



# 2025 ANNUAL REPORT



# Table of Contents



**02**

Introduction

**03**

Chairman's Message

**04**

Board of Councillors

**06**

Members

**11**

Executive Office

**12**

Executive Report

**14**

Code and Policy  
Development

**18**

Advocacy and  
Awareness

**38**

Complaints Handling  
and Advisory

**48**

MCMC Report

**49**

Public Relations Report

**51**

Finance Report

# Introduction



*10 March 2025, Courtesy Visit to YB Fahmi Fadzil, the Minister of Communications*

Malaysia's content ecosystem entered a pivotal phase of continued evolution in 2025. Rapid advances in artificial intelligence (AI), automation and immersive technologies transformed the ways in which digital content was created, distributed and consumed across platforms. While these developments expanded opportunities for innovation and growth, they also heightened concerns relating to ethics, misinformation and online safety. This environment highlighted the importance of a governance framework that balances creative freedom with social responsibility.

Against this backdrop, the Communications and Multimedia Content Forum of Malaysia (Content Forum) continued to play a vital role in strengthening industry self-regulation within an evolving landscape. Amendments to the Communications and Multimedia Act 1998 (CMA 1998) further reinforced the regulatory framework by clarifying mandates and enhancing accountability among stakeholders. In this context, effective self-regulation remains essential to ensuring that content standards are principled, relevant and responsive to technological change.

In line with this strengthened framework, the Content Forum's primary focus for the year was on developing the Fourth Edition of the Malaysian Communications and Multimedia Content Code (the new Content Code). This initiative intended to reinforce existing content standards, expand protections for vulnerable communities and align regulatory guidance with the realities of an integrated and interactive digital media environment.

The development of the new Content Code and two complementary guidelines places strong emphasis on the integration of human values, empathy and social responsibility in content creation and dissemination. These principles form the foundation of a content ecosystem that is sustainable, inclusive and trusted, while remaining adaptable to technological progress and evolving societal expectations.

The role of the community remains central to the effectiveness of this ecosystem and public consultations continue to play a pivotal role. Furthermore, as audiences increasingly assume dual roles as both consumers and creators, strengthening media literacy, ethical awareness and shared responsibility becomes ever more important. An informed and engaged public supports the consistent application of content standards and contributes to a digital environment that is credible, safe and respectful.

This shared responsibility ultimately finds its expression in sustained collaboration across the ecosystem. The Content Forum therefore remains committed to working closely with regulators, industry partners and the wider community to foster a digital environment that upholds ethical standards, protects the public interest and supports sustainable growth.



# Chairman's Message

The year 2025 marked a period of continued growth and increasing responsibility for the Content Forum, as Malaysia's digital landscape became more complex and more consequential. Within this environment, the Content Forum demonstrated strong leadership, guided by clear strategic priorities and sound governance, in advancing accountability, inclusivity and ethical responsibility across the nation's content ecosystem.

This progress reflects the guidance of the Board of Councillors and EXCO, the continued contributions of our valued members, and the support of the Executive Office Secretariat under the leadership of our Chief Executive Officer (CEO). I also extend my congratulations to the Council Members for the 2025–2027 term and acknowledge their commitment to governance that is accountable, forward-looking and firmly grounded in the public interest.

I am pleased to note that the Content Forum achieved 99.7% delivery of its strategic objectives for the year, marking a notable increase from the previous year and reflecting disciplined execution and strong stakeholder collaboration. This momentum is further reflected in the admission of ten (10) new members, strengthening multi-stakeholder engagement and broadening the diversity of perspectives within the organisation.

A key milestone in 2025 was the development of the Fourth Edition of the Content Code, shaped through nationwide consultations, industry dialogues and public engagement. This process ensures that the framework remains responsive to technological developments and evolving societal expectations, and continues to serve as a cornerstone for accountability, diversity and inclusivity across media and digital sectors.

Complementary efforts, including the development of the Guidelines for Reporting and Sharing of Suicide-Related Content and the Disability-Inclusive Language Guidelines, reflect a continued emphasis on strengthening ethical standards while promoting empathy and inclusivity in public communication.

The Content Forum also expanded its advocacy footprint through nationwide programmes and industry engagements, while maintaining robust and transparent complaints handling processes that reinforce public confidence in self-regulation. Its appointment as a Priority Flagger for major digital platforms further underscores the strength of its collaborative approach in supporting safer online spaces.

As the Content Forum marks its 25th year next year, we remain committed to strengthening its role as a trusted self-regulatory body, guided by the principles of collaboration, accountability and public interest. With the continued support of our members and stakeholders, we are well positioned to navigate emerging challenges and to ensure that Malaysia's content ecosystem remains responsible, inclusive and resilient.



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**Datuk Rafiq Razali**  
Chairman



# Board of Councillors

The Content Forum's Council convened regularly throughout 2025, providing consistent oversight of organisational performance, financial stewardship and strategic alignment. These sessions served as a key forum for considered deliberation, enabling Council Members to refine priorities, respond to emerging developments and guide the organisation's direction with clarity and discipline.

During the year, the Council held eleven (11) meetings, each duly constituted with the requisite quorum present, providing continuity of oversight and timely decision-making in support of the organisation's priorities.

The members of the Council for the reporting period are as follows:

| Executive Committee                               |                                         |
|---------------------------------------------------|-----------------------------------------|
| <b>Chairman</b><br>Datuk Rafiq Razali             | Sistem Televisyen Malaysia Berhad       |
| <b>Vice-Chairman</b><br>Claudian Navin Stanislaus | Malaysian Advertisers Association (MAA) |
| <b>Secretary</b><br>Anira Che Ani                 | TM Technology Services Sdn. Bhd.        |
| <b>Treasurer</b><br>Amarjit Singh Karthar Singh   | YTL Communications Sdn. Bhd.            |

#### Council Members for the Period of 2025–2027

Al Hijrah Media Corporation  
 Association of Accredited Advertising Agents Malaysia (4A'S)  
 Byte Precision Sdn. Bhd.  
 Celcomdigi Berhad  
 Ch-9 Media Sdn. Bhd.  
 Colgate-Palmolive Malaysia Sdn. Bhd.  
 Digital Creative Content Creators Association of Malaysia  
 Infobip Asia Pacific Sdn. Bhd.  
 Malaysian Digital Association  
 Maxis Broadband Sdn. Bhd.  
 Measat Broadcast Network Systems Sdn. Bhd.  
 Meatech Transmedia Sdn. Bhd.  
 Media Prima Digital  
 Film Directors Association of Malaysia  
 Sun Media Corporation Sdn. Bhd.  
 Universiti Putra Malaysia

Mazlan Ahmad Palal  
 Andrew Lee  
 Firdaus Fadzil  
 Nurul Shahida Shamsulazlan  
 Nini Yusof  
 Wanaz Merican  
 Esma Dainal Md Isa  
 Charanjit Singh Gill  
 Nik Justin Nik Mohamad Ariffin  
 Siti Noraini Abd Rahman  
 Rita Irina Abd Wahab  
 Mohd Zaharizan Abdul Mubin  
 Nicholas Sagau Tony Ngimat  
 Dato' Afdlin Shauki Aksan  
 Irene Tan  
 Ts. Dr. Syed Agil Shekh Alsagoff

# Members

The Content Forum continues to reflect a diverse and inclusive membership, bringing together industry leaders alongside voices from civil society. This breadth of representation reinforces the integrity of self-regulation, ensuring that content standards remain relevant, balanced and responsive to evolving societal expectations.

As at 31 December 2025, the Content Forum comprised seventy-five (75) members, including sixty-one (61) Ordinary Members and fourteen (14) Associate Members. During the year, two new membership categories were introduced to replace the previous Civic Group category, namely Educational and Professional Membership Organisations and Civil Society Organisations.

These enhancements are intended to strengthen representation and deepen engagement, enabling a wider range of perspectives to inform the development and application of content standards across Malaysia's dynamic content ecosystem.



In line with this direction, ten (10) new members joined the Content Forum in 2025, maintaining the strong intake recorded in 2024. This sustained momentum reflects the Content Forum's growing standing as a trusted platform for responsible content governance and meaningful multi-stakeholder collaboration.



The following organisations joined the Content Forum in 2025:

| No. | New Members                                                               | Date Joined       |
|-----|---------------------------------------------------------------------------|-------------------|
| 1   | Universiti Sains Islam Malaysia (USIM)                                    | 13 February 2025  |
| 2   | Federation Of Malaysian Consumers Association (FOMCA)                     | 16 April 2025     |
| 3   | Education And Research Association For Consumers, Malaysia (Era Consumer) | 16 April 2025     |
| 4   | Pertubuhan Suara Belia                                                    | 16 April 2025     |
| 5   | Universiti Teknikal Malaysia Melaka (UTEM)                                | 29 September 2025 |
| 6   | Wong & Partners                                                           | 29 September 2025 |
| 7   | BFM Media Sdn. Bhd.                                                       | 29 October 2025   |
| 8   | Net2one Sdn. Bhd.                                                         | 2 December 2025   |
| 9   | Persatuan Kreatif AI Malaysia (PeKA)                                      | 2 December 2025   |
| 10  | Taylor's University                                                       | 2 December 2025   |

Active member participation remained a cornerstone of the Content Forum's work in 2025, with members contributing their expertise and perspectives through various initiatives, committees and working groups. These contributions strengthened the implementation of responsible and inclusive content standards while reinforcing collaboration across Malaysia's content ecosystem.

For membership enquiries, please contact us at [secretariat@contentforum.my](mailto:secretariat@contentforum.my).



***Joining CMCF represents more than membership, it is a commitment to shaping a responsible AI content ecosystem, strengthening industry collaboration and empowering future-ready creative professionals in Malaysia.***

**Azizan Ruba'an**

President  
Persatuan Kreatif AI  
Malaysia (PeKA)



***We joined the Content Forum after experiencing its process firsthand. When a listener lodged a complaint against BFM, the Forum handled it with impressive efficiency and fairness. This experience convinced us to become members and support the principles of the Content Code, ensuring that informed public discourse remains protected.***

**Malek Ali**

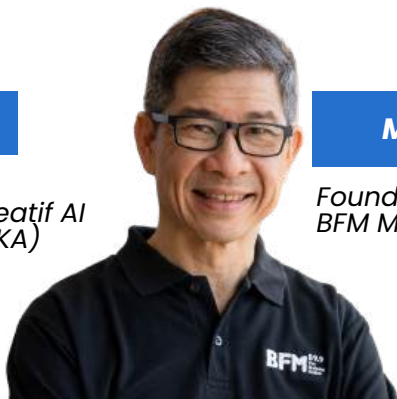
Founder  
BFM Media Sdn. Bhd.



***We were keen to be part of the discourse amongst visionaries, industry experts and "needle movers" to have our voices heard in policy making in navigating the media footprint of youth.***

**Dr. Prema Ponnudurai**

Founder of Lumicko  
Taylor's University





## List of Content Forum Members

| ORDINARY MEMBERS                                         |                                                                  |                                   |
|----------------------------------------------------------|------------------------------------------------------------------|-----------------------------------|
| Advertisers Category                                     |                                                                  |                                   |
| 1                                                        | THE ASSOCIATION OF ACCREDITED ADVERTISING AGENTS MALAYSIA (4A's) | Mr. Andrew Lee                    |
| 2                                                        | MALAYSIAN ADVERTISERS ASSOCIATION (MAA)                          | Mr. Claudian Navin Stanislaus     |
| 3                                                        | MEDIA SPECIALISTS ASSOCIATION (MSA)                              | Ms. Vanitha Selvathurai           |
| 4                                                        | COLGATE-PALMOLIVE MALAYSIA SDN. BHD.                             | Puan Wanaz Merican                |
| 5                                                        | NESTLÉ PRODUCTS SDN. BHD.                                        | Ms. Catherine Yap Leng Leng       |
| 6                                                        | PROCTER & GAMBLE (M) SDN. BHD.                                   | Ms. Noelle Wong                   |
| 7                                                        | UNILEVER (M) HOLDINGS SDN. BHD.                                  | Ms. Lenny Chuah                   |
| 8                                                        | BEIERDORF (MALAYSIA) SDN. BHD.                                   | Ms. Jessica Kan Pui Yee           |
| 9                                                        | DANONE (M) SDN. BHD.                                             | Ms. Caroline Shiau Fern Tan       |
| 10                                                       | GERBANG ALAF RESTAURANTS SDN. BHD.                               | Puan Shamsidar Yahya              |
| 11                                                       | MONDELEZ MALAYSIA SALES SDN. BHD.                                | Puan Raja Zalina Raja Safran      |
| Audiotext & Mobile Technology Service Providers Category |                                                                  |                                   |
| 12                                                       | CELCOMDIGI BERHAD                                                | Puan Noordiwati Razali            |
| 13                                                       | MALAYSIAN DIGITAL ASSOCIATION (MDA)                              | Ms. Lydia Wang Chen Choo          |
| 14                                                       | INFOBIP ASIA PACIFIC SDN. BHD.                                   | Mr. Charan Jit Singh Gill         |
| Broadcasters Category                                    |                                                                  |                                   |
| 15                                                       | AL HIJRAH MEDIA CORPORATION                                      | Encik Mazlan bin Ahmad Palal      |
| 16                                                       | CAPITAL FM SDN. BHD.                                             | Ms. Priya Dharshini Prabakaran    |
| 17                                                       | CH-9 MEDIA SDN. BHD.                                             | Puan Zuraidah Mohd Yatim          |
| 18                                                       | COMMERCIAL RADIO MALAYSIA (CRM)                                  | Ms. Mindy Chin Hui Min            |
| 19                                                       | HUSA NETWORK SDN. BHD.                                           | Encik Ozarizan Mohd Nor           |
| 20                                                       | MAESTRA ROADCAST SDN. BHD.                                       | Ms. Priya Dharshini Prabakaran    |
| 21                                                       | MEASAT RADIO COMMUNICATIONS SDN. BHD.                            | Ms. Priya Dharshini Prabakaran    |
| 22                                                       | MEASAT BROADCAST NETWORK SYSTEMS SDN. BHD.                       | Puan Rita Irina Abd Wahab         |
| 23                                                       | METROPOLITAN TV SDN. BHD. (8TV)                                  | Puan Zuraidah Mohd Yatim          |
| 24                                                       | NATSEVEN TV SDN. BHD.                                            | Puan Zuraidah Mohd Yatim          |
| 25                                                       | RIMAKMUR SDN. BHD. (SURIA FM)                                    | Encik Amirul Farhan bin Abd. Hadi |
| 26                                                       | TM NET SDN. BHD.                                                 | Puan Rosmawati Shuib              |
| 27                                                       | STAR RFM SDN. BHD.                                               | Ms. Su Joo Li                     |
| 28                                                       | SISTEM TELEVISYEN MALAYSIA BHD. (TV3)                            | Encik Mohd Rafiq Mat Razali       |
| 29                                                       | ANSAT BROADCAST SDN. BHD.                                        | Ms. Lee Sook Lam                  |
| 30                                                       | BFM MEDIA SDN. BHD.                                              | Caroline Oh                       |
| 31                                                       | NET2ONE SDN. BHD.                                                | Mohamad Razlan Abdul Latip        |

| Civil Society Category                                         |                                                                              |                                            |
|----------------------------------------------------------------|------------------------------------------------------------------------------|--------------------------------------------|
| 32                                                             | NATIONAL COUNCIL OF WOMEN'S ORGANISATIONS (NCWO)                             | Prof. Dr. Kiranjit Kaur                    |
| 33                                                             | PERTUBUHAN PERFILEMAN SOSIAL MALAYSIA (FFN)                                  | Anna Har Mei Yoke                          |
| 34                                                             | NATIONAL UNION OF THE TEACHING PROFESSION (NUTP)                             | Fouzi Singon                               |
| 35                                                             | PERSATUAN PEKERJA PROFESIONAL FILEM MALAYSIA (PROFIMA)                       | Mohd Khalil Saleh                          |
| 36                                                             | PERSATUAN PENDIDIKAN DAN PENYELIDIKAN UNTUK PENGGUNA MALAYSIA (ERA CONSUMER) | Saral A/P Maniam@Munickam                  |
| 37                                                             | FEDERATION OF MALAYSIAN CONSUMERS ASSOCIATION (FOMCA)                        | YBhg. Dato' Indrani Thuraisingham          |
| Content Creators & Distributors Category                       |                                                                              |                                            |
| 38                                                             | MEDIA PRIMA DIGITAL SDN. BHD.                                                | Nicholas Sagau Tony Ngimat                 |
| 39                                                             | PRIMEWORK STUDIOS SDN. BHD.                                                  | Nini Yusof                                 |
| 40                                                             | STAR MEDIA GROUP BERHAD                                                      | Chua Meng Hock @ Eddie Chua                |
| 41                                                             | SUN MEDIA CORPORATION SDN. BHD.                                              | Irene Tan                                  |
| Educational and Professional Membership Organisations Category |                                                                              |                                            |
| 42                                                             | AKADEMI SENI BUDAYA DAN WARISAN KEBANGSAAN (ASWARA)                          | Ts. Azrie Izham Hamzah                     |
| 43                                                             | PERSATUAN FESTIVAL SENI KREATIF & TVET MALAYSIA (ANIFEST)                    | Amir Hamzah Hashim                         |
| 44                                                             | DEWAN BAHASA DAN PUSTAKA (DBP)                                               | Siti Mariam bt Othman                      |
| 45                                                             | FILM DIRECTORS ASSOCIATION OF MALAYSIA (FDAM)                                | YBhg. Dato' Afdlin Shauki Aksan            |
| 46                                                             | DIGITAL CREATIVE CONTENT CREATORS ASSOCIATION OF MALAYSIA (DCAM)             | Esma Dainal Md Isa                         |
| 47                                                             | UNIVERSITI UTARA MALAYSIA (UUM)                                              | Dr. Bahtiar Mohamad                        |
| 48                                                             | INTERNATIONAL ISLAMIC UNIVERSITY MALAYSIA (IIUM)                             | Prof. Dr. Farid Sufian Shuaib              |
| 49                                                             | UNIVERSITI PUTRA MALAYSIA (UPM)                                              | Ts. Dr. Syed Agil Bin Shekh Alsagoff       |
| 50                                                             | UNIVERSITI TEKNOLOGI MARA (UITM)                                             | Dr. Tengku Elena                           |
| 51                                                             | UNIVERSITI SAINS ISLAM MALAYSIA (USIM)                                       | Dr. Safiyyah Ahmad Sabri                   |
| 52                                                             | UNIVERSITI TEKNIKAL MALAYSIA MELAKA (UTEM)                                   | Assoc. Prof. Ts. Dr. Muhammad Hafidz Fazli |
| 53                                                             | PERSATUAN KREATIF AI MALAYSIA (PEKA)                                         | Azizan Ruba'an                             |
| 54                                                             | TAYLOR'S UNIVERSITY                                                          | Prema Ponnudurai                           |
| Internet Access Service Providers Category                     |                                                                              |                                            |
| 55                                                             | MAXIS BROADBAND SDN. BHD.                                                    | Siti Noraini Abd Rahman                    |
| 56                                                             | SHINJIRU TECHNOLOGY SDN. BHD.                                                | Shaun Lim Shan Her                         |
| 57                                                             | TM TECHNOLOGY SERVICES SDN. BHD.                                             | Anira Che Ani                              |
| 58                                                             | TIME DOTCOM BERHAD                                                           | Afzal Abdul Rahim                          |
| 59                                                             | YTL COMMUNICATIONS SDN. BHD.                                                 | Amarjit Singh Karthar Singh                |
| Technology, Media and Digital Service Providers Category       |                                                                              |                                            |
| 60                                                             | BYTE PRECISION SDN. BHD.                                                     | Firdaus Fadzil                             |
| 61                                                             | MEATECH TRANSMEDIA SDN. BHD.                                                 | Mohd Zaharizan Abdul Mubin                 |

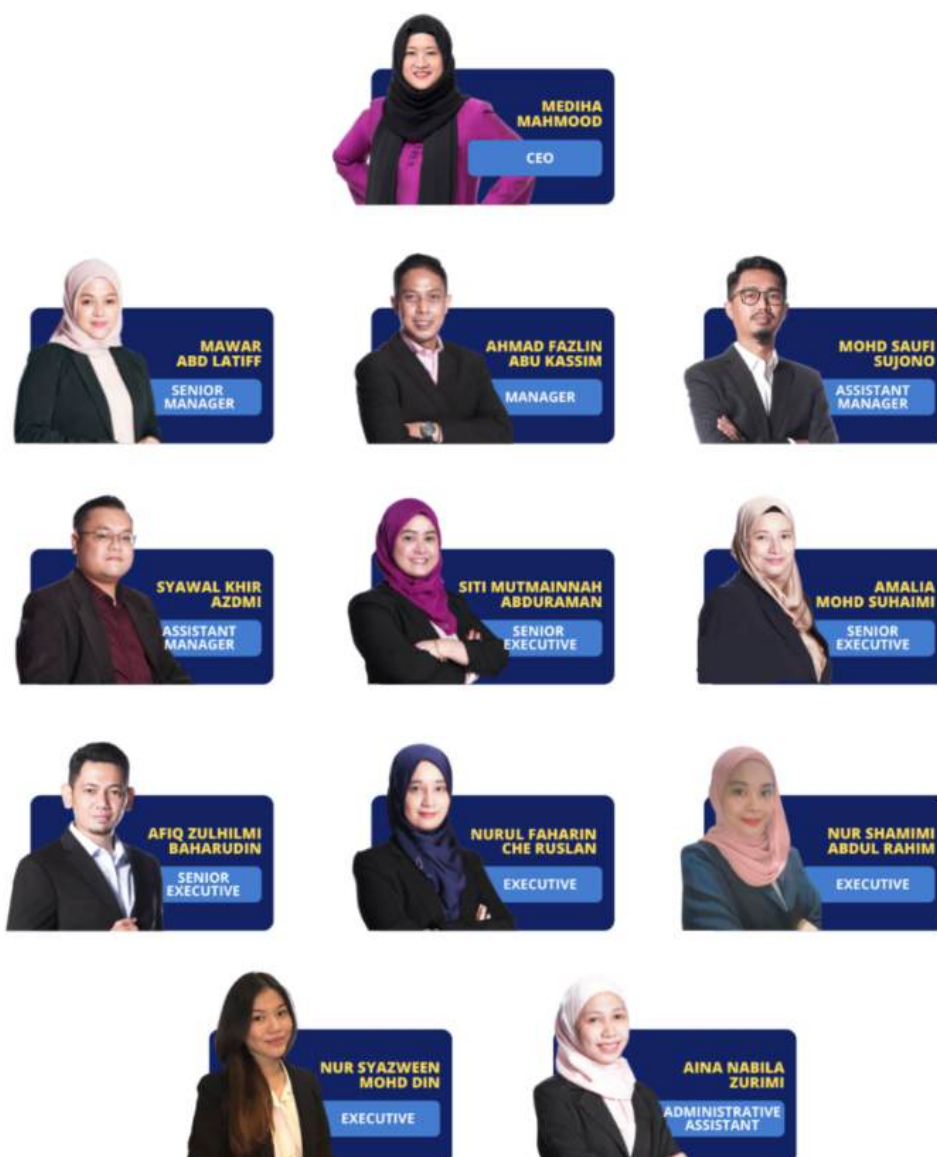
| ASSOCIATE MEMBERS |                                                  |                                                  |
|-------------------|--------------------------------------------------|--------------------------------------------------|
| 62                | MYNIC BERHAD                                     | Yeo Yee Ling                                     |
| 63                | VOICE GUILD MALAYSIA                             | Diong Chae Lian                                  |
| 64                | ASSOC. PROF. DR. AIDA MOKHTAR                    | Assoc. Prof. Dr. Aida Mokhtar                    |
| 65                | INSTITUT KEFAHAMAN ISLAM MALAYSIA (IKIM)         | Al Iskandar bin Mokhtar                          |
| 66                | ASSOC. PROF. DR. NUR KAREELAWATI BINTI ABD KARIM | Assoc. Prof. Dr. Nur Kareelawati Binti Abd Karim |
| 67                | ASSOC. PROF. DR. MD. AZALANSHAH BIN MD SYED      | Assoc. Prof. Dr. Md. Azalanshah Bin Md Syed      |
| 68                | TECHKNOW SOLUTIONS SDN. BHD.                     | Harith Gautaman Ramasamy                         |
| 69                | THE OUTDOOR ADVERTISING ASSOCIATION OF MALAYSIA  | Mary Koh                                         |
| 70                | SARAWAK MEDIA GROUP SDN. BHD.                    | Mohd Aizal Ibrahim                               |
| 71                | MESSRS. ADNAN SUNDRA & LOW                       | Sri Sarguna Raj                                  |
| 72                | LAW PARTNERSHIP                                  | Brian Law                                        |
| 73                | CHRISTOPHER LEE & ONG                            | Anissa Maria Anis                                |
| 74                | PERTUBUHAN SUARA BELIA                           | Md Yassir Arafat Kassim                          |
| 75                | WONG & PARTNERS                                  | Serene Kan                                       |



# Executive Office

The Executive Office comprises twelve (12) professionals with diverse expertise and professional backgrounds, operating as a cohesive unit to drive strategic initiatives and ensure the effective management of day-to-day operations under the guidance and oversight of the Council.

Adopting a collaborative and cross-functional approach, the team contributes across key areas including policy development, stakeholder engagement, event management, training, content creation and social media communications. This integrated way of working enables the organisation to respond nimbly to emerging issues, deliver programmes efficiently and sustain meaningful engagement with stakeholders.



**Executive Office Team (As at 31 December 2025)**

# Executive Report

The year 2025 marked an important phase in the Content Forum's continued efforts to strengthen responsible content governance and digital engagement in Malaysia's evolving media landscape. Guided by three strategic pillars, namely Code and Policy Development, Advocacy and Awareness and Complaints Handling and Advisory Services, the Content Forum advanced a range of initiatives, strategic partnerships and capacity-building efforts aimed at reinforcing ethical content practices, strengthening industry capability and sustaining public confidence in the self-regulatory framework.



Significant progress was achieved in Code and Policy Development through the advancement of the new Content Code. The revision process was supported by extensive stakeholder engagement, including nationwide consultations and Requests for Comments (RFC) exercises, ensuring that the Code reflects current technological developments, legislative developments and evolving societal expectations.

A key highlight during the year was the launch of the Guidelines for Reporting and Sharing of Suicide-Related Content, developed through multi-stakeholder collaboration and public consultation. Complementing this effort, the Disability-Inclusive Language Guidelines were also introduced to promote respectful and inclusive communication when referring to persons with disabilities across media and digital platforms, alongside broader initiatives to upskill industry players and support the development of a talent pipeline grounded in ethical content practices.



Advocacy and awareness initiatives continued to expand nationwide engagement with communities, industry stakeholders and public institutions. As at 31 December 2025, the Content Forum conducted ninety-eight (98) programmes across Malaysia, reaching nearly 80,000 participants through workshops, dialogues, training sessions and public education initiatives that promote responsible digital practices.

The Content Forum further strengthened its Complaints Handling and Advisory functions through the transparent and timely resolution of complaints. During the year, a total of 1,198 complaints were received via its online portals and email channels. Insights drawn from these cases informed improvements in industry practices and reinforced public confidence in the self-regulatory framework.

Collectively, these efforts underscore the Content Forum's commitment to a responsible, inclusive and future-ready digital environment.

The following sections highlight the key programmes, policy developments and collaborative initiatives that defined the organisation's work throughout 2025.

- **Code and Policy Development**
- **Advocacy and Awareness**
- **Complaints Handling and Advisory Services**



*The Executive Office Secretariat*

# Code and Policy Development

The Content Forum remains committed to strengthening Malaysia's content governance framework through the continuous refinement of the Content Code and the development of supplementary instruments that uphold the principles of self-regulation under the CMA 1998. These efforts ensure that policy instruments remain aligned with legal frameworks, evolving industry practices and the expectations of the wider community.

To support the effective implementation of the Content Code, the Content Forum develops complementary instruments, including sub-codes, guidelines and best practice notes. These instruments provide greater clarity and practical direction to industry stakeholders, platforms and regulators in addressing increasingly complex content issues with confidence and accountability.

A key focus during the year was the advancement of the Content Code towards its Fourth Edition. The revision process incorporated extensive stakeholder feedback gathered through requests for comments (RFCs), town halls and nationwide consultations. The updated Code reflects technological developments, evolving societal expectations and relevant international best practices in content governance.

Alongside the Code revision, the Content Forum prioritised the development of targeted supplementary guidelines to address emerging issues within Malaysia's digital content ecosystem, ensuring that content standards remain responsive to societal needs and community interests.

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## Key Supplementary Guidelines Developed in 2025



### Guidelines for Reporting and Sharing of Suicide-Related Content



### Disability-Inclusive Language Guidelines

These supplementary instruments do not operate in isolation but form part of a broader, evolving framework alongside the digital landscape. As new challenges and trends emerge, the Content Forum remains committed to ensuring that the Content Code and its supporting instruments are evidence-based, practical and grounded in real-world application.

The Content Forum will continue to identify priority areas and develop complementary instruments that provide clear and actionable guidance for industry stakeholders and the public.



# Malaysian Communications and Multimedia Content Code Review

The Content Code continues to serve as the cornerstone of Malaysia’s content self-regulatory framework. In 2025, the Content Forum undertook a comprehensive review of the Code as part of the development of its Fourth Edition. This revision reflects the Content Forum’s continued commitment to strengthening self-regulation under the CMA 1998, while ensuring that the Code remains responsive to evolving legislative developments, technological advancements and societal expectations within an increasingly complex digital and media landscape.

## Strengthening the Content Code Through Stakeholder Engagement

The revision process was supported by extensive stakeholder engagement and public consultation through a series of RFC exercises, industry dialogues and 14 town hall sessions. A nationwide consultation conducted from 17 September to 7 November 2025 received a total of 1,891 submissions from Malaysians across diverse backgrounds. This included input from academics, industry players, civil society groups, content creators, platforms, regulators, legal professionals, media practitioners, telecommunications providers, youth groups and members of the general public. Youth participation represented the largest segment of contributors, with 908 submissions, reflecting a growing awareness among younger Malaysians of the importance of safety, fairness and integrity within the digital environment.



Feedback gathered through the consultation highlighted several priority areas for the revised Code, including stronger safeguards relating to emerging technologies such as generative AI, clearer responsibilities for digital platforms, enhanced protection against Child Sexual Abuse Material (CSAM), stronger standards governing children’s content, and improved considerations for vulnerable communities including refugees and indigenous groups. Participants also emphasised the importance of protecting children’s personal data and strengthening accountability in the collection and use of such information by content providers and platform operators.

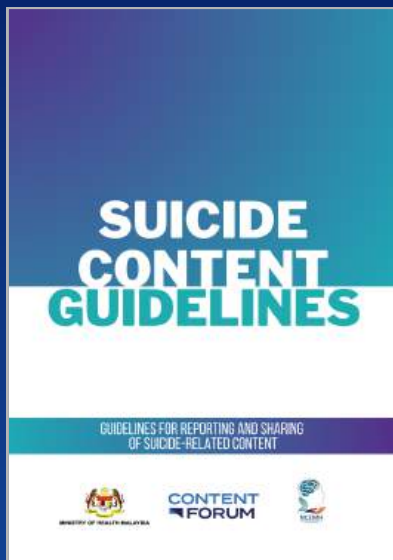
The Fourth Edition also strengthens provisions relating to inclusivity, cultural sensitivity and ethical advertising practices while reinforcing the importance of respectful representation of diverse communities, including migrants, Indigenous communities and persons with disabilities within Malaysia’s broader social and cultural context.

The revised Code aligns with international best practices in content governance while remaining grounded in Malaysia’s cultural, legal and social context and continues to support the broader objectives of responsible industry self-regulation under the CMA 1998.

The Fourth Edition of the Content Code is scheduled to be officially launched in 2026. The Content Forum will continue to engage with industry stakeholders and the wider public to promote awareness and encourage voluntary compliance with the updated Code through advocacy programmes, industry briefings and public education initiatives.



## Guidelines for Reporting and Sharing of Suicide-Related Content



The Guidelines for Reporting and Sharing of Suicide-Related Content were formulated to reflect the increasing complexity of suicide-related issues within today's evolving media landscape. Developed through a multi-stakeholder process, the guidelines incorporate input from the Ministry of Health (MoH), the National Centre of Excellence for Mental Health (NCEMH), as well as professionals from the medical, academic, media, and research sectors, alongside individuals with lived experience.

To support this development, a comprehensive list of mental health experts in Malaysia is in the guidelines and is also available on the Content Forum website. This resource serves as a useful reference for journalists, media professionals, and anyone who is seeking expert views on mental health-related matters, helping to support more accurate, sensitive, and informed coverage.

In line with these efforts, a curated list of hotlines and support services has also been made available to provide timely assistance to individuals in need. These resources play a vital role in offering immediate support and guidance to those experiencing mental health challenges or crises. The comprehensive directory includes suicide helplines and other specialized services across Malaysia, designed to address a range of needs. Our efforts to ensure easy access to this information is hoped to encourage individuals to seek help promptly and foster a stronger, more supportive community. The full list of helplines is also available on the Content Forum website.

The guidelines were published on 15 April 2025 following extensive public consultation, refinement, and stakeholder engagement. They were officially launched on 3 June 2025 by the Minister of Communications, YB Datuk Fahmi Fadzil, who commended our continued commitment to strengthening responsible communication practices, including on suicide-related issues.

This commitment has also gained international recognition, with the guidelines presented at the 33rd International Association for Suicide Prevention (IASP) World Congress in Vienna, Austria. During the symposium on media and suicide, Content Forum CEO, Mediha Mahmood, was invited to present Malaysia's collaborative model of content self-regulation and multi-stakeholder engagement in advancing responsible communication practices.

The guidelines are available on the Content Forum website as a reference for media organisations, content creators, producers, and members of the public.



## Disability-Inclusive Language Guidelines



The Disability-Inclusive Language Guidelines were developed to promote respectful and inclusive communication when referring to persons with disabilities (PWD) across media, digital platforms and public institutions. The initiative was led by the Content Forum in collaboration with a dedicated working group comprising representatives from disability organisations, advocacy groups, media practitioners and industry professionals as part of broader efforts to strengthen responsible representation and inclusive communication within Malaysia's media environment.

The development of the guidelines responds to long-standing concerns raised by disability communities regarding the use of inaccurate, harmful and ableist language in public discourse.

The guidelines encourage more considered and respectful language choices, with the aim of upholding dignity, promoting equality and fostering more accurate representation of persons with disabilities across Malaysia's media and communications landscape, while supporting a broader shift towards inclusive and rights-based narratives.

Standards and best practices contained in the guidelines are informed by extensive research and consultations with disability communities and subject-matter experts, including individuals with lived experience. They are also aligned with international frameworks such as the United Nations Convention on the Rights of Persons with Disabilities (UNCRPD), reinforcing Malaysia's broader commitment to inclusive communication practices and the promotion of equal participation and representation in public discourse.

Practical guidance is provided across several key areas, including:

- the use of respectful and people-first language when referring to persons with disabilities
- avoiding outdated or harmful terminology that may reinforce stigma or misrepresent lived experiences
- addressing ableist stereotypes, negative portrayals and pity-based narratives in media and public discourse
- promoting accurate and dignified representation of persons with disabilities in visual and narrative content
- encouraging inclusive communication practices across media reporting, advertising, corporate communications and public engagements
- ensuring responsible and inclusive language in digital and social media content

The guidelines also provide practical examples of recommended terminology alongside terms that are outdated or potentially offensive, enabling journalists, content creators, advertisers, educators and public institutions to adopt more inclusive communication practices and encouraging the consistent use of inclusive language across different communication platforms.

The Disability-Inclusive Language Guidelines were officially published on 3 December 2025, in conjunction with the International Day of Persons with Disabilities, reinforcing national efforts to promote inclusive language practices across Malaysia's media and digital ecosystem.

The guidelines are [available](#) on the Content Forum website as a reference resource for media practitioners, content creators, communication professionals, and members of the public.



# Advocacy and Awareness

The Content Forum further strengthened its efforts to advance a safer, more responsible and inclusive digital ecosystem through sustained advocacy, education and collaborative engagement. Throughout the year, ninety-eight (98) programmes were conducted nationwide, reaching nearly 80,000 participants through workshops, dialogues, training sessions and public education initiatives focused on responsible digital practices.

These initiatives brought together stakeholders from government, industry, academia and civil society to strengthen awareness of ethical communication and responsible online behaviour. Spanning public outreach, youth-focused engagements, industry dialogues and international representation, they reflect the Content Forum's continued commitment to advancing self-regulation as a cornerstone of Malaysia's content governance framework.



reaching nearly  
**80,000**  
participants

via  
**98**  
programmes

## 1. Strengthening Public Awareness and Education

The Content Forum continued to expand its outreach initiatives to promote nationwide understanding of the Content Code and responsible online practices. Through programmes and partnerships with academic institutions, industry stakeholders and digital creators, these initiatives aimed to encourage responsible digital participation and strengthen public awareness of ethical content practices.

Youth-focused engagements formed an important component of these efforts. Initiatives such as TikTok Surf's Up @ UTeM: Online with a Purpose, Creators IRL Masterclass and Majlis Penutup Felo Youth IRL empowered young creators to champion ethical storytelling and become advocates for positive digital behaviour. Additional youth engagements were conducted through programmes such as Jom Bro! at SEGi University, the Digital Integrity programme at Politeknik Ungku Omar and digital literacy sessions at schools including SMK Taman Melawati, SK Sendayan, SK Jenderam Hilir and SMK Seri Bintang Selatan.

As part of efforts to strengthen digital literacy, the Content Forum also collaborated with Google to organise two workshops, Kids & Family Online Safety Workshop and the Safeguards Against Generative AI Workshop. These sessions equipped parents, educators and youth with practical knowledge to navigate online risks responsibly and critically assess digital content amid rapidly evolving technologies. Additional awareness sessions on internet safety and responsible digital participation were also conducted with institutions such as Universiti Tun Hussein Onn Malaysia, Taylor's College and the MARA Japan Industrial Institute.

Through these initiatives, the Content Forum continued to encourage responsible digital engagement within communities while fostering empathy, inclusivity and accountability in everyday online interactions.



## 2. Translating Policy into Practice: Guideline Advocacy and Engagement

The Content Forum also promoted greater awareness of responsible content practices through advocacy related to key guidelines developed under the Content Code framework.

The Guidelines for Reporting and Sharing of Suicide Related Content were introduced to promote responsible reporting and communication when addressing suicide related issues. Through engagement sessions and awareness initiatives, the guidelines helped strengthen understanding among media practitioners, content creators and the public of the importance of sensitivity and ethical considerations when discussing such topics. Training and awareness sessions were also conducted with organisations such as Media Prima, RTM and Astro, enabling media practitioners and broadcasters to better understand responsible approaches to reporting on suicide related issues.

Complementing this effort, the Disability-Inclusive Language Guidelines were also promoted as part of the Content Forum's advocacy initiatives. The guidelines encourage the use of respectful and inclusive language when referring to persons with disabilities, supporting broader efforts to strengthen dignity, inclusivity and responsible representation in media and public communication.



10 June 2025, at the IASP World Congress

These advocacy efforts were further elevated through international engagement, where the Content Forum's collaborative approach to guideline development drew strong interest from the global community. The integration of policy-makers, media practitioners, medical professionals and individuals with lived experience was recognised as a practical and inclusive model, alongside growing interest in Malaysia's self-regulatory framework under the CMA 1998.

This positive reception led to an invitation to conduct a webinar titled "From Conversations to Guidelines: A Shared Journey Towards Responsible Content", hosted by the Mental Health Innovation Network (MHIN), co-led by the World Health Organization (WHO) and the London School of Hygiene and Tropical Medicine (LSHTM).

The Content Forum was also invited to present the guidelines at the United Nations Interregional Crime and Justice Research Institute during a table-top exercise on "Communicating in a Crisis: Regional Responses to Chemical and Biological Incidents" in Bangkok, further reinforcing awareness of ethical content practices and Malaysia's leadership in responsible digital communication.



4 November 2025, at the UN Conference Center in Bangkok

### 3. Industry Collaboration and Capacity Building

The Content Forum further advanced industry understanding and application of ethical content standards through targeted workshops, dialogues and collaborative training programmes. These engagements provided stakeholders with practical, context-driven guidance, supporting the consistent application of responsible content practices within Malaysia's robust digital landscape.

One notable initiative was the Content Forum x Google Safeguards Against Generative AI Workshop, providing creators and industry professionals with insights into the responsible use of generative artificial intelligence and ways to mitigate emerging online harms.

The Content Forum further collaborated with its members, including TikTok, through media engagement sessions, podcasts and educational dialogues to deepen understanding of platform community guidelines and promote responsible digital storytelling. This included a joint initiative with TikTok and MCMC to launch the #ThinkTwice parental advisory on digital youth wellbeing, reinforcing the importance of informed and responsible online engagement, as well as participation in thought-provoking engagements such as a demonstration debate with IIUM's debaters on shared responsibility in shaping a safer internet.



20 April 2025, Safeguards Against Generative AI Workshop



22 April 2025, Demo Debate at IIUM

Additional engagements with member organisations such as COBEM and Meatech Creative Academy supported capacity-building efforts to strengthen the talent pipeline while deepening understanding of how content issues affect migrants and refugees. These initiatives provided media practitioners and creative professionals with practical insights into ethical content standards within diverse and often underrepresented contexts.

Through these engagements, the Content Forum encouraged closer collaboration between content creators, digital platforms and industry stakeholders, reinforcing shared responsibility for promoting safe and ethical online environments.

These efforts contributed to building industry capability and confidence in applying ethical standards within Malaysia's digital content ecosystem.

#### 4. Strategic Partnerships and Memoranda of Understanding (MoU)

The Content Forum further advanced its advocacy and awareness objectives through strategic partnerships with academic and industry institutions. These collaborations extend the reach of the Content Code into talent development and professional practice, reinforcing a shared commitment to responsible and self-regulated content governance.

During the year, two Memoranda of Understanding were formalised with Universiti Telekom Sdn. Bhd. (Multimedia University) and Meatech Transmedia Sdn. Bhd. (Meatech Creative Academy). These partnerships establish structured pathways for collaboration across academia and industry, focusing on knowledge exchange, targeted training initiatives and programmes aligned with the principles of the Content Code, while contributing to the development of a more capable and future-ready content ecosystem.



The partnership with Multimedia University focused on research collaboration, knowledge exchange and youth engagement initiatives to strengthen awareness and understanding of responsible content practices among students and educators. Meanwhile, the collaboration with Meatech Creative Academy supported the development of industry-focused training programmes aimed at nurturing ethically responsible and professionally grounded content creators.

These partnerships extended the reach of the Content Forum's advocacy efforts, while strengthening participation from both the education and industry sectors in advancing responsible content practices and supporting a more sustainable talent pipeline for Malaysia's content ecosystem.



## 5. Research, Monitoring and Impact Assessment

The Content Forum continued to strengthen its advocacy initiatives through structured research, monitoring and evaluation efforts designed to enhance programme effectiveness and extend outreach impact. These efforts were carried out through post-programme assessments, stakeholder surveys, feedback loops, and ongoing analysis of participation data, enabling a more evidence-based approach to planning and delivery.

Insights drawn from these processes provided a clearer understanding of public awareness levels, stakeholder engagement patterns and the overall impact of the Forum's advocacy activities. This, in turn, informed targeted refinements to programme design, content delivery and audience engagement strategies, while guiding the identification of priority areas for further outreach and education.

Through continuous evaluation and analysis, the Content Forum strengthened the quality, relevance and impact of its advocacy work, ensuring that initiatives remain responsive, outcome-driven and aligned with the evolving needs of Malaysia's digital content ecosystem.



***I really love it! Initially I thought it would be a very heavy session as it's all about policy making and it involves many parties. But the team did a great job on explaining how the Content Forum works.***

**Ephesean Tan Yin Kah**

Fellow  
Youths IRL



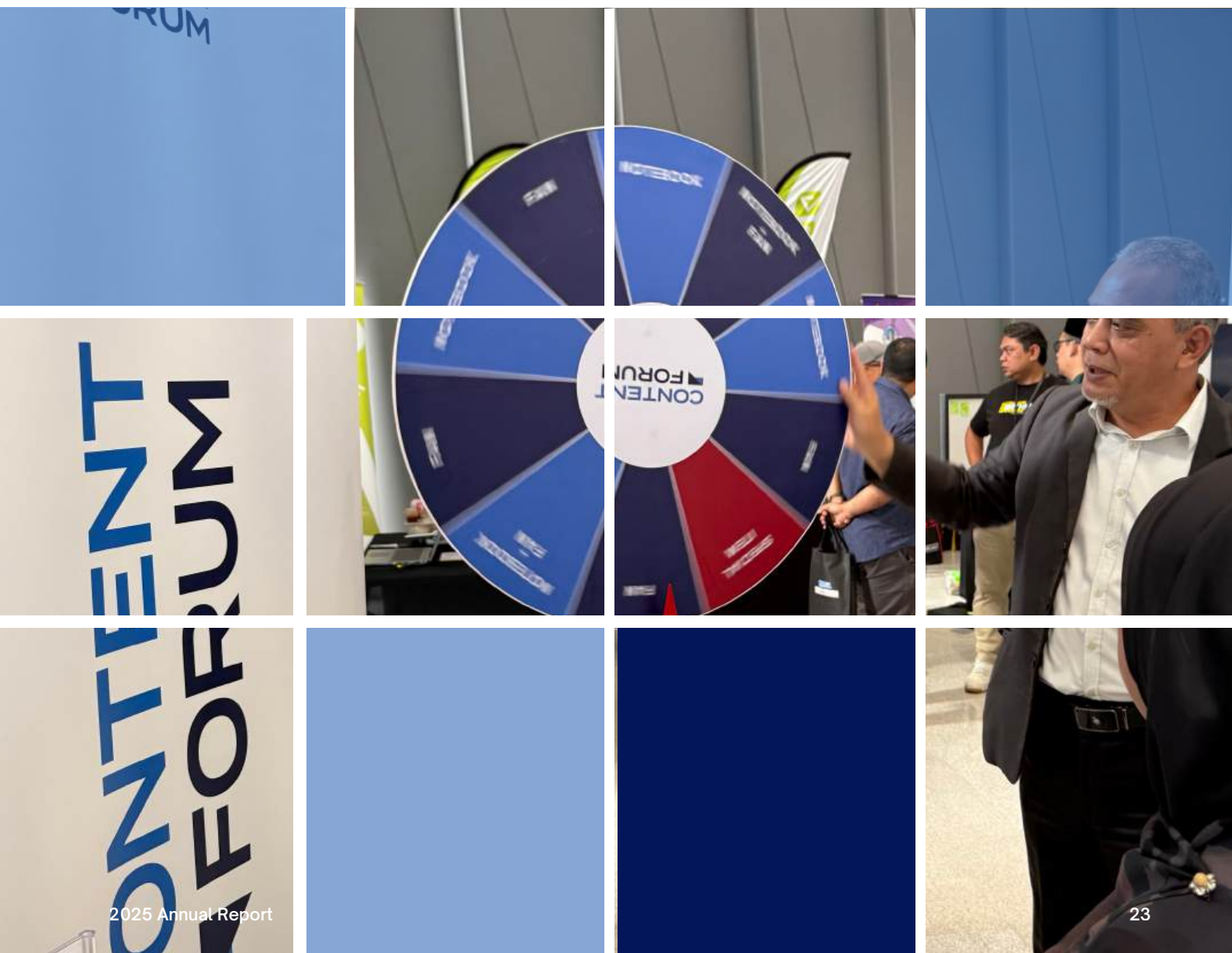


# Events

Workshops, training sessions, seminars and dialogues remained central to the Content Forum's stakeholder engagement efforts, serving as structured platforms for policymakers, educators, content creators and industry stakeholders to exchange perspectives, share knowledge and deepen understanding of responsible content practices within Malaysia's digital ecosystem.

Throughout the year, a range of targeted engagements was undertaken to address emerging issues in the digital environment, with key discussions focusing on areas such as artificial intelligence-generated content, online safety, inclusive language and responsible storytelling. Through university engagements, industry dialogues and collaborative sessions with platform partners, these programmes facilitated informed and constructive discourse on ethical content creation and responsible digital participation.

All engagements were anchored in the principles of the Malaysian Communications and Multimedia Content Code and its supporting guidelines. The consistent application of these principles across programmes strengthened awareness of responsible communication and reinforced shared responsibility among content creators, industry stakeholders and the wider public in fostering a safer and more inclusive digital environment.



## 1. Empowering Youth Through School and Community Engagement

Youth engagement remained a central pillar of the Content Forum's advocacy and awareness agenda, grounded in the view that a safer digital ecosystem is built through the early and consistent cultivation of responsible behaviour. Through school and community-based programmes, the Content Forum focused on strengthening digital literacy, online safety awareness and practical understanding of the Content Code among students and young digital users.

These initiatives were designed to move beyond awareness, fostering responsible attitudes towards online participation and digital citizenship. Early exposure to discussions on ethical content practices encouraged young audiences to engage more critically with the information they encounter, create and share in digital spaces.

School-based programmes included sessions at SMK Taman Melawati, SK Sendayan, SK Jenderam Hilir and SMK Seri Bintang Selatan, where students were introduced to core principles of safe internet use, responsible communication and the broader role of the Content Code in promoting ethical digital behaviour. Interactive formats allowed participants to engage with practical scenarios, including recognising harmful content, navigating online risks and practising respectful engagement on social media platforms.

Community-focused initiatives extended these efforts beyond the classroom. Engagements such as the NADI Desa Tun Razak programme and public awareness activities with partner agencies enabled the Content Forum to reach a wider audience, including parents, youth and community members.

Collectively, these programmes strengthened awareness of safe online practices and responsible digital participation among young people. Critical thinking, empathy and accountability were reinforced through relatable discussions, equipping participants to navigate digital spaces with greater confidence and responsibility.

These engagements also prompted reflection on individual roles in shaping respectful digital environments. Grounding discussions in everyday online experiences made the learning more immediate and relevant, while reinforcing the longer-term impact of responsible digital behaviour.





## 2. Advancing Ethical Practices in Higher Education

Higher education institutions remained key partners in strengthening awareness of responsible content practices and digital ethics. Through workshops, guest lectures and academic engagements, the Content Forum worked with universities and tertiary institutions to deepen understanding of self-regulation, ethical content creation and responsible communication guided by the Content Code.

Notable engagements included initiatives such as TikTok Surf's Up @ UTeM, Jom Bro! at SEGi University and the Content Code talk and certification session at Politeknik Ungku Omar. Academic collaborations also featured guest lectures and knowledge sharing sessions at institutions including Sunway University, Taylor's College and IIUM, offering students exposure to practical industry perspectives on ethical communication and responsible storytelling. Collaboration with Taylor's University further extended this engagement through the launch of its student-focused streaming platform, Lumicko, which integrates ethical content creation principles aligned with the Content Code.

These engagements enabled students to gain deeper insights into the evolving digital content landscape and the role of self-regulation in shaping responsible online environments. Interactive discussions, case studies and campus dialogues strengthened understanding of how ethical standards, platform policies and regulatory frameworks influence content creation within Malaysia's media ecosystem.

Direct engagement with students and educators also encouraged open dialogue on contemporary digital issues such as misinformation, online harm and the responsible use of emerging technologies, reinforcing the importance of ethical judgement and accountability in digital participation.

Continued collaboration with higher education institutions contributes to nurturing a culture of ethical communication among future media professionals, creators and digital practitioners, while encouraging the application of responsible content practices across both professional and community settings.

### 3. Professional Capacity Building for Industry

The Content Forum continued to strengthen professional capacity within the media and communications industry through targeted training programmes and knowledge sharing initiatives. These engagements focused on enhancing understanding of the Content Code, responsible content practices and digital safety among industry practitioners, media organisations and professional communities.

Workshops, training sessions and industry briefings equipped participants with practical guidance on applying ethical standards across content creation, broadcasting, marketing and digital communications. These sessions supported organisations in navigating regulatory expectations while reinforcing the role of self-regulation in sustaining responsible media practices.

Industry capacity-building efforts included Content Code training sessions with Media Prima and Astro, alongside engagements with organisations such as COBEM and Meatech Creative Academy, as well as specialised training programmes with broadcasters including RTM. These initiatives introduced participants to the principles of ethical content production and provided practical direction on aligning organisational practices with the Content Code.

Additional industry-focused engagements addressed specific areas of responsible communication, including training on the Marketing and Advertising of Intoxicating Liquor Guidelines for Astro and sessions on the Guidelines for Reporting and Sharing of Suicide-Related Content for media organisations and broadcasters.

These programmes addressed both foundational ethical standards and specialised content guidelines, supporting media professionals in navigating complex editorial and content moderation decisions. Practical case studies and real-world scenarios provided participants with clearer insight into how responsible content practices can be applied in day-to-day professional contexts.

These efforts enhanced professional capability across Malaysia's media and digital content ecosystem, supporting more consistent and accountable content practices.





#### 4. Strengthening Community Awareness and Engagement

Community engagement remained an important component of the Content Forum's advocacy efforts to promote responsible digital practices among the wider public. Through programmes involving parents, community groups and members of the public, the Content Forum focused on strengthening awareness of internet safety, digital literacy and the principles of self-regulation under the Content Code.

These initiatives were designed to make discussions on digital safety more accessible and relevant to everyday online experiences. Interactive sessions, public dialogues and community outreach programmes encouraged participants to better understand common online risks such as misinformation, scams and harmful content while promoting responsible and respectful communication in digital spaces.

Community based engagements included programmes such as Safer Internet Day, Sekolah Selamat, Hidup Sejahtera Jiwa Merdeka and Online Safety IRL: Scam Edition, which brought together educators, parents, youth and members of the public to discuss practical approaches to navigating the digital environment safely. These sessions combined awareness talks, discussions and interactive activities to encourage active participation and shared learning among communities.



These engagements provided participants with practical knowledge to recognise online risks, adopt safe digital behaviours and support responsible online interactions within their families and communities.

The Content Forum's outreach initiatives strengthened digital literacy at the community level, contributing to a more informed and resilient public, better equipped to navigate the challenges of an increasingly connected digital environment, while fostering greater awareness of shared responsibility in shaping safer and more respectful online spaces.



## 5. Enhancing Policy and Regulatory Collaboration

The Content Forum also contributed to strengthening collaboration between government agencies, regulators and industry stakeholders through policy dialogues, forums and consultation engagements. These initiatives aimed to deepen understanding of Malaysia's regulatory landscape while promoting the role of the Content Code as a key instrument in supporting responsible content governance.

Through participation in conferences, policy briefings and industry dialogues, the Content Forum shared insights on emerging challenges in the digital environment, including issues related to online safety, digital platforms and evolving content practices. These engagements also created opportunities for constructive dialogue between policymakers, regulators, industry representatives and civil society stakeholders.

Among the notable engagements were the International Regulatory Conference (IRC) 2025, the Converged Telecommunication Policy and Regulations (CTPR) Advance I programme and policy dialogues organised with agencies such as FINAS and the MCMC. Participation in these forums enabled the Content Forum to contribute perspectives on self-regulation, responsible communication and the importance of collaborative approaches in addressing digital content challenges.

Additional policy engagements also included discussions on regulatory developments such as the proposed legislation on Unsolicited Commercial Electronic Messages (UCEM) and briefings on national policy initiatives including the National Broadcasting Policy (Dasar Penyiaran Negara).

Through our membership in the International Council for Advertising Self-Regulation (ICAS), the Content Forum contributed to global policy development and research on key areas including responsible alcohol marketing, environmental claims, financial influencers, influencer marketing standards, the labelling of AI-generated or enhanced advertising content, and the regulation of advertising in the pharmacy and health-related sectors.

In all these engagements, the Content Forum supported stronger policy awareness and cooperation among government, industry and other stakeholders, helping ensure that regulatory approaches remain responsive, inclusive and aligned with the realities of the evolving digital ecosystem both locally and globally.



21 July 2025, Taklimat Pembangunan Dasar Penyiaran Negara



7 January 2025, Panel at the International Regulatory Conference



## 6. Knowledge Exchange Through Panels, Forums, and Conferences

Panels, forums and conferences continued to serve as important platforms for knowledge exchange and dialogue on emerging issues within the digital content ecosystem. Participation in national and international events enabled the Content Forum to engage with policymakers, academics, industry practitioners and civil society representatives, contributing perspectives on responsible content practices and digital governance.

These engagements created opportunities to explore complex issues such as online harms, ethical storytelling, digital safety and the evolving role of platforms in shaping information ecosystems. Discussions in these forums often brought together diverse stakeholders, enabling constructive dialogue and the sharing of experiences, insights and best practices across sectors.

During the year, the Content Forum contributed to several regional and international conversations, including participation in platforms such as the ASEAN ICT Forum Industry Pre Convening, as well as panel discussions held in conjunction with World Refugee Day, the National Mental Health Convention and the Media and Nation Building forum. The organisation also participated in industry engagements such as the MCMC Research Symposium and the ASEAN People's Solidarity panel discussions, where conversations explored emerging challenges within the digital media landscape.

Through these forums, the Content Forum shared Malaysia's experience in promoting ethical content practices and industry self-regulation while learning from international developments in digital governance. Such exchanges help strengthen multi stakeholder collaboration and contribute to shaping more informed and responsive approaches to content governance.

These engagements facilitated dialogue across sectors and borders, strengthening professional networks and reinforced Malaysia's role in advancing responsible digital communication practices at both regional and global levels.



## 7. Promoting Responsible Media and Mental Health Awareness

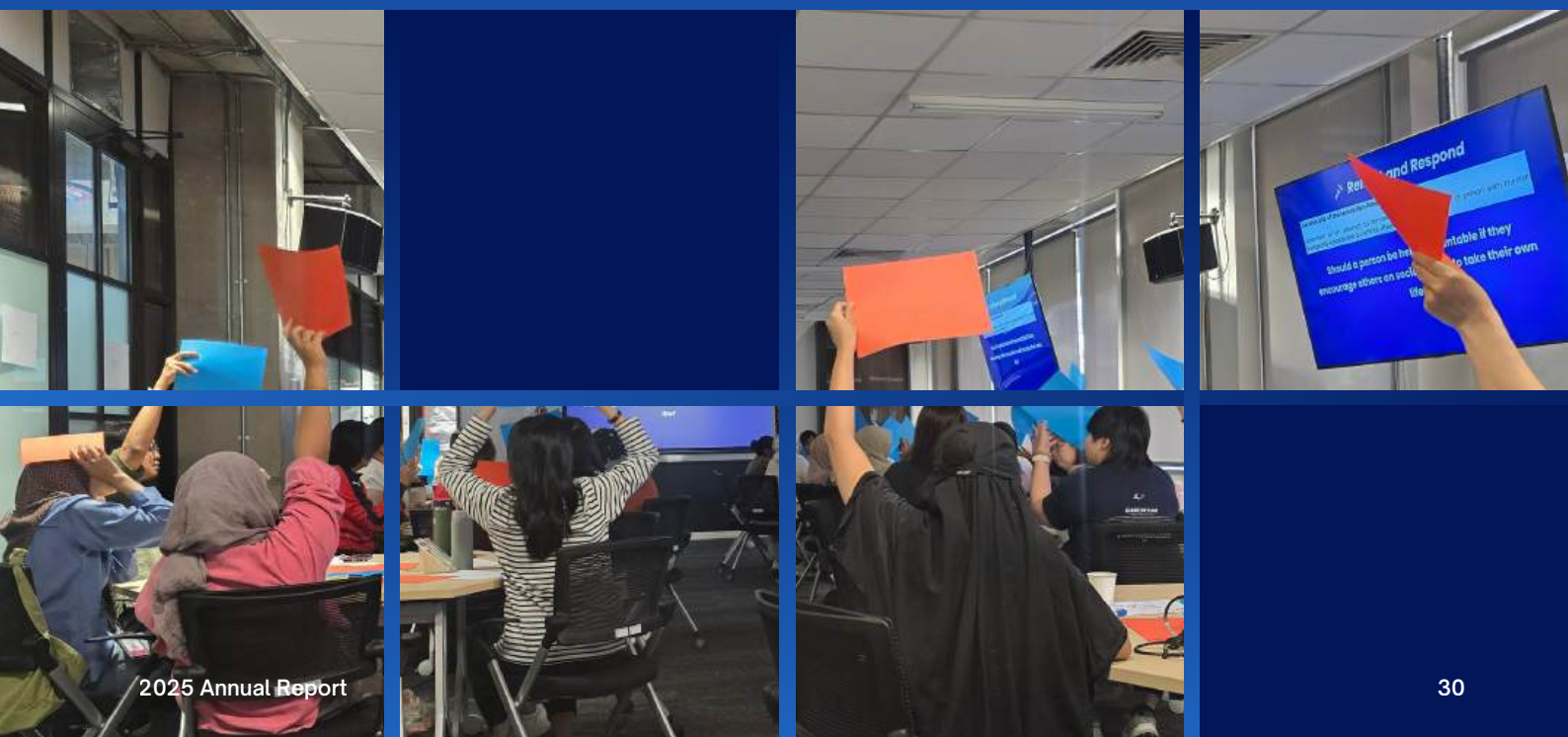
The Content Forum also continued to promote responsible media practices in addressing sensitive social issues, particularly in relation to suicide reporting and mental health awareness. These initiatives emphasised the importance of ethical communication, accuracy and sensitivity when discussing topics that may have significant social and psychological impact.

A key milestone was the launch of the Guidelines for Reporting and Sharing of Suicide Related Content, which provide practical guidance for media practitioners, content creators and organisations on addressing suicide related issues responsibly. The guidelines aim to reduce the risk of harmful reporting practices while encouraging responsible narratives that prioritise public wellbeing and empathy.

To support the implementation of these guidelines, the Content Forum conducted a series of targeted engagements and training sessions with media organisations and broadcasters. These included specialised training programmes with organisations such as Media Prima and RTM, as well as knowledge sharing sessions with journalists, editors and media practitioners on responsible reporting practices.

The Content Forum also participated in public discussions and knowledge sharing platforms addressing media responsibility in reporting mental health issues. These engagements included webinars such as Collective Action for Safe Reporting and panel discussions on responsible media representation, which encouraged media practitioners to reflect on the ethical implications of their reporting.

Through these efforts, the Content Forum strengthened awareness of responsible reporting practices within Malaysia's media landscape. By promoting ethical standards and greater sensitivity in media communication, these initiatives support broader societal wellbeing while reinforcing the role of responsible journalism in safeguarding public mental health.







## 8. Showcasing Malaysia's Leadership in International Engagement

The Content Forum also played an active role in international engagements aimed at strengthening dialogue on responsible digital communication and content governance. Through participation in regional and global forums, the organisation shared Malaysia's experience in promoting industry self-regulation and the implementation of the Malaysian Communications and Multimedia Content Code.

Among the notable engagements was participation in the International Association for Suicide Prevention World Congress in Vienna, where the Content Forum was chosen to present Malaysia's collaborative approach to responsible communication in addressing suicide-related content. The organisation also contributed to regional and international discussions through platforms such as the ABU Intellectual Property and Legal Committee meeting, the ASEAN People's Solidarity panel discussion and the SEARCCT International Conference.

These engagements provided opportunities to share insights on responsible content governance while drawing from international developments in digital policy, media regulation and online safety. Participation in these forums strengthened professional networks and positioned the Content Forum within broader conversations on ethical digital communication.

These cross-border engagements also reinforced Malaysia's role in advancing collaborative approaches to responsible digital communication at both regional and global levels, while supporting the continued exchange of knowledge, perspectives and best practices.



## 9. Expanding Public Outreach Through Exhibitions and Festivals

Participation in exhibitions, festivals and public engagement platforms also played an important role in expanding awareness of the Content Code and responsible digital practices among the wider public. These events provided opportunities for the Content Forum to engage directly with communities via interactive activities, awareness sessions and educational programmes.

Among the notable engagements were participation in events such as ANIFEST 2025, the Borneo Flora Festival in Labuan and various career and education exhibitions organised with partner agencies. These platforms enabled the Content Forum to introduce the principles of the Content Code to diverse audiences including students, educators, families and members of the public.

Interactive booth activities, quizzes and public talks were organised to encourage discussions on online safety, digital literacy and responsible content creation. Through these initiatives, participants were able to better understand the importance of responsible communication and the role individuals play in shaping safer digital spaces.

Such public engagements continue to allow the Content Forum to broaden its outreach while fostering greater awareness of ethical digital behaviour and responsible online participation.



## 10. Preparing for Digital Innovation, AI, and Child Online Protection

As digital technologies continue to evolve, the Content Forum expanded its advocacy initiatives to address emerging issues related to artificial intelligence, digital innovation and online safety. These efforts aimed to strengthen awareness of the ethical implications of new technologies while encouraging responsible approaches to digital development.

Key initiatives included targeted engagements such as the Safeguards Against Generative AI Workshop organised with Google, alongside extensive research and stakeholder consultations to better understand the implications of artificial intelligence and child online protection. Engagements with organisations including PEKA, UNICEF and SEARCCT, among others, provided valuable insights into emerging risks, safeguards and policy considerations, which were subsequently incorporated into the development of the revised Content Code.

These programmes provided us with practical insights into emerging technological risks and the importance of responsible digital governance, while highlighting the need for continued collaboration between industry, regulators and digital platforms in addressing new challenges arising from technological innovation.

These efforts strengthened awareness of responsible technology use and supported stakeholders in adopting more informed, ethical and forward-looking approaches in navigating the evolving digital environment.

# List of Events

| No. | Date        | Event                                                                                                       |
|-----|-------------|-------------------------------------------------------------------------------------------------------------|
| 1   | 3 January   | SMK School Event                                                                                            |
| 2   | 7 January   | Speaker @ International Regulatory Conference (IRC) 2025                                                    |
| 3   | 8 January   | Speaker @ Converged Telecommunication Policy and Regulations (CTPR) Advance I for (ACE@MCMC) Programme      |
| 4   | 21 January  | Penceramah Sempena Majlis Perasmian Jelajah Kempen Keselamatan dalam Talian Peringkat Kebangsaan Tahun 2025 |
| 5   | 25 January  | Majlis Pelancaran NADI Desa Tun Razak, Wilayah Persekutuan KL                                               |
| 6   | 27 January  | (Collaboration with MCMC)<br>Program Membongkar Kod Kandungan (Edisi Pengarah Amatur FDAM)                  |
| 7   | 13 February | (Collaboration with Ratio Cause)<br>Youths IRL Induction Camp Masterclass: Working on that Working Paper    |
| 8   | 13 February | (Collaboration with Segi University)<br>Jom Bro!                                                            |
| 9   | 19 February | Panel @ Forum Sempena Konvensyen Kesihatan Mental Peringkat Kebangsaan Tahun 2025                           |
| 10  | 20 February | (Collaboration with Google)<br>Content Forum x Google: Safeguards Against Generative AI Workshop            |
| 11  | 25 February | (Collaboration with ASTRO)<br>Content Code Talk & Site Visit to ASTRO for IIUM & Sophia University Japan    |
| 12  | 27 February | Simposium Pemerkasaan Bahasa Kebangsaan Dalam Bidang Undang-Undang                                          |
| 13  | 3 March     | (Collaboration with TikTok)<br>Session on Recent Developments Impacting TikTok News Accounts                |
| 14  | 12 March    | Penceramah @ Program Speaker's Corner Kementerian Belia dan Sukan Tahun 2025                                |
| 15  | 13 March    | Content Code Training for Media Prima                                                                       |
| 16  | 24 March    | Tech Abuse Threats & Tech Accountability Panel (ASEAN Peoples' Solidarity Event)                            |
| 17  | 30 March    | Media and Nation-Building: Ethics, Cyber Protection and Regulatory Frameworks                               |
| 18  | 17 April    | (Collaboration with TikTok) Media Educational and Engagement Session (Impacted Media)                       |
| 19  | 22 April    | (Collaboration with TikTok) CMCFxTikTok ThinkTwice @ IIUM                                                   |
| 20  | 23 April    | Content Code Training for Astro (Ethics of Influence)                                                       |



| No. | Date       | Event                                                                                                           |
|-----|------------|-----------------------------------------------------------------------------------------------------------------|
| 21  | 24 April   | Content Code Talk for COBEM                                                                                     |
| 22  | 14 May     | Speaker @ The 31st ABU Intellectual Property & Legal Committee (IPLC)                                           |
| 23  | 16 May     | Internet Safety                                                                                                 |
| 24  | 20 May     | Program Careerx Fest 2025 – Innovate, Network, Succeed<br>Anjuran Fakulti Sains Komputer dan Teknologi Maklumat |
| 25  | 22 May     | Suicide Content Guidelines with Media Prima Berhad                                                              |
| 26  | 24 May     | Speak at ASEAN Peoples' Solidarity Panel Discussion on Tech Abuse Threats & Tech Accountability                 |
| 27  | 26 May     | (Collaboration with FINAS) Sesi Dialog Awam Mengenai Pindaan Akta FINAS 1981 (Akta 244) bersama FINAS           |
| 28  | 28-29 May  | Media and Information Literacy Workshops for Teachers in Malaysia                                               |
| 29  | 29 May     | Program CFM_ Ngopi Agensi: Sesi Perkongsian Ilmu bersama Agensi Kerajaan                                        |
| 30  | 30 May     | Speaker @ Media and Nation-Building: Ethics, Cyber Protection and Regulatory Frameworks                         |
| 31  | 3 June     | (Collaboration with Star Media Group) Launch of the Suicide Content Guidelines + Panel Session                  |
| 32  | 4 June     | (Collaboration with Ratio Cause) Majlis Penutup Felo Youth IRL                                                  |
| 33  | 10 June    | Panelist for "Building Bridges Towards Refugee Dignity"                                                         |
| 34  | 10-14 June | IASP 33rd World Congress                                                                                        |
| 35  | 20 June    | Talk on Crisis Communication in the Digital Age                                                                 |
| 36  | 21 June    | World Refugee Day "Stand with Myanmar"                                                                          |
| 37  | 24-26 June | Panel & Exhibitor @ SEARCCT'S International Conference (SIC 2025)                                               |
| 38  | 25 June    | Content Code Talk (Social Media Ethics)                                                                         |
| 39  | 30 June    | Training on Marketing and Advertising of Intoxicating Liquor Guidelines for Astro                               |
| 40  | 30 June    | Guest Speaker on the Topic of Digital Literacy                                                                  |

| No. | Date         | Event                                                                                                                                                |
|-----|--------------|------------------------------------------------------------------------------------------------------------------------------------------------------|
| 41  | 2 July       | Content Code Certification Training Session with Meatech Creative Academy                                                                            |
| 42  | 14 July      | Sesi Libat Urus bersama Syarikat Iklan berkenaan Pindaan Akta FINAS 1981 (Akta 244)                                                                  |
| 43  | 21 July      | Pameran Pendidikan Kerjaya, TVET, Minda Sihat & PPDA                                                                                                 |
| 44  | 27-28 July   | Reruai Pameran di Borneo Flora Festival@ Labuan 2025                                                                                                 |
| 45  | 30 July      | Sunway University Guest Lecture on Ethical Copywriting                                                                                               |
| 46  | 2 August     | Kursus Usahawan Affiliate: Evolusi Perniagaan Digital di bawah Program Pemberdayaan Komuniti Digital Daerah Klang Tahun 2025                         |
| 47  | 5 August     | Training on Suicide Content Guidelines                                                                                                               |
| 48  | 8 August     | Penceramah @ Program Minggu Pemantapan Sahsiah dan Disiplin Murid SK Sendayan                                                                        |
| 49  | 20 August    | Content Code Talk with Star Media Group                                                                                                              |
| 50  | 20 August    | MCMC Research Symposium - The Future of Broadcast                                                                                                    |
| 51  | 21 August    | (Collaboration with UNICEF)<br>CMCF x UNICEF (with support from Ministry of Communications)<br>2025 ASEAN ICT Forum Industry Pre-Convening           |
| 52  | 26 August    | Ceramah Keselamatan Siber dan Pameran Pendidikan Keselamatan Siber oleh CMCF Sempena Karnival Keselamatan                                            |
| 53  | 27 August    | Webinar: Speaking on Collective Action for Safe Reporting                                                                                            |
| 54  | 29 August    | Training on Ethical Reporting and Sharing of Suicide-Related Content for Astro                                                                       |
| 55  | 29 August    | Program Gender Outlook Forum 2025                                                                                                                    |
| 56  | 9 September  | Program Digital Integrity: Cracking The Code for Ethical Content Creation and Self-Regulation                                                        |
| 57  | 10 September | (Collaboration with MHIN)<br>MHIN Asia Hub x Content Forum Malaysia - From Conversations to Guidelines: A Shared Journey Towards Responsible Content |
| 58  | 2 October    | MNCU Network Dialogue 2025 - Crafting Content, Shaping the Future                                                                                    |
| 59  | 4-5 October  | Festival Seni Kreatif dan TVET Malaysia (ANIFEST 2025)                                                                                               |
| 60  | 9 October    | (CCR25) Townhall with MCMC HQ - Public Consultation for Content Code Review                                                                          |

| No. | Date       | Event                                                                                                    |
|-----|------------|----------------------------------------------------------------------------------------------------------|
| 61  | 9 October  | (CCR25) Townhall with Astro – Public Consultation for Content Code Review                                |
| 62  | 10 October | (CCR25) Townhall with IIUM – Public Consultation for Content Code Review                                 |
| 63  | 14 October | (CCR25) Townhall with Meatech Creative Academy – Public Consultation for Content Code Review             |
| 64  | 15 October | (CCR25) Townhall with Media Prima Berhad – Public Consultation for Content Code Review                   |
| 65  | 15 October | (CCR25) Townhall with MDEC – Public Consultation for Content Code Review                                 |
| 66  | 16 October | Seminar Excuse Me, Your Privacy is Showing and Content Code Survey                                       |
| 67  | 22 October | (CCR25) Townhall with INTI University – Public Consultation for Content Code Review                      |
| 68  | 24 October | Exclusive Dialogue Session on Child Online Safety in Malaysia with META                                  |
| 69  | 27 October | (CCR25) Townhall with Sunway University – Public Consultation for Content Code Review                    |
| 70  | 28 October | Responsible Representation: Ethical Suicide Reporting                                                    |
| 71  | 29 October | (CCR25) TeaTalk@MCMC – Spill the Tea: What’s New with Malaysia’s Content Code?                           |
| 72  | 30 October | (CCR25) Townhall with FOMCA – Public Consultation for Content Code Review                                |
| 73  | 1 November | (Collaboration with TikTok)<br>TikTok Surf’s Up @ UTEM                                                   |
| 74  | 5 November | (CCR25) Townhall with FDAM – Public Consultation for Content Code Review                                 |
| 75  | 5 November | (CCR25) Townhall with Media – Public Consultation for Content Code Review                                |
| 76  | 5 November | (CCR25) Townhall with MCMC State Offices – Public Consultation for Content Code Review                   |
| 77  | 6 November | (CCR25) Public Consultation for Content Code Review @ INTI’s 3rd Digital Mass Comm Week                  |
| 78  | 6 November | (CCR25)<br>PC Townhall: USIM Media Industry Week                                                         |
| 79  | 7 November | (CCR25) Consumer Connect ‘25 a knowledge sharing session by CFM, co-organised by NCWO, supported by CMCF |
| 80  | 8 November | The Peace Lab In-Person Workshops                                                                        |



| No. | Date           | Event                                                                                                                                                         |
|-----|----------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 81  | 10 November    | Words Matter: Awareness on Ethical Reporting of Suicide                                                                                                       |
| 82  | 11 November    | Creators IRL Masterclass 3: Ethical Content Creation                                                                                                          |
| 83  | 13 November    | Broadcast Standards in Practice: CASP (I) Licence Compliance and Ethical Reporting on Suicide-Related Content                                                 |
| 84  | 18-19 November | 2025 ASEAN ICT Forum on Child Online Protection                                                                                                               |
| 85  | 20 November    | (CCR25) Training with MMU: What's New with Malaysia's Content Code?                                                                                           |
| 86  | 21 November    | Program Pemerkasaan Pendidikan Digital SMK Seri Bintang Selatan 2025                                                                                          |
| 87  | 22 November    | AEON Bank X Content Forum: Creator Collective Collaboration                                                                                                   |
| 88  | 24 November    | Forum Sempena Latihan Kejurulatihan kepada Ikon Kempen Internet Selamat                                                                                       |
| 89  | 28 November    | Program Ceramah Advokasi Penggunaan Media Sosial di kalangan Murid Sekolah                                                                                    |
| 90  | 6 December     | Program Mega Karnival Kempen Internet Selamat (KIS) 2025 Anjuran MCMC                                                                                         |
| 91  | 6 December     | (Collaboration with DCAM & PPAS)<br>Selangor International Book Fair (SIBF) 2025 dan Dialog "Dari Halaman ke Skrin: Jejak Kandungan Melalui Literasi Digital" |
| 92  | 8 December     | Sambutan Hari Integriti "Integriti Teras Kesejahteraan Negara" dan Hari Antirasuah Antarabangsa 2025 di Peringkat Majlis Bandaraya Petaling Jaya              |
| 93  | 8 December     | Roundtable Dialogue on Children's Exposure in Media                                                                                                           |
| 94  | 9 December     | Keynote speaker at Media Symposium, Organised by the School of Communication and Media Studies, Sunway University                                             |
| 95  | 17 December    | 2026 MDA d Awards Masterclass                                                                                                                                 |
| 96  | 18 December    | Penceramah Program Sulam: Service-Learning Malaysia - University for Society                                                                                  |
| 97  | 18 December    | Bengkel Komuniti Filem dan Belia Kreatif                                                                                                                      |
| 98  | 23 December    | ASEAN Malaysia Youth Summit 2025 (AMYS25)<br>Panel Session: "Empowering Women Voice in Asean Peacebuilding"                                                   |

# Complaints Handling and Advisory

The Content Forum remained committed to ensuring the fair, timely and effective resolution of content-related complaints throughout 2025. Guided by the principles of transparency, accountability and impartiality, each complaint was managed with professionalism and consistency, reinforcing public confidence in the self-regulatory framework and the Forum’s role in upholding ethical content standards.

Beyond individual case management, complaints data continued to serve as an important source of insight in identifying recurring trends and emerging issues within the digital content ecosystem. These insights informed recommendations for improvements in industry practices, contributing to the prevention of future breaches and supporting the development of a more responsible and informed content environment.

As at 31 December 2025, the Content Forum received a total of 1,198 complaints through its online portals and email channels, reflecting a steady increase from 763 complaints recorded in the previous year. This trend indicates growing public awareness and trust in the self-regulatory mechanism, as well as continued confidence in the Forum’s ability to address content-related concerns responsibly and effectively.

| Members of the Public | Members of the Industry | Others/KK/MCMC | Content Forum Executive Office | Total Cases (Year To-Date) |
|-----------------------|-------------------------|----------------|--------------------------------|----------------------------|
| 1,192                 | 1                       | 3              | 2                              | 1,198                      |

The breakdown of the complaints received by the Content Forum in 2025 is as below:

| Platform        | Advertising Content | Mobile Content/ Services | Broadcasting Content (TV & Radio) | Internet Content | Others (Non-Content Related) | Total Cases (Year to Date) |
|-----------------|---------------------|--------------------------|-----------------------------------|------------------|------------------------------|----------------------------|
| Portal / E-Mail | 1                   | 13                       | 4                                 | 1,143            | 37                           | 1,198                      |

### Content Forum Appointed as Priority Flaggers for TikTok and Google

The Content Forum was appointed as a Priority Flagger for TikTok and Google, with designated officers undergoing specialised training to support effective content monitoring and reporting. This role enables the timely identification and escalation of content that may potentially breach platform guidelines and local regulatory standards, with submissions prioritised for review to enhance platform safety and responsiveness.

Through this function, the Content Forum contributes to greater accountability across digital platforms by flagging content that may not comply with established standards. This has included facilitating resolution in complex cases, such as the removal of mainstream news accounts on TikTok involving the reporting of child sexual abuse material (CSAM). Engagement with the platform and affected media stakeholders helped clarify that such material remains prohibited even within a reporting context, while providing guidance to media practitioners on responsible approaches to handling sensitive content. This process supported the reinstatement of the affected accounts and strengthened understanding of platform policies and ethical considerations in reporting.

In regards to complaints, on TikTok, the majority of complaints involved impersonation and defamation. In some instances, reported content was not removed due to insufficient information or findings that no violation had occurred. For YouTube, certain flagged content remained accessible following assessments that it did not breach platform guidelines or where the links provided were no longer valid.

This role underscores the Content Forum's value in bridging platform governance and local standards, contributing to a more responsive and accountable digital ecosystem.

| No. | Platform | Content Flagged | Content Removed by Platform | No Action by Platform | Insufficient Information |
|-----|----------|-----------------|-----------------------------|-----------------------|--------------------------|
| 1   | TikTok   | 97              | 42                          | 40                    | 15                       |
| 2   | Google   | 3               | 1                           | 5                     | 2                        |



24 July 2025, the Content Forum becomes first Malaysian partner in Google's flagger programme

## Cases Handled by the Complaints Bureau

The Complaints Bureau of the Content Forum continues to serve as an impartial body dedicated to the fair, transparent and timely resolution of content-related complaints. In upholding the principles of self-regulation, the Bureau ensures that content complies with the Content Code while promoting accountability and ethical standards across the industry.

Beyond adjudicating individual cases, the Bureau also analyses complaints to identify recurring trends and systemic issues. These insights support improvements in industry practices, contribute to the prevention of future breaches and strengthen the overall integrity of Malaysia's content ecosystem.

During the year, a total of ten (10) cases were referred to the Complaints Bureau for determination. Of these, five (5) cases were dismissed, one (1) resulted in a sanction, one (1) resulted in an advisory order, two (2) required no further action, and one (1) case has been carried forward to 2026 for further review and determination. These outcomes reflect the Bureau's impartial decision-making and reinforce public confidence in the Content Forum's role in upholding ethical content standards.

| No. | Case Details                                                                                                              | Status                              |
|-----|---------------------------------------------------------------------------------------------------------------------------|-------------------------------------|
| 1   | Complaint on ERA Radio Announcer's Video                                                                                  | No Further Action                   |
| 2   | In the Matter of the Complaint Bureau's Order on Alternative Smoking Device Indirect Advertisement Aired on Buletin Utama | Complaints Bureau Order – Sanction  |
| 3   | In the Matter of Complaints Bureau Order on Invasion of Privacy and Violation of Dignity                                  | Complaints Bureau Order – Dismissed |
| 4   | In the Matter of the Complaint Bureau's Advisory Order Regarding SUKE TV's Inactive QR Code for Product Purchasing        | Advisory Order                      |
| 5   | In the Matter of Complaints Bureau Order on The Usage of the Word "What The F**k" in Astro GO Xuan Radio                  | Complaints Bureau Order – Dismissed |
| 6   | Complaint against Kiehl's Malaysia for Publishing Misleading and Unethical Promotional Content                            | No Further Action                   |
| 7   | In The Matter of Complaints Bureau Order on Gambling Banner in China Master 750 at Astro                                  | Complaints Bureau Order – Dismissed |
| 8   | Complaint on Colgate Palmolive VS Unilever on Pepsodent Gum Expert Toothpaste                                             | Complaints Bureau Order – Dismissed |
| 9   | Advisory Order on TV3 Drama Content Titled "Boleh Saya Bantu? Season 2, Episode 16"                                       | Complaints Bureau Order – Dismissed |
| 10  | Complaint on News Report aired on Awesome TV regarding the issue of dual citizenship                                      | Carried forward to 2026             |





## Complaints Bureau Orders

### 1. In the Matter of the Complaint Bureau's Order on Alternative Smoking Device Indirect Advertisement Aired on Buletin Utama

This case involves a complaint against TV3 over a news segment aired on 5 March 2025 in Buletin Utama, which was alleged to indirectly advertise a vape or heated tobacco product in breach of Malaysian law and the Content Code. The complainant claimed the segment promoted a vape-related brand during prime-time news.

The broadcast included interviews with Japanese health expert Dr. Hiroya Kumamaru and an individual identified as the Managing Director of Philip Morris Malaysia Sdn Bhd. The latter interview took place at a corporate event where branding elements, including the IQOS logo, a heated tobacco product, were visible in the background.

The news content highlighted Japan's success in reducing smoking rates, attributing it to technological innovation, public awareness, and regulatory measures. Dr. Kumamaru suggested alternatives to conventional smoking, while the news narrative referred to smoke-free or heated tobacco products as possible solutions. Although framed as educational, the segment contained visual and contextual elements linked to the promotion of Philip Morris products.

Under the Control of Smoking Products for Public Health Act 2024, all forms of tobacco advertising, whether direct or indirect, are prohibited. This includes content that promotes tobacco-related products or encourages smoking. The Content Code similarly prohibits indirect promotion of products that are banned under Malaysian law.

The Complaints Bureau found that although there was no direct advertisement, the overall effect of the segment amounted to indirect advertising. The combination of expert opinion, references to alternative smoking technologies, and the branded corporate setting created a clear association with IQOS and Philip Morris' smoke-free campaign.

The Complaints Bureau concluded that TV3 had breached both the Act and the Content Code. After considering mitigating factors, the Bureau imposed a fine of RM18,000 and directed that payment be made within 10 working days from receipt of the sanction order. TV3 subsequently complied with the Bureau's decision, bringing the matter to a close.

## 2. In the Matter of Complaints Bureau Order on Invasion of Privacy and Violation of Dignity

This case concerns a complaint against the Harian Metro news portal regarding alleged invasion of privacy and violation of dignity involving a person with disabilities, Ariff Ikram, who suffers from glaucoma. The complaint was lodged by his sibling, who claimed that Harian Metro breached a verbal agreement not to disclose Ariff's personal details, including his name, photograph, and medical condition, and to report only on a fraudulent coffee vending machine investment scheme.

The news report involved an alleged Ponzi scheme affecting 228 victims. The complainant had invested in the scheme in hopes of securing financial independence due to his visual impairment but suffered a loss of RM30,000. While the factual reporting of the scam was not disputed, the complaint focused on the disclosure of the complainant's identity and condition.

The complainant alleged a breach of journalistic ethics, violation of trust, and exploitation of disability. However, under the Content Code, provisions relating to persons with disabilities apply only where there is ridicule or negative portrayal. The Bureau found no such negative or demeaning references in the report.

Regarding privacy, the Content Code allows intrusion in certain cases of public interest, such as exposing crime. However, the Bureau held that this provision did not apply since the complainant had not committed any offence.

Harian Metro denied the existence of any verbal agreement and stated that the complainant had voluntarily provided his full name. The Bureau found that determining whether a verbal contract existed falls outside its jurisdiction, as it is a private contractual matter.

In conclusion, the Complaints Bureau found no breach of the Content Code and dismissed the complaint.

Following the complaint, Harian Metro removed the article containing the complainant's name and image, although the content remained on other platforms beyond the Bureau's jurisdiction.



### 3. In the Matter of the Complaint Bureau's Advisory Order Regarding SUKE TV's Inactive QR Code for Product Purchasing

This matter concerns an Advisory Order requested by MCMC regarding a complaint against SUKE TV for an inactive QR code used in a live shopping programme.

The complaint was received on 8 July 2025 from a viewer who attempted to purchase an essential oil product featured in SUKE TV's programmes "Suke Celeb" and "Suke Hati." These programmes promote various products and provide purchasing options through a phone number or by scanning a QR code displayed on screen. The complainant alleged that the QR code provided was invalid or inaccessible when scanned.

It was noted that SUKE TV is not a member of the Content Forum and therefore falls outside the direct jurisdiction of the Complaints Bureau. However, following a request from MCMC, the Bureau issued an advisory to guide compliance with content standards and promote responsible practices beyond formal membership.

Based on the evidence, including a screenshot provided by the complainant, the QR code displayed a notice stating that it was not active at the time. In response to this issue, SUKE TV had provided alternative methods for purchase, including a contact number and a website.

The Complaints Bureau observed that there was no indication of misleading or deceptive content in the programme. Although the QR code was defective, SUKE TV had informed viewers of the issue and offered other accessible purchasing channels. As such, the situation did not amount to misrepresentation or false advertising under the Content Code.

The Bureau concluded that the matter does not fall within its scope for enforcement under content regulations. Instead, it suggested that the issue may be more appropriately addressed by the Consumer Forum, as it relates to consumer rights and transactional concerns rather than content compliance.



**4. In the Matter of Complaints Bureau Order on The Usage of the Word “What the F\*\*k” in Astro GO Xuan Radio.** *(title contains explicit profanity; redacted here for publication)*.

This case concerns a complaint against ASTRO Go Xuan Radio regarding the alleged use of the offensive phrase “What the F\*\*k” during a programme. The station is a Chinese-language radio channel, although some English words were used in the conversation between the announcers.

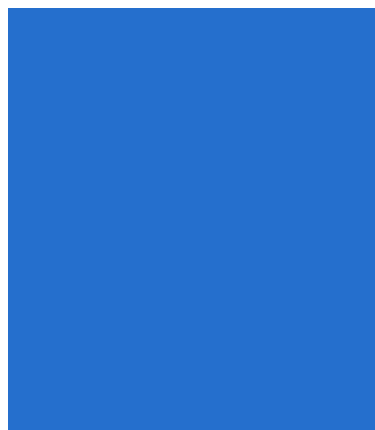
The complaint centred on whether the offensive phrase was uttered during the broadcast. The Complaints Bureau noted that while the phrase and its abbreviation “WTF” may be more likely used in English-speaking contexts, the key issue was whether it was actually used in this specific programme.

The alleged misunderstanding appeared to stem from the use of the word “Waterbomb,” which referred to the Waterbomb Festival in Korea, a music event featuring K-pop, hip-hop artists and DJs. During the programme, the announcers were discussing happiness and personal enjoyment. One announcer mentioned feeling happy when watching his idol, Karina from Aespa, and expressed disappointment at not being able to attend the Waterbomb Festival in Korea.

To verify the claim, the Complaints Bureau reviewed two separate translations of the programme, one from an independent translator and another from Astro. Both translations consistently showed that the announcer said “Waterbomb” and expressed frustration about not attending the event, without any use of offensive language.

Based on this examination, the Bureau concluded that the phrase “What the F\*\*k” was not used. It was likely that the complainant misheard or misinterpreted the word “Waterbomb” as an offensive expression. Furthermore, no other offensive language was identified in the programme.

In conclusion, the Complaints Bureau found no evidence to support the allegation and dismissed the complaint.





## 5. In the Matter of Complaints Bureau Order on Gambling Banner in China Master 750 at Astro

This case concerns a complaint against Astro regarding the appearance of a gambling-related advertisement, namely KK8, displayed on the digital airbox backdrop during the China Master 750 badminton tournament held in Shenzhen, China.

The complainant argued that KK8 is a gambling company and that its advertisement violates the Content Code, which prohibits gambling-related advertisements on multimedia platforms in Malaysia. The advertisement appeared alongside other sponsors such as Li-Ning, HSBC, and Grundfos during the broadcast of the event.

Astro clarified that it had acquired the broadcasting rights from the Badminton World Federation, which organised the event and determined all sponsorship and advertising placements. Astro stated that it had no control over the advertisements displayed at the venue, including the digital airbox content.

The Complaints Bureau noted that gambling advertisements are generally prohibited under the Content Code, except in limited circumstances such as strictly regulated local sponsorships. These provisions were not applicable as the event was held outside Malaysia and was neither a local nor charitable event.

While best practices would require broadcasters to take reasonable steps within their control to avoid or mitigate such advertisements, a key legal issue was whether Astro could be held responsible for advertisements shown during an international broadcast. The Bureau found that the Content Code does not have extra-territorial effect in such circumstances. Although the Communications and Multimedia Act 1998 allows for extra-territorial application, this applies only where there is a sufficient nexus to Malaysia.

In assessing this, the Bureau noted that a relevant consideration is whether revenue from the advertisement is generated within Malaysia or in the country where it is placed, as an indicator of territorial nexus. In this case, KK8 is not registered in Malaysia and does not provide services within Malaysia. Astro neither controlled nor derived revenue from the advertisement, which was placed entirely under the authority of the Badminton World Federation, with Astro contractually bound to broadcast the event as is.

The Bureau accepted that the sponsorship and advertising elements were outside Astro's control and fell beyond the scope of extra-territorial application. Accordingly, there was no breach of the Content Code and the complaint was dismissed.

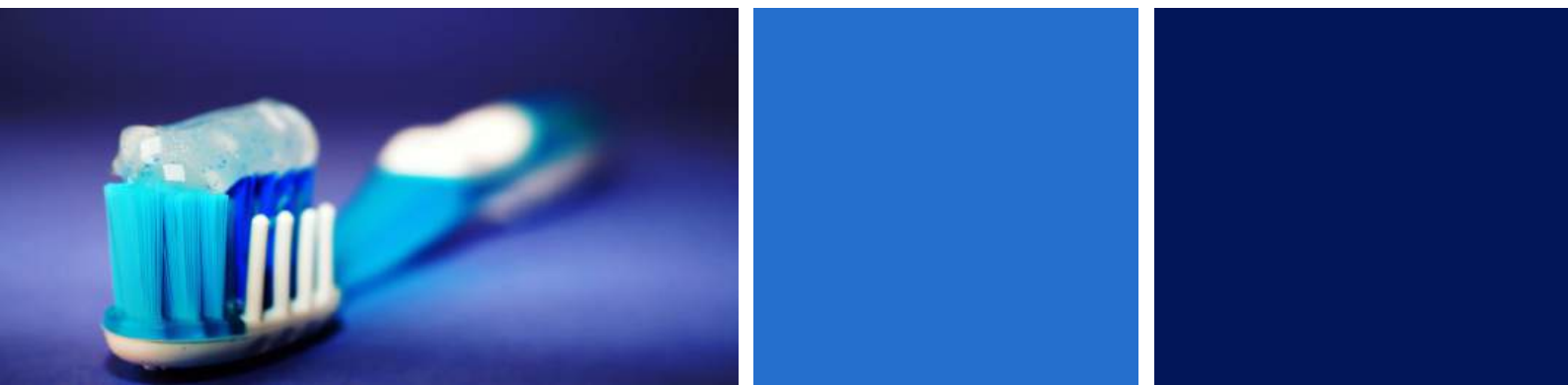


## 6. Complaint on Colgate Palmolive VS Unilever on Pepsodent Gum Expert Toothpaste

This case involves a complaint by Colgate-Palmolive Marketing Sdn Bhd against Unilever (Malaysia) Holdings Sdn Bhd regarding advertisements for Pepsodent Gum Expert toothpaste on YouTube. Both parties are members of the Content Forum and are required to comply with the Content Code, including resolving disputes amicably before escalation.

Colgate alleged that the advertisements were misleading, as they suggested that the toothpaste could cure bleeding gums. The visuals included imagery such as a bitten apple, a toothbrush with traces of blood and red liquid at the base of teeth, as reflected in the sample materials submitted. A total of twelve advertisements were identified across various YouTube links.

Upon receiving the complaint, the Complaints Bureau forwarded it to Unilever. Unilever clarified that it was not directly responsible for all the advertisements, as some were published by an independent distributor not under its control. Nonetheless, Unilever took proactive steps to notify the relevant parties and facilitated the removal of all disputed content. Subsequently, all twelve advertisements were taken down, including eight featuring blood-related imagery and four depicting red liquid at the base of teeth.



The Complaints Bureau noted that members are expected to practise self-regulation under the Content Code. In this case, Unilever demonstrated compliance by cooperating with the complainant and ensuring the removal of the advertisements despite not being directly responsible for their publication.

As the subject matter had been resolved through the removal of the advertisements, the Bureau found no further need to deliberate on the issue. The matter was considered resolved amicably through self-regulation, and the complaint was dismissed.



## 7. Advisory Order on TV3 Drama Content Titled “Boleh Saya Bantu? Season 2, Episode 16”

This case concerns a complaint by a member of the public forwarded by MCMC regarding a teaser for the drama series “Boleh Saya Bantu? Season 2, Episode 16” uploaded on Facebook. The complaint alleged that the teaser contained indecent content based on the facial expression of a female character.

In the teaser, the woman is shown daydreaming with her eyes closed while uttering the words “Sayang... sayang.” The complainant claimed that her facial expression was indecent, although no specific details were provided to substantiate this claim. In the scene, her colleagues enter the room, react to her behaviour, and remark that she is daydreaming excessively.

Under the Content Code, indecent content refers to material that is offensive, morally improper, and against accepted standards of behaviour, while obscene content refers to material that is lewd and capable of corrupting viewers. For a breach to occur, the content must present a clear and singular impression that unambiguously falls within either category, and must not be open to multiple interpretations.

The Complaints Bureau found that the facial expression in the teaser could be interpreted in multiple ways, such as fear, pain, sympathy, or a call for attention. The words “Sayang... sayang” could also carry different meanings depending on context. In the absence of a single, obvious interpretation, the teaser did not meet the threshold of indecency or obscenity.

The Bureau emphasised that where content is ambivalent or capable of more than one interpretation, it should not be assessed negatively, as doing so would open the floodgates to subjective interpretations of words or expressions. Assessment must therefore be confined to what is clearly depicted within the four corners of the teaser.

Although the full drama context suggests the character was merely daydreaming about her late stage of pregnancy, this was not central to the Bureau’s decision. Ultimately, the Bureau concluded that on the facts presented, the teaser did not clearly or unequivocally depict indecent or obscene material.

For these reasons, the complaint was dismissed.

# MCMC Report

The Content Forum's performance was assessed across 4 Key Result Areas (KRAs), in alignment with MCMC's strategic priorities and its mandate under the CMA 1998. Overall, the organisation achieved an exceptional performance score of **99.7% out of 100%**. Central to this performance framework is a structured and holistic approach across the four KRAs, each reinforcing regulatory excellence, strengthening stakeholder engagement, and driving organisational effectiveness.

Strong progress was demonstrated in **Standards Development** with full attainment of its **40% allocation**, following the successful revision and submission of the Content Code 4th Edition to MCMC on 26 December 2025. This achievement was further complemented by the development of two key guidelines, namely the Guidelines for Reporting and Sharing of Suicide-Related Content and the Disability-Inclusive Language Guidelines. These efforts ensure that regulatory standards remain responsive to evolving societal needs and technological advancements.



Equally notable were the achievements in Value Creation for **Advocacy and Awareness**, which achieved full attainment of its **30% allocation**. A total of 98 programmes and collaborative initiatives were delivered, significantly exceeding the target of 8. The Content Forum also participated in four local and international engagements. Media outreach efforts were particularly impactful, with 64 press-related activities and 659 media coverages, far surpassing the target of 15 publications.

Encouraging growth was recorded in **Membership Growth** with full attainment of its **20% allocation**. Membership increased by 15%, equivalent to 10 new members, exceeding the target of 5%. This was further strengthened by a 100% membership fee collection rate, surpassing the 85% target, reflecting strong member commitment and sustained confidence in the Content Forum's role and direction.

From an operational perspective, **Operational Effectiveness** achieved **9.7% out of its 10% allocation**, reflecting near-full attainment. All planned internal policy and process improvements were successfully implemented. Complaints handling and advisory services remained efficient, with 90% of complaints acknowledged within one working day, 80% resolved within three days, and the remaining cases addressed within thirty days.

Taken together, these outcomes reflect a high level of performance across all KRAs, with full attainment in three areas and strong delivery in operational effectiveness.

**99.7%**  
OVERALL KRA  
PERFORMANCE SCORE

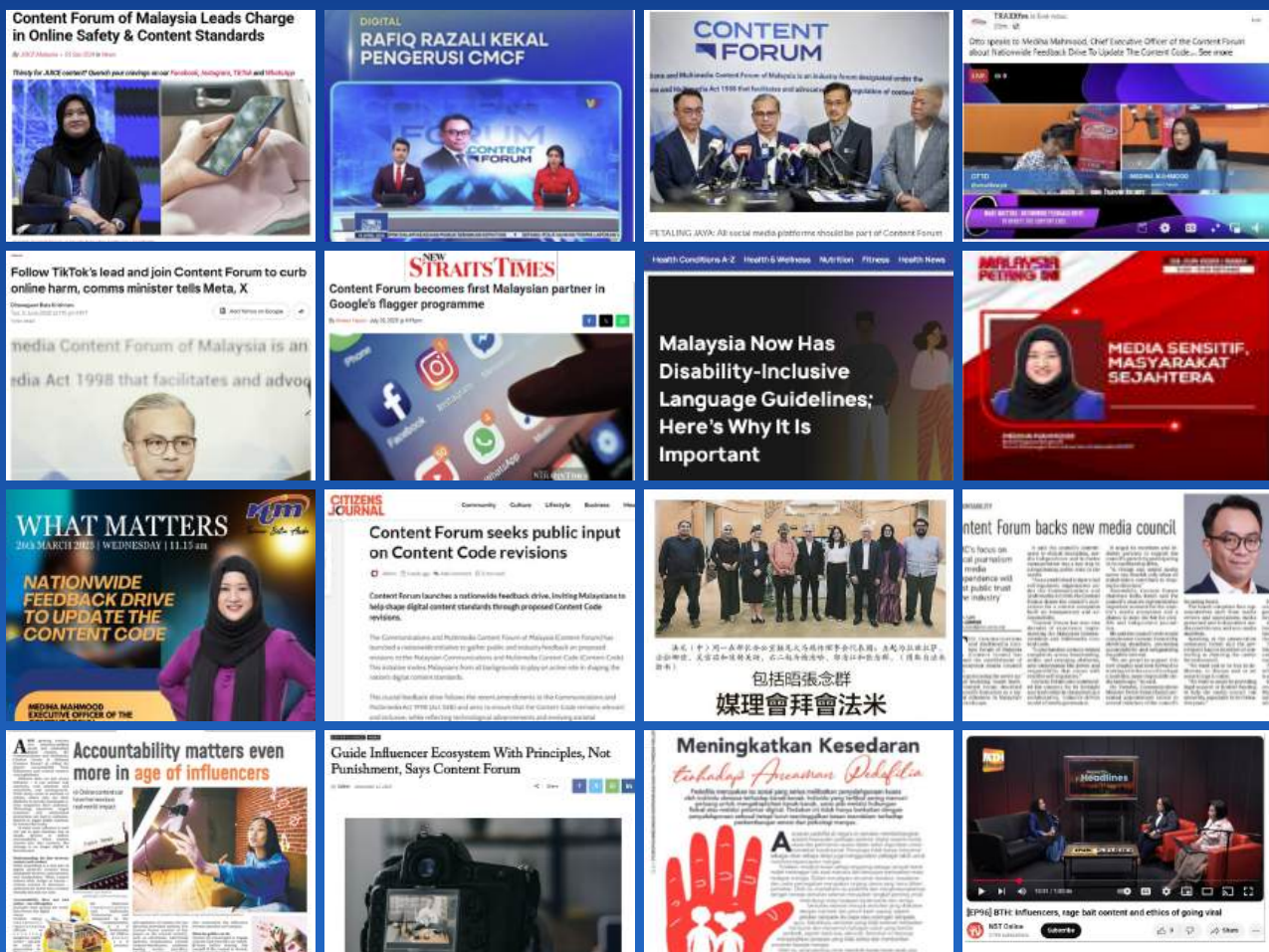


# Public Relations Report

The Content Forum continued to strengthen engagement with media stakeholders across traditional and digital platforms, recognising the critical role of media in shaping public discourse. Strategic collaboration with editors, journalists, producers and content creators remained a key priority, ensuring that initiatives, policies and key messages were communicated with clarity, consistency and credibility.

Efforts to enhance industry understanding were reinforced through a series of dialogues, interviews and targeted engagements with media professionals. These initiatives focused on deepening awareness of the Content Code, strengthening the principles of self-regulation and promoting responsible reporting practices within an evolving digital landscape. Collaboration with valued member Dewan Bahasa dan Pustaka also enabled the publication of articles to reach wider audiences, extending the Forum's outreach and contributing to public understanding of responsible content practices. Collectively, these engagements contributed to building trust and fostering long-term relationships within the media community and the public.

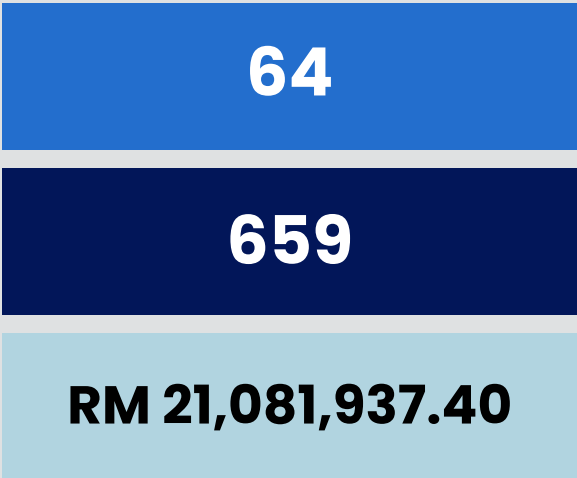
A strong emphasis was placed on content development and dissemination throughout the year. A wide range of communication materials including press releases, articles, interviews and public awareness content were produced to address key and emerging issues such as digital literacy, misinformation, online safety, artificial intelligence, child protection and ethical content practices. These efforts supported greater public awareness and encouraged more informed engagement on content-related matters.



To maximise visibility and outreach, a multi-platform communication strategy was implemented across print, broadcast and digital channels, including social media platforms. This integrated approach ensured continued relevance within a rapidly evolving media landscape while enabling effective engagement with diverse audience segments across Malaysia.

Looking ahead, the Content Forum remains committed to strengthening public relations efforts through deeper collaboration with media stakeholders, enhanced content strategies and the adoption of data-driven communication approaches. These efforts will continue to support informed national discourse and reinforce the role of the Content Forum in promoting responsible content practices.

**Media Performance Summary:**



**Press releases, media interviews and publications**

**Total media coverage across print, digital and broadcast platforms**

**PR value generated  
(without monetary investment)**

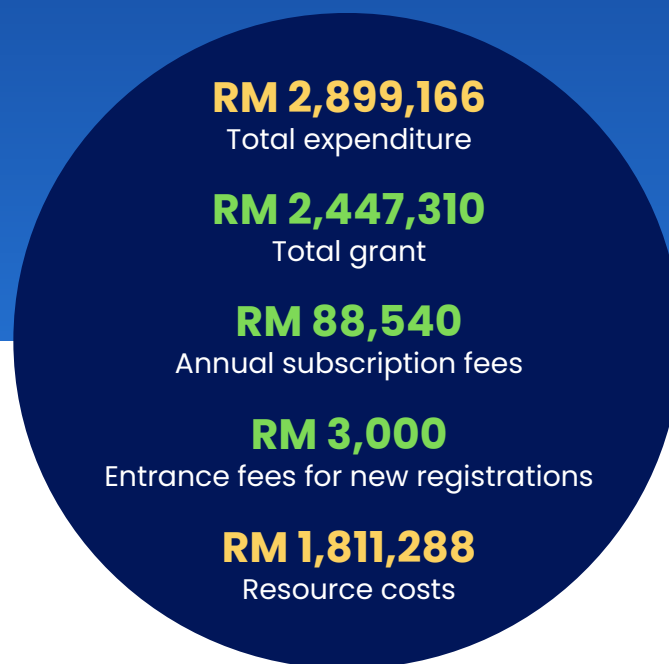


# Finance Report

The Content Forum maintained a disciplined and strategic approach to financial management in 2025, ensuring that resources were allocated effectively to support its expanding scope of work within Malaysia's evolving digital ecosystem. Financial decisions throughout the year were guided by the principles of accountability, efficiency, and outcome-driven spending, complemented by the strategic use of partnerships, sponsorships, and alternative funding channels to extend reach and optimise resource utilisation.

Total expenditure for the year amounted to RM2,899,166, reflecting the organisation's continued focus on delivering impactful programmes while maintaining operational efficiency. This level of spending supported a broad range of initiatives across policy development, advocacy, stakeholder engagement and complaints handling, all aligned with the Forum's strategic priorities.

MCMC remained the primary funding source, with a total grant of RM2,447,310, representing approximately 96.4% of the Content Forum's total income. Despite a reduction from previous levels, the organisation successfully delivered its key programmes and initiatives through disciplined financial management and the strategic diversification of resources, including partnerships, sponsorships and collaborative support, which helped sustain delivery and extend overall impact.



In addition to core funding, the Content Forum generated revenue through membership-related contributions, with RM88,540 collected from annual subscription fees and RM3,000 from entrance fees for new registrations. These contributions reflect continued confidence and participation from members, reinforcing the organisation's position as a collaborative platform for industry stakeholders.

Operational delivery in 2025 was supported by a lean team of 12 full-time staff, with total resources costs amounting to RM1,811,288. The streamlined structure enabled the organisation to remain agile while sustaining its core functions and ensuring continuity across programme implementation and stakeholder engagement.

Programme delivery during the year was supported by prudent financial planning, cost optimisation, and a deliberate emphasis on partnerships, sponsorships, and collaborations. These arrangements enabled the Content Forum to deliver a significant portion of its KPI-driven initiatives in a cost-efficient manner, extending impact while managing direct expenditure. Several KRAs, including those with higher cost requirements, were exceeded through this approach, with external support complementing grant funding and enabling broader programme reach.

Financial governance remained a key priority throughout the year, with expenditures managed through structured budgeting, ongoing monitoring, and oversight by the Council. This ensured that financial decisions remained aligned with organisational objectives and delivered value in support of the Forum’s mandate.

| Actual Expenditure for 2025     | Q1      | Q2      | Q3      | Q4               |
|---------------------------------|---------|---------|---------|------------------|
| Key Activities                  | RM      | RM      | RM      | RM               |
| Operations for Executive Office | 784,738 | 736,66  | 478,28  | 610,699          |
| Operations for KPI              | 50,698  | 118,119 | 41,751  | 78,222           |
| <b>TOTAL</b>                    | 835,436 | 854,778 | 520,031 | 688,92           |
|                                 |         |         |         | <b>2,899,166</b> |

Looking ahead, the Content Forum will continue to strengthen its financial sustainability through disciplined resource management and the strategic use of partnerships and alternative funding channels, while maintaining its commitment to delivering high-impact initiatives that support a responsible, inclusive, and future-ready content ecosystem.





## **CONTACT US**

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