

CONTENT ADVISORY CIRCULAR (2/2020)

REMINDER ON THE PROHIBITION OF ALCOHOLIC BEVERAGE AND LIQUOR ADVERTISING PURSUANT TO THE CONTENT CODE

The Communications and Multimedia Content Forum of Malaysia (CMCF) wish to remind industry practitioners on a provision under the **Malaysian Communications and Multimedia Content Code (Content Code)** pertaining to certain specific advertisements.

Under **Part 3 of the Content Code on Advertisement, Paragraph 8.5 (Other Specific Advertisement)**, it states that:

"Alcoholic Drinks and Liquor

Advertisements on alcoholic drinks and liquor are not allowed. If an alcohol company is the title sponsor of an international sporting event held in Malaysia, it is only allowed to promote the event and not directly advertise its products. In addition to this, alcohol companies should only use the events' logo in the promotional on-air material."

For all intent and purposes, there **should be no advertisements** on the said products to be broadcasted, disseminated and circulated in any manner or form throughout the electronic networked medium in Malaysia (including but not limited to television, radio, mobile telephony as well as via online). This shall **include any form of printed content and/or materials** containing the advertisement of such prohibited products that is then **digitised or cause to be converted into a soft copy format and uploaded** to the online sphere in the form of those which includes e-magazines, e-newspapers, e-pamphlets, e-flyers and other similar digitised printed material.

The industry is encouraged to scrutinise materials to be digitised and/or converted for the purposes above and remove such prohibited advertisements before it is uploaded beforehand. Penalties and sanctions on any breach of the Code will be as per **Part 8, Paragraph 8.0 of the Content Code**.

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

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