2. **Artificial Intelligence (AI) and Emerging Technologies** — AI content can no longer hide in plain sight; clear labelling is now required, with strict limits on misuse, scams, and AI-generated child sexual abuse materials.
3. **Advertising and Consumer Protection** — No more blurred lines in ads: the Code strengthens consumer protection with stricter rules on transparency, testimonials, guarantees, AI-generated promotions, and stronger rules for children's advertising.

4. **Online Platform Responsibilities** — Platforms face clearer duties, from swift takedowns of harmful content to stronger user privacy safeguards and oversight of AI-generated material, raising accountability while keeping rules practical.
5. **Protection of Children** — Children sit at the heart of the new Code, with stronger safeguards (including against Child Sexual Abuse Material (CSAM), tougher consent rules, privacy protections, and safety-by-design standards holding both creators and platforms accountable.
6. **Inclusivity, Vulnerable Communities, and Human Rights** — Discrimination has no place in content — new standards strengthen prohibition against harmful stereotypes and protect vulnerable communities, while embedding human rights due diligence across the industry.
7. **Media Ethics and Content Governance** — Reinforcing journalistic integrity, consent-based reporting, and balanced representation to strengthen public discourse and trust.
8. **Code Structure, Enforcement, and Accessibility** — The Code itself gets an upgrade — clearer language, stronger complaints mechanisms, and more focus on media literacy make it easier for everyone to use and trust.

“When the Content Code was first introduced in 2004, the digital world looked nothing like it does today. Now we’re dealing with generative AI, deepfakes, algorithm-driven content, misinformation, and the increasing need for safety of children online. These urgent issues demand fresh approaches — and that’s exactly what this review sets out to achieve,” said **Mediha Mahmood, CEO of the Content Forum**. *“We want the revised Code to be practical and inclusive, and we invite media professionals, creators, parents, educators, and civil society to share their views and make their voices count.”*

The Content Forum will also engage stakeholders directly through townhalls, roundtables, and dialogues during the consultation period. Interested organisations are invited to reach out to the Content Forum to arrange sessions tailored to their communities or sectors.

This latest initiative reflects Malaysia’s commitment to content self-regulation that balances freedom of expression with responsibility, inclusivity, and consumer protection. The Content Forum aims to ensure that the revised Content Code sets a forward-looking benchmark for ethical content governance, guiding a digital landscape that is fair, safe, and inclusive for all Malaysians.

How to Participate

To learn more about the Content Code Review 2025 and share your feedback, visit www.contentforum.my.

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UNTUK SIARAN SEGERA

Suarakan Pandangan Tentang Piawaian Kandungan Malaysia: Perundingan Awam Dibuka Hari Ini

*CMCF Melancarkan Perundingan Awam Nasional
Bagi Semakan Kod Kandungan*

Kuala Lumpur, 17 September 2025 - Bagaimana Malaysia harus menangani isu keselamatan dalam talian, kandungan berasaskan AI, perlindungan kanak-kanak dan tanggungjawab pempengaruh? Forum Kandungan Komunikasi dan Multimedia Malaysia (CMCF) menjemput orang ramai dan pemain industri untuk membantu menjawab persoalan ini melalui pelancaran perundingan awam peringkat nasional mengenai cadangan semakan Kod Kandungan Komunikasi dan Multimedia Malaysia (Kod Kandungan), rujukan utama negara bagi amalan kandungan bertanggungjawab dan beretika merangkumi penyiaran, platform dalam talian dan digital.

Bermula dari **17 September hingga 7 November 2025**, perundingan ini menjemput rakyat Malaysia daripada pelbagai lapisan masyarakat untuk berkongsi pandangan mengenai piawaian kandungan beretika dan bertanggungjawab yang terus berkembang dalam era digital.

Perundingan ini turut bertujuan memperkukuh kerjasama dengan rakyat Malaysia dan organisasi tempatan agar Kod Kandungan kekal relevan, berdaya tahan serta mencerminkan kepelbagaian ekosistem kandungan negara. Semakan ini dilaksanakan pada masa yang signifikan, berikutan **pindaan terkini Akta Komunikasi dan Multimedia serta perkembangan pesat trend kandungan dan teknologi baharu** yang terus membentuk cara rakyat Malaysia mengakses, berkongsi dan menghasilkan kandungan.

“Pihak industri mempunyai tanggungjawab untuk memastikan piawaian kandungan berkembang seiring dengan keperluan rakyat, khususnya apabila teknologi berubah dengan begitu pantas. Semakan ini menunjukkan kesediaan kami untuk mendengar dan menyesuaikan diri, di samping menyokong usaha berterusan kerajaan dalam memperkukuh ekosistem digital negara dan melindungi pengguna,” kata Datuk Rafiq Razali, Pengerusi CMCF.

“Rundingan Awam ini merupakan langkah penting dalam membentuk Kod Kandungan yang melengkapi usaha tersebut. Dengan menghimpunkan pelbagai pandangan, kita dapat memastikan Kod ini terus berkembang secara berintegriti dan inklusif,” tambahnya.

Untuk perundingan kali ini, CMCF telah mengenal pasti **lapan (8) bidang tumpuan utama** bagi maklum balas awam, iaitu:

1. **Penyelarasan dan Kejelasan Undang-undang** — Kod Kandungan kini seiring dengan perkembangan terkini undang-undang Malaysia, khususnya pindaan Akta Komunikasi dan Multimedia 1998; mengurangkan kekaburan dan mengiktiraf pematuhan sebagai satu bentuk pembelaan sah.
2. **Kecerdasan Buatan (AI) dan Teknologi Baharu** — Kandungan AI tidak lagi boleh disorok — pelabelan jelas kini diwajibkan, dengan kawalan ketat terhadap penyalahgunaan, penipuan siber, serta bahan penderaan seksual kanak-kanak yang dijana AI.

3. **Pengiklanan dan Perlindungan Pengguna** — Tiada lagi garis kabur dalam iklan: perlindungan pengguna diperkukuh dengan peraturan lebih ketat mengenai ketelusan, testimoni, jaminan, promosi berasaskan AI, serta kawalan lebih tegas untuk iklan kanak-kanak.
4. **Tanggungjawab Platform Dalam Talian** — Platform kini tertakluk kepada tanggungjawab yang lebih jelas, daripada tindakan segera terhadap kandungan berbahaya, perlindungan privasi pengguna yang lebih kukuh, hinggalah pemantauan kandungan AI, meningkatkan akauntabiliti sambil kekal praktikal.
5. **Perlindungan Kanak-kanak** — Kanak-kanak menjadi keutamaan dalam Kod baharu ini, dengan perlindungan lebih kukuh (termasuk terhadap Bahan Penderaan Seksual Kanak-Kanak/CSAM), peraturan kebenaran yang lebih tegas, jaminan privasi, serta piawaian “*safety by design*” yang menuntut akauntabiliti daripada pencipta kandungan dan platform.
6. **Inklusiviti, Komuniti Rentan dan Hak Asasi Manusia** — Tiada ruang untuk diskriminasi dalam kandungan — piawaian baharu memperkukuh larangan stereotaip berbahaya dan melindungi komuniti rentan, sambil mengintegrasikan prinsip hak asasi manusia dalam amalan industri.
7. **Etika Media dan Tadbir Urus Kandungan** — Integriti kewartawanan diperkukuh melalui peraturan kebenaran yang lebih jelas serta liputan yang beretika dan seimbang bagi memperkukuh wacana awam dan keyakinan masyarakat.
8. **Struktur Kod, Penguatkuasaan dan Aksesibiliti** — Kod Kandungan turut dinaik taraf — bahasa yang lebih jelas, mekanisme aduan yang lebih berkesan, serta penekanan kepada literasi media menjadikannya lebih mudah digunakan dan diyakini oleh semua pihak.

“Ketika Kod Kandungan pertama kali diperkenalkan pada tahun 2004, dunia digital amat berbeza berbanding hari ini. Kini kita berdepan dengan AI generatif, palsu tulen, kandungan berasaskan algoritma, maklumat palsu dan keperluan mendesak melindungi kanak-kanak dalam talian. Semua isu ini menuntut pendekatan baharu. Itulah yang cuba dicapai melalui semakan kali ini,” kata **Mediha Mahmood, Ketua Pegawai Eksekutif CMCF**. *“Kami mahu Kod yang disemak ini praktikal dan inklusif. Kami juga menjemput pengamal media, pencipta kandungan, ibu bapa, pendidik dan masyarakat sivil untuk berkongsi pandangan supaya suara mereka benar-benar didengari dan diambil kira.”*

CMCF juga akan berinteraksi secara langsung bersama pihak berkepentingan melalui sesi dialog, meja bulat dan pertemuan sepanjang tempoh perundingan. Organisasi yang berminat dialu-alukan untuk menghubungi CMCF bagi mengatur sesi khusus mengikut komuniti atau sektor masing-masing.

Inisiatif ini mencerminkan komitmen Malaysia terhadap kawal selia sendiri kandungan yang menyeimbangkan kebebasan bersuara dengan tanggungjawab, inklusiviti dan perlindungan pengguna. CMCF berhasrat memastikan Kod Kandungan yang disemak menjadi penanda aras baharu tadbir urus kandungan beretika serta membimbing landskap digital yang adil, selamat dan inklusif untuk semua rakyat Malaysia.

Cara Untuk Menyertai

Untuk mengetahui lebih lanjut mengenai Semakan Kod Kandungan 2025 dan berkongsi maklum balas anda, sila layari www.contentforum.my.

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ABOUT THE CONTENT FORUM

The Communications and Multimedia Content Forum of Malaysia (Content Forum) is an industry forum registered under the Malaysian Communications and Multimedia Commission (MCMC) and designated by the Communications and Multimedia Act 1998 (CMA'98) to oversee and promote self-regulation of content over the electronic networked medium. The Content Forum consists of key players in the content industry, i.e., advertisers, advertising agencies, broadcasters, content creators/distributors, audiotext hosting service providers, internet service providers, and civic groups.

Aimed at facilitating self-regulation, which provides an additional layer of consumer protection that complements the legal framework, the Content Forum is committed to governing and promoting the creation, distribution, and consumption of electronic-networked content.

As an industry self-regulatory body, the Content Forum comprises key members of the communications and multimedia content industry, including broadcasters, advertisers, content creators, internet access service providers, and civic groups. This dynamic and robust representation of industry practitioners ensures that content standards continue to be developed with the objective of establishing a level playing field in the industry.

The Content Forum is responsible for the implementation and enforcement of the Malaysian Communications and Multimedia Content Code ("the Content Code"). The Content Code was prepared by the Content Forum and first registered with MCMC on 1st September 2004. The Content Code is the principal source for industry self-regulation as it contains governing standards and best practices for content dissemination within the communications and multimedia industry in Malaysia. The main objective of the Content Code is to outline procedures of self-regulation that provides the platform for creativity, innovation and healthy growth of a fast-evolving industry.

The Content Forum houses a Complaints Bureau that is empowered to address all complaints relating to content disseminated over electronic networks. The Complaints Bureau is empowered to investigate possible breaches of the Content Code, mediate disputes, adjudicate cases, publish orders, and impose sanctions where necessary. The Complaints Bureau accepts complaints from industry players and the general public. Additionally, it plays an advisory role to any party that requires guidance on electronic content matters.



Issued by GO Communications on behalf of the Content Forum

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