



CONTENT ADVISORY CIRCULAR (1/2020)

ADVERTISING POINTERS DURING THE MOVEMENT CONTROL ORDER (MCO)

The Communications and Multimedia Content Forum of Malaysia (CMCF) is encouraging industry practitioners' in the communications and multimedia sector to advertise responsibly and act ethically during this COVID-19 pandemic MCO period.

Businesses that wish to create and disseminate any form of advertising and/or public service announcement (PSA) media over the electronic networked medium should take note of these advisory key points as listed for advertisers/content creators to follow:

- (i) Put out messages that contribute positively to the Malaysian Government's management of the crisis and front liners;
- (ii) Ensure that the terms and conditions of promotions are indicated in any advertisement or promotional material in an upfront and transparent manner;
- (iii) Only use honest and truthful claims about products and services that are capable of robust substantiation;
- (iv) Avoid spreading misinformation that originates from sources that are not reliable; and
- (v) Check and comply with the **Malaysian Communications and Multimedia Content Code (Second Edition)**, the CMCF's advisories and all relevant national legislation.

In addition, members of the public are also encouraged to come forward and report any advertisements for products and services that appear to be misleading to the CMCF's Complaints Bureau.

**OFFICE OF THE EXECUTIVE DIRECTOR
COMMUNICATIONS AND MULTIMEDIA CONTENT FORUM OF MALAYSIA
Selangor, Malaysia
14 April 2020**

For enquiries, please contact:

CMCF Executive Office

Email: secretariat@cmcf.my