

Communications and Multimedia Content Forum of Malaysia

Background

Communications and Multimedia Content Forum of Malaysia (CMCF) which was established in 2001 had thereon introduced a new era of regulation to the electronic content industry in Malaysia.

CMCF strives to create an element of balance in the monitoring and regulation of the communications and multimedia industry framework in Malaysia based on the concept of self-regulation.

Through the delegation of powers contained in the **Communications and Multimedia Act 1998 (CMA'98)**, the CMCF is mandated to regulate the electronic content industry through self-regulation as compared to the government - based regulatory framework prior to the introduction of the Act.

To achieve this aspiration, the **Malaysian Communications and Multimedia Content Code (Content Code)** was created and registered in **September 2004**. The Content Code was initially adopted by industry practitioners who were in a dynamic phase of the electronic content industry. It was seen as a catalyst for content creation which was based on accepted standards by all involved in the industry, especially in the eyes of government regulators.

Features of the Content Code on content standards that included the components of dispute resolution through complaints received and handled by the Complaints Bureau also paved the way for the ability of this industry to continue its growth in keeping with the current levels of creativity and evolving standards.

Membership and Industry Participation – as of 31 December 2020

As in previous years, CMCF received full support from all its members who contributed their time and expertise in their respective fields. This led to the increase of CMCF's capabilities in addressing many arising issues as well as developing new policies for the development of electronic media content industry in the country.

For 2020, CMCF had a membership of 45 organisations which consists of forty (40) Ordinary Members from various categories (Advertisers, Broadcasters, Audiotext Service Providers, Content Creators/Distributors, Civic Groups, and Internet Access Service Providers) and five (5) Associate Members.

The list of members are as follows:

No.	List of Ordinary Members
1	The Association of Accredited Advertising Agents Malaysia (4As)
2	Malaysian Advertisers Association (MAA)
3	Media Specialists Association (MSA)
4	Colgate-Palmolive Malaysia Sdn Bhd
5	Nestle Products Sdn Bhd
6	Procter & Gamble (M) Sdn Bhd
7	Unilever (M) Holdings Berhad
8	Beiersdorf (M) Sdn Bhd
9	Danone Dumex (M) Sdn Bhd
10	Gerbang Alaf Restaurants Sdn Bhd
11	Celcom Axiata Berhad
12	Malaysian Digital Association
13	Asia Media Sdn Bhd
14	Al Hijrah Media Corporation
15	Capital FM Sdn Bhd
16	CH-9 Media Sdn Bhd
17	Commercial Radio Malaysia (CRM)
18	Husa Network Sdn Bhd
19	Maestra Broadcast Sdn Bhd

20	Measat Radio Communications Sdn Bhd
21	Measat Broadcast Network Systems Sdn Bhd
22	Metropolitan TV Sdn Bhd
23	Natseven TV Sdn Bhd
24	Rimakmur Sdn Bhd
25	TM Net Sdn Bhd
26	Star Media Radio Group Sdn Bhd
27	Sistem Televisyen Malaysia Berhad (TV3)
28	Universiti Putra Malaysia
29	Universiti Utara Malaysia
30	National Union Of The Teaching Profession Malaysia
31	National Council of Women Organizations
32	Media Prima Digital (formerly Alt Media Sdn Bhd)
33	InfoBip Asia Pacific Sdn Bhd
34	Primework Studios Sdn Bhd
35	Star Media Group Berhad
36	Maxis Broadband Sdn Bhd
37	Shinjiru Technology Sdn Bhd
38	Telekom Malaysia Bhd
39	Time Dot Com Sdn Bhd
40	YTL Communications Sdn Bhd

No.	List of Associate Members
41	Cybersecurity Malaysia
42	MYNIC Bhd
43	Voice Guild Malaysia
44	Aida Mokhtar
45	Institut Kefahaman Islam Malaysia (IKIM)

Council Members' List

The management of the CMCF comprises a Chairman and 18 council members elected from the six (6) Ordinary Member from various categories (Advertisers, Broadcasters, Audiotext Service Providers, Content Creators/Distributors, Civic Groups, and Internet Access Service Providers) which was assisted directly by the CMCF's Executive Director for a term of two (2) years.

CMCF's Executive Committee for the year 2019 – 2021 are as follows:

Executive Committee



Chairman

Y. Bhg. Dato' Khairul Anwar Salleh

Sistem Televisyen Malaysia Bhd. (TV3)



Vice Chairman

Encik Khairudin Rahim

Association of Accredited Advertising Agents Malaysia (4A's)



Hon. Secretary

Pn. Anira Che Ani

Telekom Malaysia Berhad



Hon. Treasurer

Mr. Amarjit Singh Karthar Singh

YTL Communications Sdn. Bhd. (YTL)

Council Members for the Period of 2019 – 2021

Media Specialists Association (MSA)

Mr. Yap Chee Weng

Malaysian Advertisers Association (MAA)

Mr. Claudian Navin Stanislaus / En Mohd Zurairi Mustafa

Associations of Accredited Advertising Agents Malaysia (4As)

En. Khairudin Rahim / Mr. Karthigesu Palanisamy

Celcom Axiata Berhad

En. Riza Rachmadsyah / Puan Hairunnisa Mohd Nasir

Malaysian Digital Association

Ms. Lydia Wang

Commercial Radio Malaysia (CRM)

Pn. Hajah Nik Hasnah Ismail

Star Media Radio Group

Ms. Woo Bee Ay

Measat Broadcast Network System Sdn. Bhd.

En Shafiq Abdul Jabbar / En. Mohamad Razlan Abdul Latip

National Council of Women's Organisation (NCWO)

Prof Dr. Kiranjit Kaur

National Union of the Teaching Profession Malaysia (NUTP)

Lt. Kol. Bersekutu Harry Tan Huat Hock / Mrs. Wak Jemah @ Mimah
@Mimah A/P Kampok

Universiti Putra Malaysia (UPM)

Ts. Dr. Syed Agil Shekh Alsagoff / Prof Madya Dr. Zulhamri Abdullah

Infobip Asia Pacific Sdn. Bhd.

Mr. CS Gill / Mr. Alen Smoljan

Star Media Group Berhad

Ms. Lam Swee Kim / Ms. Janice Cheng Puay Hoon

Media Prima Digital Sdn. Bhd.

En. Nicholas Sagau Tony Ngimat

YTL Communications Sdn Bhd (YTL)

Mr. Amarjit Singh Karthar Singh / Mr. Jiwantti Gunaseelan

Maxis Broadband Sdn. Bhd.

Puan Siti Noraini Abd Rahman / Mr. Lam Leong Kien

Telekom Malaysia Berhad

Puan Anira Che Ani / Puan Asma Md Isa

CMCF ACTIVITY REPORT FOR THE YEAR 2020

In accordance with the CMA'98, CMCF is a designated industry body to facilitate and enhance industry self-regulation pursuant to the Malaysian Communications and Multimedia Content Code (Content Code).

As an independent body, CMCF represents all relevant parties to govern content and address issues pertaining to content which is disseminated by way of the electronic networked medium.

In 2020 – as of 31 December 2020, in spite of the Covid-19 pandemic and the ensuing Movement Control Order (MCO) as well as the Recovery Movement Control Order (RMCO), CMCF managed to organize several trainings for the industry and attended a few seminars. Figure 1.0 lists the types and frequency of such events held.

Activities of CMCF	
Types of Activity	Frequency
Roadshows, Exhibition	1
Seminar, Workshop, Conference	17
Self-initiated Workshop, Event	4
Media Interview	2
Total	24

Figure 1.0: Activities of CMCF

A series of lectures and exercises were either done at the invitation of the industry or part of CMCF's own initiative. During this pandemic CMCF adapted to the new normal by conducting online training.

Content Code Training

CMCF held monthly training sessions at the CMCF Executive Office to provide an in-depth knowledge of the Content Code. Purpose of the training is to assist the industry in compliance with the guidelines and procedures set out in the Content Code.

This year, to adapt to the circumstances surrounding the Covid-19 pandemic, CMCF has adopted a new method of delivering its Content Code training through webinars. CMCF plans to continue this webinar session in the future to provide Content Code training to industry players until this pandemic issue is in control.

The impact of continuous training provided by CMCF can be seen in the reduction of number of complaints received on specific issues from year to year. In addition, numbers of participation among the industry practitioners in the training has been increased.

For the year 2020, the CMCF conducted specific trainings and appearances that discussed the provisions of the Content Code as per Figure 2.0 below:

No.	Subject	Venue	Date
1.	Dialog Ringkas - Syariah meja bulat	Media Prima	9/1/2020
2.	Content Code Training	CMCF Executive Office	4/2/2020
3.	Content Code Training	CMCF Executive Office	25/2/2020
4.	Content Code Training	CMCF Executive Office	15/7/2020
5.	Content Code Training	CMCF Executive Office	30/7/2020
6.	Content Code Training	CMCF Executive Office	27/8/2020
7.	Content Code Training	IKIM fm	2/9/2020

No.	Subject	Venue	Date
8.	Content Code Training	Rakita fm	3/9/2020
9.	Content Code Training – Sime Darby	CMCF Executive Office (online)	7/10/2020
10.	Content Code Training – Media Prima Omnia	CMCF Executive Office	20/10/2020
11.	Content Code Training	CMCF Executive Office (online)	12/11/2020
12.	Content Code Training	CMCF Executive Office (online)	26/11/2020

Figure 2.0: List of Content Code Training



Snapshot of CMCF Content Code Training



CMCF Complaints Bureau

During the period of 1 January 2020 to 31 December 2020, the CMCF's Complaints Bureau received a total number of 319 complaints via CMCF's complaints portal, emails, or letters from complainants in regard to various content issues.

The largest portion of cases received was in regard to Internet Content (169 cases). This constitutes 52.98 percent of the total number of cases received by the Complaints Bureau as of 31 December 2020. The breakdown of cases for 2020 by Category as of 31 December 2020 are as per Figure 3.0:

Advertising Content	Mobile Content/ Service	Broadcasting Content	Internet Content	Others	Total Cases
6	111	16	169	17	319

Figure 3.0 Breakdown of cases for 2020 by Category as of 31 December 2020

Complaints by category is as Figure 3.1:

Members of Public	Members of the Industry	Others/MCMC	CMCF Executive Office	Total Cases
303	2	11	3	319

Figure 3.1 Complaints by Category

Figure 3.0 and Figure 3.1 shows the declining number of complaints received by the CMCF's Complaints Bureau in 2020 as compared to 2019 whereby the Complaints Bureau received 340 complaints. The significant drop can be attributed to the activities carried out by the CMCF in effectively engaging with the public throughout the year via social media and events, indicating that the public is more aware about the importance of self-regulation in practice.

Public Engagement

Despite the Covid-19 pandemic, CMCF managed to conduct a few public engagement events before the Movement Control Order (MCO) was enforced throughout Malaysia in March 2020. CMCF organised several workshops related to self-regulation to the public, and government agencies in various states throughout 2020.

The main purpose of these workshops is to promote awareness to the public about Internet safety and self-regulation while using the Internet. In this regard, CMCF played significant role in fostering the practice of self-regulation to the public to curb them from abusing the Internet and from becoming victims of cybercrimes and spreading fake news.



Figure 4.0: Snapshot of CMCF's Event with Public

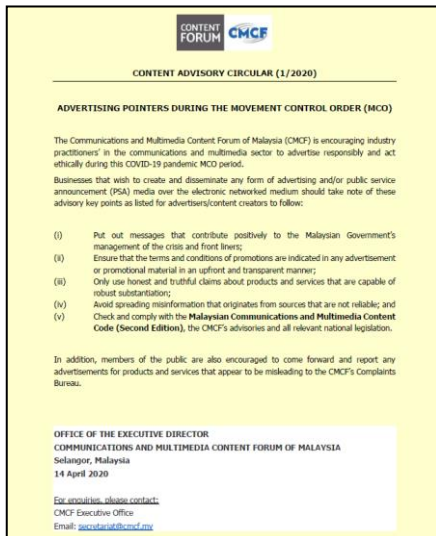
2020 self-regulation workshops organized by the CMCF is as per Figure 5.0.

No.	Event / Roadshow	Venue	Date	Remarks
1.	Ceramah Berkenaan Buli Siber	Sekolah Tunku Abdul Rahman, Ipoh, Perak	9 January 2020	Self-Initiated Event Attended by 200 students and ILLKM staff.
2.	Tea Talk With Industry	Astro, Bukit Jalil	20 February 2020	Self-Initiated Seminar Attended by approximately 20 participants from various departments.
3.	Seminar - Evolusi Teknologi: Bahana@Bahagia	LPPKN Seremban 2, Negeri Sembilan	17 March 2020	Self-Initiated Seminar Attended by 146 participants government agencies in Seremban.

CMCF consistently received positive feedback from participants who recommended that this program should be held more often by targeting those in rural areas to increase their understanding on the concept of self-regulation.

CMCF's Media Engagement

As the impact of the MCO has now created 'new norms', it is conceivable that content creators may look into different forms of advertising content. To ensure that content creators to remain in adherence and compliance to the Content Code, CMCF released its first Content Advisory Circular to the industry via its members.



CMCF's Content Advisory Circular for Press Release



Marketing Interactive Malaysia Comms And Content Body Sets Rule For Responsible Advertising During COVID-19 15 April 2020

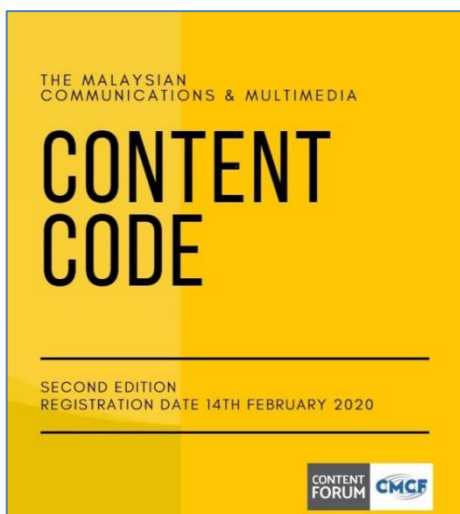


MHI TV3 Panduan Periklanan Semasa PKP 27 April 2020

CMCF'S ACHIEVEMENT FOR THE YEAR 2020

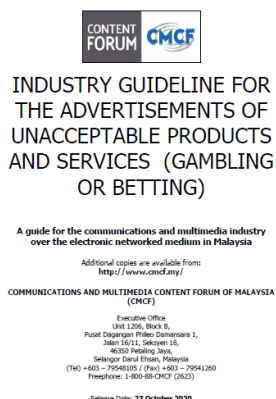
Content Code 2.0 Release

On 14 February 2020, the Second Edition Content Code was successfully registered with the Commission. There were a few amendments and a new provision included in this Second edition Content Code which made it more comprehensive and suitable with the current condition of electronic content. The Second Edition Content Code is available to be downloaded at <http://www.cmcf.my/download/cmcf-content-code-english.pdf> (English version) and <http://www.cmcf.my/download/cmcf-content-code-malay.pdf> (BM version).



CMCF Industry Guidelines for The Advertisements of Unacceptable Products and Services (Gambling or Betting)

On 27 October 2020, the CMCF Industry Guidelines for The Advertisement of Unacceptable Products and Services (Gambling or Betting) was approved by the Commission (MCMC). CMCF shared the guideline with the industry members.



Front Cover of the Industry Guidelines
for The Advertisements of Unacceptable
Products and Services (Gambling or
Betting)
Release Date 27 October 2020

CMCF'S KPI Achievement

As of 31 December 2020, CMCF achieved some of the KPI's as agreed and set by the MCMC. Throughout the year CMCF conducted several self- initiated events, Industry training and media appearances to promote the importance of self-regulation in creating Content. Figure 6.0 below shows the CMCF's KPI breakdown.

ENSURING EFFECTIVE ENGAGEMENT AND AWARENESS PROGRAMMES

No.	Objective	Unit (Per Year)	Achieved
1	Structured engagement sessions		
	i) Media Engagement	7 TV/Radio Interviews Per Year	Result: 1/7 1) MHI (TV3) – Panduan Periklanan Semasa PKP – 27/4/2020
	ii) Annual surveys on Forum effectiveness and consumer satisfaction	YES (Survey conducted) / NO (No annual survey)	Yes (Survey Conducted)
	iii) Structured consumer / industry engagement programs. (Workshop / seminar)	2020 – 10 programs	Result: 3/10 1) Tea Talk With Industry – Astro – 20/2/2020 2) Seminar - Evolusi Teknologi: Bahana@ Bahagia – 17/3/2020 3) Seminar – Media Sosial Pemangkin Generasi Digital Berhemah – 18/8/ 2020
2	Structured awareness programs		
	i) Enhance education and public awareness. (Outreach – roadshows)	2020 – 12 programs	Result: 1/12

No.	Objective	Unit (Per Year)	Achieved
			1) Ceramah Buli Siber - ILKMM - 9/1/2020

ENSURING INDUSTRY STANDARD DEVELOPMENT

No.	Objective	Unit (Per Year)	Achieved
1	Develop industry compliance standard		
	i) Provide education and training for members / industry	12 or more programs in a year	Result: 12/12 1) Dialog Ringkas - Syariah meja bulat - 9/1/2020 2) In-House Training - 4/2/2020 3) In-House Training - 25/2/2020 4) In-House Training - 15/7/2020 5) In-House Training - 30/7/2020 6) In-House Training - 27/8/2020 7) Content Code Training (IKIM Fm) - 2/9/2020 8) Content Code Training (Rakita Fm) - 3/9/2020 9) Content Code Training (Sime Darby) - 7/10/2020 10) Content Code Training (Media Prima Omnia) - 20/10/2020 11) In-House Training - 12/11/2020 12) In-House Training - 26/11/2020

No.	Objective	Unit (Per Year)	Achieved
2	Issues article(s) / white paper(s) on consumers issues/trends and the communications and multimedia sector		
	<p>i) Articles in vernacular paper (i.e. Bahasa Melayu, English, Tamil, Mandarin)</p> <p>Article can be in form of press release, paper or letters to the editor that can be easily accessible by the public</p>	2020 – 20 articles	<p>Result: 5/20</p> <ol style="list-style-type: none"> 1) Marketing Interactive Online - Malaysia Comms And Content Body Sets Rule For Responsible Advertising During COVID-19 – 15/4/2020 2) Sin Chew Daily - CMCF: Violation Will Punish Sanctions – Malaysia Bans Alcohol Drink And Alcohol Advertising – 16/7/2020 3) Marketing Interactive Online - MY Content Forum Bans Advertisement On Alcoholic Drinks And Liquor – 17/7/2020 4) CMCF Newsletter – September 2020 5) Star Biz – Guideline For Electronic Ads On Gambling, Betting – 23 November 2020
3	Keeping the Code updated and relevant		
	i) Provide input to MCMC in updating the Code	YES / NO	Yes

ENSURING A PROACTIVE FORUM

No.	Objective	Unit (Per Year)	Achieved
1	Contribution to consultation or inquiry conducted by MCMC		
	i) Feedback & contribution to consultations or inquiries	100% contribution	Yes
2	Effective complaints handling		
	i) Acknowledge complaints within 24 hours (working days)	100% completion	100%
	ii) Resolution of complaints within 3 days	80% completion	95%
	iii) Resolution of remaining complaints within 30 days	80% completion from the remaining cases	No (some cases exceeded 30 Days)

ENSURING VIBRANT & SUSTAINABLE FORUM (MEMBERSHIP)

No.	Objective	Unit (Per Year)	Achieved
1	Increase / promote membership		
	1. Registration of new members	5% increment or more	1 (IKIM FM)

REPORTING

No.	Objective	Unit (Per Year)	Achieved
1	Monthly performance report		
	i) Update report on CMCF performance & activities	YES (Submitted) / NO (Not submitted)	Yes
2	Submission of Business Plan to the Commission		
	i) No later than 30 th September of the current year	YES (Submitted)	No (CMCF's 2021 Business plan will be

		/ NO (Not submitted)	submitted in 2021, Once the Executive Office received new direction from MCMC's Chairman)
3	Ensuring timely reporting (Performance Card)		
	i) No later than 30 days from the end of every year	YES (Submitted) / NO (Not submitted)	Yes

Figure 6.0: CMCF'S KPI scorecard