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CONTENT FORUM URGES GAMING INDUSTRY TO STEP UP ON CHILD SAFETY

A call for game developers and platforms to take proactive steps amid growing public concern

Kuala Lumpur, 3 November 2025 – The Communications and Multimedia Content Forum of Malaysia (Content Forum) today issued a call to the gaming industry to take an active role in shaping a safer digital environment for children and young users.

Recent discussions in Parliament and media coverage on the regulation of popular games such as Roblox and PUBG have intensified public concern over children's safety in online gaming spaces. Parents and educators have voiced growing anxiety about the lack of age safeguards and exposure to harmful or inappropriate content.

According to a World Health Organisation report, 34% of adolescents play digital games daily, with 22% playing for at least 4 hours on gaming days. While 68% were classified as non-problematic gamers, 12% were at risk of problematic gaming, characterised by impaired control over gaming, prioritising it over other daily activities and interests, and persisting in play despite negative consequences. These figures highlight the urgent need for stronger industry standards that prioritise child protection without stifling creativity or innovation.

"Games have the power to inspire creativity, teamwork, and problem-solving among young people. Yet without the right guardrails, they can also expose them to risks that undermine those very benefits," said **Nicholas Sagau, President of the Malaysia Digital Association (MDA) and Content Forum Council member**.

"The gaming industry has a responsibility to lead this change; not merely in response to regulation, but out of a genuine commitment to thoughtful and responsible design. Equally important, parents must be empowered with the knowledge and tools to guide their children safely through an increasingly digital world," Nicholas added.

Building a Safer Gaming Ecosystem through Responsible Industry Standards

The Content Forum invites local and international gaming companies to be part of its self-regulatory framework, working together to shape industry-led standards that uphold both innovation and responsibility.

The initiative will encourage collaboration on best practices that strengthen parental guidance tools, age assurance, moderation systems, and ethical design principles. The Content Forum believes the industry is capable and willing to self-regulate effectively, and trusts that this is the right moment for the sector to demonstrate leadership.

"Our hope is that collective industry action will demonstrate how self-regulation can effectively support national efforts to keep online spaces safe for children. Self-regulation works best when it's owned by the industry it governs. This is an opportunity for gaming companies to show that they take the well-being of young players seriously, and that they can be trusted to act with responsibility and foresight," said **Mediha Mahmood, CEO of the Content Forum**.



Why Responsible Gaming Design Matters

Digital gaming has evolved from a pastime into a social ecosystem where children learn, explore, and build communities. Yet, without age-appropriate design and responsible oversight, it can also expose them to harmful content, aggressive monetisation, and unsafe interactions.

Recent public debates have highlighted the need for a structured yet flexible approach - one that allows Malaysia's gaming landscape to grow while protecting its most vulnerable users.

The Content Forum believes that collaboration, not just control, is the key to achieving this balance. Its self-regulatory model provides a neutral platform where industry, experts, and civil society can come together to develop standards that reflect both innovation and integrity.

The industry forum also emphasised that online safety is a shared responsibility between platforms, developers, parents, educators, and policymakers; and that constructive collaboration is the way forward.

An Open Invitation

The Content Forum will be initiating a series of stakeholder consultations to gather input from game developers, educators, parents, and child protection advocates. The sessions aim to identify practical solutions for safer game design, age-appropriate interactions, and user empowerment tools.

Gaming companies and related stakeholders are encouraged to connect with the Content Forum to learn more about the self-regulatory framework and explore how they can contribute to shaping a safer, more responsible digital gaming environment.

For further information or to register interest, please contact them at secretariat@contentforum.my.

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UNTUK SIARAN SEGERA

FORUM KANDUNGAN DESAK INDUSTRI PERMAINAN UNTUK TINGKATKAN KESELAMATAN KANAK-KANAK

*Panggilan kepada pemaju dan platform permainan supaya mengambil langkah proaktif
susulan kebimbangan awam yang semakin meningkat*

Kuala Lumpur, 3 November 2025 – Forum Kandungan Komunikasi dan Multimedia (CMCF) hari ini menyeru agar industri permainan digital mengambil peranan aktif dalam membentuk persekitaran digital yang lebih selamat bagi kanak-kanak dan pengguna muda.

Perbincangan di Parlimen serta liputan media mengenai kawalselia permainan popular seperti *Roblox* dan *PUBG* telah menimbulkan kebimbangan orang ramai terhadap keselamatan kanak-kanak di ruang dalam talian. Ibu bapa dan guru telah meluahkan kebimbangan mereka tentang kekurangan mekanisme umur yang sesuai dan kemungkinan terdedah kepada kandungan yang berbahaya atau tidak sesuai.

Menurut satu laporan oleh World Health Organization (WHO), 34% remaja bermain permainan digital setiap hari, dan 22% bermain sekurang-kurangnya empat jam pada hari mereka dibenarkan bermain. Walaupun 68% dilabel sebagai pemain tanpa masalah, 12% tergolong dalam kumpulan berisiko permainan yang bermasalah, dicirikan oleh kawalan diri yang terjejas terhadap aktiviti permainan, keutamaan yang diberikan kepada permainan berbanding aktiviti dan minat harian lain, serta penerusan bermain walaupun menghadapi kesan negatif. Statistik ini menggariskan keperluan mendesak bagi standard industri yang lebih kukuh yang mengutamakan perlindungan kanak-kanak tanpa mengekang kreativiti atau inovasi.

“Permainan digital mempunyai kuasa untuk menyemai kreativiti, kerjasama berpasukan dan penyelesaian masalah dalam kalangan golongan muda. Namun tanpa tadbir-urus yang tepat, ia juga boleh mendedahkan mereka kepada risiko yang menjejaskan manfaat tersebut,” kata **Nicholas Sagau, Presiden Malaysia Digital Association (MDA) dan Ahli Majlis CMCF**.

“Industri permainan mempunyai tanggungjawab untuk menerajui perubahan ini; bukan sekadar sebagai tindak balas kepada pengawalseliaan, tetapi kerana perlindungan pemain muda seharusnya menjadi sebahagian daripada reka bentuk permainan yang mengutamakan keselamatan dan tanggungjawab. Sama pentingnya, ibu bapa perlu dibekalkan dan dididik bagaimana untuk melindungi anak-anak mereka dalam dunia yang digital yang semakin meluas.” beliau menambah.

Membina ekosistem permainan yang lebih selamat melalui piawaian industri yang bertanggungjawab

CMCF menghulurkan jemputan terbuka kepada syarikat permainan tempatan dan antarabangsa untuk menyertai rangka kerja sendiri dan membantu membangunkan standard yang dipimpin oleh industri, yang mengimbangkan inovasi dengan tanggungjawab.

Inisiatif ini akan menggalakkan kerjasama mengenai amalan terbaik yang menguatkan alat bimbingan ibu bapa, jaminan umur, sistem pengawalan kandungan, dan prinsip reka-bentuk yang beretika. CMCF percaya industri ini mampu dan sedia untuk mengawalselia sendiri

secara berkesan, dan yakin bahawa ini adalah detik yang tepat untuk sektor ini menunjukkan kepimpinan.

“Harapan kami adalah tindakan bersepadu industri akan menunjukkan bagaimana kawalselia sendiri boleh memberi sokongan yang berkesan kepada usaha negara memastikan ruang dalam talian selamat untuk kanak-kanak. Kawalselia sendiri berfungsi dengan baik apabila ia dimiliki oleh industri yang diurusinya. Ini peluang kepada syarikat permainan untuk menunjukkan bahawa mereka mengambil kesejahteraan pemain muda dengan serius dan mereka boleh dipercayai untuk bertindak dengan tanggungjawab dan progresif,” kata **Mediha Mahmood, Ketua Pegawai Eksekutif CMCF**.

Mengapa Reka Bentuk Permainan Bertanggungjawab Penting

Permainan digital telah berkembang daripada hiburan biasa kepada ekosistem sosial di mana kanak-kanak belajar, meneroka dan membina komuniti. Namun tanpa reka bentuk yang sesuai mengikut umur dan pengawalan yang bertanggungjawab, ia boleh mendedahkan mereka kepada kandungan berbahaya, monetisasi agresif, dan interaksi yang tidak selamat.

Perdebatan awam terkini telah menyerlahkan keperluan untuk pendekatan yang tersusun namun fleksibel, satu yang membolehkan landskap permainan Malaysia berkembang sambil melindungi pengguna yang paling terdedah.

CMCF percaya bahawa kerjasama, bukan sekadar kawalan, adalah kunci untuk mencapai keseimbangan ini. Model kawalselia sendiri CMCF menyediakan platform neutral di mana industri, pakar dan masyarakat sivil boleh bersama-sama membangunkan standard yang mencerminkan inovasi dan integriti.

Forum industri ini juga menekankan bahawa keselamatan dalam talian adalah tanggungjawab bersama antara platform, pembangun, ibu bapa, pendidik dan pembuat dasar; dan bahawa kerjasama konstruktif adalah jalan ke hadapan.

Jemputan Terbuka

CMCF akan memulakan siri perundingan bersama pemegang taruh bagi mengumpul input daripada pemaju permainan, pendidik, ibu bapa dan pakar perlindungan kanak-kanak. Sesi ini bertujuan mengenal pasti penyelesaian praktikal untuk reka bentuk permainan yang lebih selamat, interaksi yang sesuai mengikut umur, dan alat pemerksaan pengguna.

Syarikat permainan dan pemegang taruh berkaitan digalakkan untuk menghubungi CMCF untuk mengetahui lebih lanjut tentang rangka kerja kawalselia sendiri dan meneroka bagaimana mereka boleh menyumbang kepada pembentukan persekitaran permainan digital yang lebih selamat dan bertanggungjawab.

Untuk maklumat lanjut atau untuk mendaftar minat, sila e-mel ke secretariat@contentforum.my.



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, advertising agencies, 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 practises 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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