

FOR IMMEDIATE RELEASE

Malaysia's Media Industry Unites Behind Single Audience Measurement

Broadcasters, advertisers, agencies and digital players come together through CMCF-led Joint Industry Committee as industry opens RFI to shape Malaysia's SAM framework

Cyberjaya, 18 August 2026 – The Malaysian media industry is taking a significant step towards a more unified approach to audience measurement, with the Communications and Multimedia Content Forum of Malaysia (CMCF) leading an industry-wide effort through a Joint Industry Committee (JIC) to advance the development of a **Single Audience Measurement (SAM) framework for Malaysia**.

The initiative brings together key stakeholders across the media and advertising ecosystem, including broadcasters, advertisers, agencies, digital platforms and streaming services, to address longstanding challenges arising from fragmented and inconsistent audience measurement.

As Malaysians increasingly move between television, radio, streaming services, social media, websites, mobile applications and other digital platforms, the industry is seeking a measurement approach that better reflects how audiences consume content today.

CMCF Chairman, Datuk Rafiq Razali, said:

"The media industry cannot make tomorrow's decisions using a fragmented picture of today's audience. Malaysians already move seamlessly across television, streaming, social media and multiple devices, but our measurement systems have not kept pace.

"Through CMCF and the Joint Industry Committee, we are bringing the industry together to close that gap. The objective is bigger than creating another dataset. We want to establish a common currency that the market can trust when making decisions about content, advertising and investment."

A Common Measurement Approach for a Changing Media Landscape

The absence of a common measurement framework has created challenges in media planning, advertising effectiveness and audience comparison, while media owners face increasing pressure to demonstrate audience reach and value across multiple platforms.

SAM is envisioned as a unified, people-based and de-duplicated view of audiences across television, radio, digital media, OTT and streaming services, social media, websites, mobile applications and audio platforms.

It is intended to support more consistent cross-platform planning, evaluation and accountability, while providing a credible and comparable audience measurement currency for Malaysia.

Henry Tan, ASTRO Interim GCEO said:

"Media and entertainment consumption has changed significantly yet the measurement and reporting hasn't. Today's viewing is beyond linear, to include on-demand, on-the-go and on multi-devices. Any new measurement today must capture and reflect these and to do so recognising Malaysia's colourful demographics."

Sheila Shanmugam, President of Media Specialists Association said:

"One of the biggest challenges for agencies today is that we are often comparing different datasets that were never designed to speak to each other. That makes it harder to know whether we are reaching more people or simply reaching the same people across several platforms. A credible SAM framework could give advertisers a much clearer view of incremental reach and help us make better decisions about where each ringgit is working hardest."

Industry-Driven RFI Marks Key Milestone

A key milestone in the JIC-led effort is the launch of an Industry-Driven Request for Information (RFI), inviting research companies, audience measurement providers and subject matter experts to share global SAM models, methodologies and business practices that could inform Malaysia's approach.

The RFI is intended as a fact-finding and market-learning exercise, allowing the industry to understand global practices and assess how different approaches may be adapted to Malaysia's media ecosystem.

It does not constitute a commitment to appoint a particular provider or proceed with a specific solution.

The RFI will be open for submissions from **17 August to 14 September 2026**, with details available at www.contentforum.my.

- END -

UNTUK SIARAN SEGERA

Industri Media Malaysia Bersatu Menyokong Pengukuran Khalayak Tunggal

Penyiar, pengiklan, agensi dan pemain digital bergabung melalui Jawatankuasa Industri Bersama yang diterajui oleh CMCF susulan pelancaran RFI oleh industri bagi membentuk rangka kerja SAM Malaysia.

Cyberjaya, 18 Ogos 2026 – Industri media Malaysia sedang mengambil langkah penting ke arah pendekatan pengukuran khalayak yang lebih bersepadu melalui usaha menyeluruh di peringkat industri yang diterajui oleh Forum Kandungan Komunikasi dan Multimedia Malaysia (CMCF) menerusi Jawatankuasa Industri Bersama (JIC) untuk membangunkan rangka kerja Pengukuran Khalayak Tunggal (Single Audience Measurement atau SAM) bagi Malaysia.

Inisiatif ini menghimpunkan pihak berkepentingan utama merangkumi pelbagai sektor dalam industri media dan pengiklanan, termasuk syarikat penyiaran, pengiklan, agensi, platform digital dan perkhidmatan penstriman, bagi menangani cabaran yang masih dihadapi akibat sistem pengukuran khalayak yang berasingan dan tidak konsisten.

Memandangkan rakyat Malaysia kini semakin banyak mengakses kandungan melalui televisyen, radio, perkhidmatan penstriman, media sosial, tapak web, aplikasi mudah alih dan pelbagai platform digital lain, industri memerlukan satu pendekatan pengukuran yang dapat menggambarkan dengan lebih tepat cara khalayak mengakses kandungan pada masa kini.

Pengerusi CMCF, Datuk Rafiq Razali berkata:

“Industri media tidak boleh membuat keputusan untuk masa hadapan berdasarkan gambaran audiens hari ini yang masih terpisah mengikut platform dan kaedah pengukuran. Rakyat Malaysia kini bergerak dengan lancar antara televisyen, platform penstriman, media sosial dan pelbagai peranti, tetapi cara kita mengukur audiens masih belum berkembang seiring dengan perubahan ini.

“Melalui CMCF dan Jawatankuasa Industri Bersama, kami menghimpunkan pemain industri untuk merapatkan jurang tersebut. Matlamatnya bukan sekadar untuk menghasilkan satu lagi set data. Kami mahu mewujudkan satu ukuran bersama yang boleh diyakini oleh pasaran dalam membuat keputusan berkaitan kandungan, pengiklanan dan pelaburan.”

Pendekatan Pengukuran Bersama untuk Landskap Media yang Berubah

Ketiadaan rangka kerja pengukuran bersama telah menimbulkan cabaran dalam perancangan media, keberkesanan pengiklanan dan perbandingan khalayak, manakala pemilik media berdepan tekanan yang semakin meningkat untuk membuktikan jangkauan dan nilai khalayak merentas pelbagai platform.

SAM diilhamkan sebagai satu gambaran khalayak yang bersepadu, berasaskan individu dan tanpa pengiraan berganda merentas televisyen, radio, media digital, perkhidmatan OTT dan penstriman, media sosial, tapak web, aplikasi mudah alih serta platform audio.

Inisiatif ini bertujuan menyokong perancangan, penilaian dan akauntabiliti merentas platform yang lebih konsisten, di samping menyediakan satu ukuran rujukan khalayak yang berwibawa dan setanding bagi Malaysia.

Henry Tan, GCEO Interim ASTRO berkata:

“Penggunaan kandungan media dan hiburan telah berubah dengan ketara, namun kaedah pengukuran dan pelaporan masih belum berubah seiring dengan perkembangan tersebut. Corak tontonan masa kini telah melangkaui siaran linear, merangkumi perkhidmatan atas permintaan (on-demand), tontonan secara mudah alih (on-the-go) serta menerusi pelbagai peranti. Sebarang sistem pengukuran baharu hari ini perlu mengambil kira perubahan ini, di samping mencerminkan kepelbagaian demografi dan budaya Masyarakat Malaysia.”

Sheila Shanmugam, Presiden Pakar Media Malaysia berkata:

“Salah satu cabaran terbesar bagi agensi hari ini ialah kami sering perlu membandingkan set data yang berbeza dan tidak dibangunkan untuk saling melengkapi. Ini menyukarkan kami untuk mengetahui sama ada sesuatu kempen benar-benar menjangkau lebih ramai orang, atau sekadar menjangkau audiens yang sama berulang kali melalui platform yang berbeza. Kerangka SAM yang kukuh boleh memberi pengiklan gambaran yang lebih jelas tentang jangkauan tambahan yang sebenar, sekali gus membantu kami membuat keputusan yang lebih tepat tentang bagaimana setiap ringgit dibelanjakan.”

RFI Berpacuan Industri Menandakan Pencapaian Penting

Satu pencapaian penting dalam usaha yang diterajui oleh JIC ini ialah pelancaran RFI yang diterajui oleh industri. RFI ini mengundang syarikat penyelidikan, penyedia pengukuran khalayak dan pakar dalam bidang khusus untuk berkongsi model SAM, metodologi serta amalan terbaik di peringkat global yang boleh dijadikan panduan dalam membentuk pendekatan yang sesuai untuk Malaysia.

RFI ini berfungsi sebagai proses pencarian fakta dan pemahaman pasaran yang membolehkan pihak industri memahami amalan di peringkat global serta menilai bagaimana pelbagai pendekatan yang berbeza dapat disesuaikan dengan ekosistem media Malaysia.

Dokumen ini tidak boleh dianggap sebagai komitmen untuk melantik mana-mana penyedia tertentu atau meneruskan sebarang penyelesaian khusus.

RFI ini dibuka mulai **17 Ogos hingga 14 September 2026**. Butiran lanjut boleh didapati di www.contentforum.my.

- TAMAT -



ABOUT CMCF

The Communications and Multimedia Content Forum of Malaysia (CMCF), also known as the Content Forum, is an industry-led forum designated under the Communications and Multimedia Act 1998 and registered with the Malaysian Communications and Multimedia Commission (MCMC). CMCF is mandated to oversee and promote self-regulation of content disseminated over electronic networks in Malaysia.

CMCF brings together a broad cross-section of the communications and multimedia content ecosystem, including broadcasters, advertisers, advertising agencies, content creators and distributors, internet service providers, audiotext hosting service providers, technology, media and digital service providers, and civic groups. This multi-stakeholder composition ensures that content standards are developed with practical industry insight while reflecting public interest considerations.

As Malaysia's recognised industry self-regulatory body for electronic content, CMCF is responsible for the development, implementation, and enforcement of the Malaysian Communications and Multimedia Content Code. First registered with MCMC on 1 September 2004, and most recently revised in 2022, the Content Code sets out governing standards and best practices for content dissemination, providing a framework that supports creativity, innovation, and the sustainable growth of the industry.

CMCF also houses a Complaints Bureau, which receives complaints from both industry players and the public regarding content disseminated over electronic networks. The Bureau is empowered to investigate alleged breaches of the Content Code, facilitate mediation, adjudicate cases, issue published orders, and impose sanctions where appropriate. In addition, it provides advisory guidance on electronic content matters.

Through self-regulation, CMCF aims to complement the existing legal framework by promoting responsible content practices, enhancing consumer protection, and fostering a fair and trusted content ecosystem.

For media enquiries, please contact:

Mawar Abdul Latiff, Senior Manager
mawar@contentforum.my / +6018 262 4822

Afiq Zulhilmi Baharudin
afiq@contentforum.my / +6010 218 8676