

CONTENT
 **FORUM**

Annual Report

2021

About

The Communications and Multimedia Content Forum of Malaysia (Content Forum) was established in February 2001 pursuant to Section 212 of the Communications and Multimedia Act 1998 (CMA '98) to govern content and address content related issues.

The Content Forum is made up of six 'Ordinary' member categories, namely – Advertisers, Audiotext Hosting Service Providers, Broadcasters, Civic Groups, Content Creators / Distributors and Internet Access Service Providers.

The Content Forum governs content self-regulation through a Communications and Multimedia Content Code (Content Code).

Content-related issues, concerns, grievances and complaints are addressed by the Complaints Bureau.

Aimed at facilitating self-regulation, which provides an additional layer of consumer protection that complements the legal framework, the Content Forum is committed to govern and promote the creation, distribution and consumption of electronic-networked content.

As an industry self-regulatory body, the Content Forum comprises of key members of the communications and multimedia content industry, including broadcasters, advertisers, content creators, internet access service providers and civic groups. This dynamic and robust representation of industry practitioners ensures that content standards continue to be developed with the objective of establishing a level playing field in the industry.

Summary of Objectives

- To continuously develop codes and best practices as envisaged by the CMA '98 that reflects a balance representation and views of the community at large
- To provide an avenue and channel for complaints in relation to content.
- To administer sanctions for breaches of the Content Code
- To establish Malaysia as a major global centre and hub for communications and information and content services.
- Code Administration
- Public Education
- Consumer Protection

Board of Councillors



Chairman

Kenny Ong
Astro Radio



Vice-Chairman

Andrew Lee
4As



Secretary

Anira Che Ani
Telekom Malaysia Bhd



Treasurer

Amarjit Singh
YTL Communications
Sdn Bhd

Council Members

Catherine Yap
Nestle Products Sdn Bhd

Claudian Navin Stanislaus
Malaysian Advertisers
Association

Guray Ozturk
Infobip Asia Pacific Sdn
Bhd

Hairunnisa Mohd Nasir
Celcom Axiata Bhd

Harry Tan Huat Hock
National Union of Teaching
Profession Malaysia

Prof. Dr. Kiranjit Kaur
National Council of Wome
Organizations

Lailawati Saat
Measat Broadcast
Network Systems

Lydia Wang
Malaysia Digital
Association

Mazlan Ahmad Palal
Al Hijrah Media
Corporation

Mergawati Zul Fakar
Star Media Group Bhd

Nicholas Sagau
Tony Ngimat
Media Prima Digital
Sdn Bhd

Nur Airin Zainal Bahrin
Sistem Televisyen
Malaysia Bhd

Siti Noraini Abd Rahman
Maxis Broadband Sdn Bhd

Ts. Dr. Syed Agil Shekh
Alsagoff
Universiti Putra Malaysia

Executive Office

Mediha Mahmood
Executive Director

Mawar Abdul Latiff
Senior Manager

Ahmad Fazlin bin Abu Kassim
Manager

Mohd Saufi bin Sujono
Asst. Manager

Mohamad Noor Syawal Khir bin
Azdmi
Senior Executive

Siti Mutmainnah Abduraman
Senior Executive

Amalia binti Mohd Suhaimi
Executive

Syed Eusoff bin Syed Mohsein
Executive

Afiq Zulhilmi bin Baharudin
Executive

Aina Nabila binti Zurimi Suhaimi
Administrative Assistant



Chairman's Report

Kenny Ong
Astro Radio

— New Term

As we entered the new year, the Council was heedful of the importance of continuing with the CMCF's mission and work closely with the Malaysian Communications and Multimedia Commission (MCMC), industry stakeholders and government agencies to achieve its goals for 2021.

The Council welcomed Nestle Products Sdn. Bhd., which was represented by Ms. Catherine Yap, and En. Mazlan Ahmad Palal of Al Hijrah Media Corporation, who were elected into the Council for the 2021 – 2023 term.

An orientation in January was conducted for the new Council Members to familiarise themselves with CMCF's role and functions. Invitations to attend the refresher session were also extended to existing Council Members and our counterparts from the Malaysian Media Specialist Association (MSA) and Malaysian Digital Association (MDA).

— Council Composition

In February, a new representative from the MSA, Ms. Vanitha Selvathurai, who substituted the outgoing Mr. Yap Chee Weng, with Mr. Chanchal Chakrabarty standing in as the alternate, joined the Council. The new Executive Director, Pn. Mediha Mahmood – who assumed charge on February 1 – was also introduced to the Council Members.

En. Khairudin Rahim was replaced by Mr. Andrew Lee, the President of the Association of Accredited Advertising Agencies (4As), as its primary representative with effect on May 1, 2021. The alternate representative for the 4As is (Mr. Karthi Palanisamy).

The Council proceeded with the election of office bearers and voted in Mr. Lee as the Vice-Chairman. As no nominations were received for the posts of Treasurer and Secretary, incumbents Mr. Amarjit Singh Karthar Singh from YTL Communications Sdn. Bhd. and Pn. Anira Che Ani (Telekom Malaysia Bhd.) were retained in situ.



— New Look: Rebranding the Content Forum

In September, the CMCF announced a refresh of its brand and a renewed vision to mark its 20th anniversary, affirming its commitment to creating safer digital spaces and more inclusive content for all. The rebranding effort signalled the organisation's goals heightened transparency and increased public engagement. The CMCF announced its intention to operate with greater engagement and more dialogue in continued efforts to be progressive and adaptable — to ensure a robust self-regulatory ecosystem by continuing to do meaningful work within the industry. At the same time, the CMCF intends to maintain the public's trust by being transparent in its operations, creating an environment where both creators and consumers are fully aware of best practices, and are empowered to foster ethical content.

— Content Code Revamp and the Nationwide Public Consultation:

The high point of the year was the revamping of the Content Code. The CMCF had intended the Code to be an indispensable document for every individual and organisation in the content ecosystem and the Council was pleased that the efforts to update the Content Code is on track and to the large satisfaction of all parties concerned.

The Content Forum will continue to move forward with greater engagement and more dialogue in our continued efforts to be progressive and adaptable — because that’s how we can ensure a robust self-regulatory ecosystem and continue to do meaningful work within the industry.

Mediha Mahmood
Executive Director

The Council collaborated closely with the government, industry players and other relevant parties in establishing a more conducive content ecosystem. The Council firmly believes that the main objective of the Code, which is to offers guidance on self-regulation that provides the platform for creativity, innovation, and healthy growth of a fast-evolving industry, is vastly achievable with this revision.

The process demanded a great deal of diligence and dedication on the part of industry stakeholders, members of the public and Council Members. A multi-layered Public Consultation campaign – comprising engagement via surveys, online platforms and townhall meetings – was implemented to gather input from across various sectors.

These Public Consultation exercises were highly interactive and encouraging. This showed in the high number of responses that was generated for the campaign and the constructive feedback from every level of private and public participation.



CONTENT CODE AVAILABLE FOR
DOWNLOAD: [CONTENTFORUM.MY/
DOWNLOAD-CONTENT-CODE](https://contentforum.my/download-content-code)

SNAPSHOT OF
THE 2021
PUBLIC
CONSULTATION
EXERCISE

800+

Participants in 16
virtual town halls

These engagements – supplemented by effective public relations outreach – heightened awareness of the Code and CMCF. It also assisted in the membership recruitment efforts and in building a solid base in the education sector for the CMCF.

The challenge for us now is to self-regulate and continuously update the Content Code that caters to a world of multiple complexities resulting from a new era of User Generated Content, such as piracy, fake news, online scams, cyberbullying, hateful messages, e-commerce complaints, invasion of privacy and misleading information on products, services and platforms.

Kenny Ong
Chairman

The Council's focus on institutions of higher learning – especially public universities – was accompanied by the additional objective of convincing these institutions to incorporate the Code into their teaching and training programmes.

These endeavours were rewarded with strong formal commitment from these institutions to introduce self-regulation and the Code's guidelines in their syllabus, which will help inculcate such understanding within the academia.

The details of these programmes and other activities that were undertaken by the Council follow in this report. I would like to record my heartfelt gratitude to the Council Members for all their efforts and contributions in 2021. On behalf of the Council, I thank the Executive Office – ably led Pn. Mediha – for their efforts, particularly in the revamp of the Content Code.

1500+

Participants in dialogues

1245

Submissions

Executive Office Report

— Content Code Revamp

It has been 20 years since the Content Code was developed and first registered. The time to review the Content Code in totality and update it for the rapid changes in content aggregation and its use had materialised. There was a range of areas and matters that needed to be updated to cater for a vastly altered media landscape and social behaviour.



The Council assumed this heavy responsibility by meticulously engaging industry stakeholders as well as members of the public for a revamped Code that reflect present day requirements and envisioned future applications. This involved various discussions and decisions before the final presentation of the Code to all parties.

The Preliminary Preparation

The starting point of this process was to identify gaps in the current Content Code and ascertain areas requiring revision. This covered a review of all the codes, sub-codes and product categories. The product categories, in particular, demanded attention, as different categories had to be inserted according to the type or topic such as religion and gender, while new marketing approaches, virtual influencers for example, also had to be assigned to the Code.

The Executive Office attended meetings with relevant stakeholders including the Ministry of Domestic Trade and Consumer Affairs, the Ministry of Tourism, Arts and Culture, the Department of Islamic Development Malaysia (JAKIM) and OKU Sentral, an organisation founded by Yang Berhormat Senator Datuk Ras Adiba Mohd Radzi, to understand several issues including consumerism, religious content and the rights of Persons-with-Disabilities. Considerable time was allocated to examine how social media influencers were used in marketing and the development of a guideline for these individuals. The Council opined that, as the industry source and point of reference, the CMCF should determine the standards to educate social media influencers.

The other areas that the Council reviewed for inclusion in the Code were guidelines on religion, gender-based violence, gambling, and online advertisements for alcohol.



MEETING WITH KPDNHEP



MEETING WITH JAKIM



MEETING WITH SENATOR RAS ADIBA

The revamped Code will clarify the rules pertaining to these issues.

The Council also examined Malaysian Communications and Multimedia Commission (MCMC)'s list of recommendations to assess any issues that the body wished to specifically address during this stage.

As the Code is industry-driven, MCMC's responsibility was to ensure that the draft of the Code was in line with the Communications and Multimedia Act 1998 (CMA 1998) and subjected to a proper public consultation process. The MCMC will register the improved Content Code if these two elements were fulfilled.

Industry Input

A number of Working Groups – comprising Council Members and other stakeholders – were established to collate their input towards the creation of an expanded Code. Invitations were extended to non-Council Members who were experts in their relevant fields to contribute to these Working Groups. Messrs. Christopher & Lee Ong was appointed as legal consultants in March a cost of RM75,000.00 – inclusive of all applicable taxes and disbursements – to advise on the legal aspects of the Code as well as opine on expanding the reach of the Code.

A timeline for the completion of the Revamp Draft document was agreed upon in March and, by the end of May, the draft of the revamped Code had reached an 85% completion rate.

The Council understood that one of the main challenges in the process of revamping the Code is the subject of online content which is circulated on the constantly evolving over-the-top (OTT) and social media platforms. It was decided that given jurisdiction issues, the self-regulation of OTT services will be addressed separately in the form of a Best Practice Note.

The Working Group also examined content accessibility for Persons-With-Disabilities and recommended provisions on content accessibility options, the usage of the right terminology and the prohibition against offensive portrayals of these individuals.

The Revamp Draft

The Revamp Draft was finalised between the lawyers and the Executive Office on June 8 and subsequently shared with all Council Members. The submission included:

1. Draft of the revamped Content Code
2. Table of revisions and explanatory Notes
3. Recommendation that OTT providers and services are addressed via a Best Practice Note
4. Recommendation to enhance the enforceability of the revamped Content Code for a level playing field

June 11 was set as the deadline for the submission of comments and, after which, the draft was sent to MCMC for its review on June 15. A meeting with the MCMC followed on August 17, in which the Council addressed the body's queries on definitions and the process flow.

Nationwide Public Consultation

In September, the CMCF embarked on the public consultation phase, during which the draft was circulated to all key stakeholders and members of the general public. This was followed by virtual and physical meetings with interested stakeholders— including institutes of higher learning – and a publicity programme for awareness and feedback.

This exercise was intended to collate responses, extract key issues, assess public expectations and have the input and findings reviewed by the legal consultant for inclusion in the draft.

Public Consultation Awareness Campaign

The media plan for the Public Consultation awareness stage involved media buys in major broadcasters i.e. Astro Radio (radio and social media), Media Prima Radio, Star Media Group (news, radio and social media) as well as social medial influencers including Ceddy, Douglas Lim, Jinnyboy, Arwind and Erin Adlina. The Council endorsed an initial total cost of RM244,143.26 for it. Public Service Announcements (PSA) were also produced and disseminated to all Malaysian broadcasters.

The exercise, which was scheduled to be rolled out between September and November, was subsequently extended until 10 December. It targeted industry stakeholders and the public and featured seven key focus areas:



- 1) Empowering and protecting the rights of persons-with-disabilities
- 2) Responsible advertisers to include social media influencers and online marketplace operators
- 3) Disclosures in identifying advertisers – social media influencers and paid-for-space in news
- 4) Regulating advertisements targeting and involving children
- 5) Advertisements of liquor under strict regulations
- 6) Prohibition against the exploitation of religion in advertisements
- 7) Prohibition against online gender-based violence

Pursuant to this, several virtual and physical meetings related to this phase were completed by the end of November. This included 16 town hall sessions attended by over 800 participants in total, 8 public dialogues and several featured interviews via print, broadcast and digital media.

Content Code Revamp Public Consultation

PROGRESS UPDATE

*as at December 1, 2021



Completed surveys



Key Focus Areas

- Online abuse and gender-based violence (GBV) as a form of violent content.
- Enhancing the rights of persons with disabilities (PWD).
- Enhancing the rights of children in advertising.
- Influencers and online market operators as advertisers.
- Disclosure of paid content by influencers and news programs.
- Responsible advertising of intoxicating liquor under strict regulations.
- Prohibition against the exploitation of religion in advertisements.
- Accreditation required for speakers in Islamic Content.

Top 3 Responses (to date)



The Council was informed that the townhall meetings that had been conducted were very productive, as it immediately clarified issues that were raised and helped to promote a greater awareness of the CMCF and the Content Code.

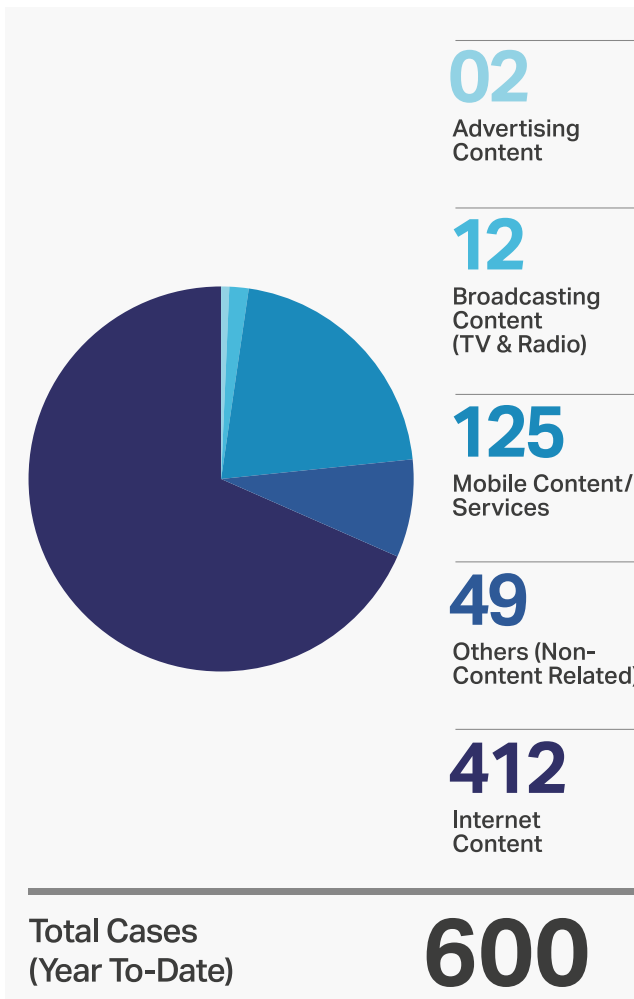
The six (6) key areas that were highlighted by the survey respondents and which would also be the focus areas for the Working Groups after the end of the public consultation exercise were:

- 1) Responsible suicide reporting and sharing of content on suicide
- 2) Regulation of Out-Of-Home advertising platform, in relation to the advertising of intoxicating liquor
- 3) Alternative dispute resolution, in reference to the cost being borne by both parties. It was proposed that there should be a proper formula on the quantum or percentage of the costs involved.
- 4) The title "Use of religion" to be paraphrased as "Abuse of religion"
- 5) The exception for nudity for "education and art" needs to be narrowed further to reduce risk of exploitation via wide interpretation.

The final Revamp Draft of the Content Code was submitted to MCMC for registration at the end of February, and depending on MCMC's response, the publication and dissemination of the new Content Code is expected to be completed in Quarter 2 of 2022.

— Complaints Bureau & Content Advisory Centre

As of December 2021, a total of 600 cases had been reported and, out of which, 596 cases were classified as closed.



Key Content-Related Complaints

Astro Awani

In May, the Executive Office provided the background on Astro Awani's report on enforcement authorities Otak di Lutut incident to the Council. This had triggered a cautionary letter from MCMC to Astro and escalated into an investigation by Polis Di-Raja Malaysia (PDRM).

The Council deliberated on whether CMCF should be involved in content-related complaints raised by high-profile complainants such as PDRM, Ministries, embassies and so forth. It was unanimously agreed that the CMCF should continue to defer the matter to MCMC and only commit its involvement if the matter is referred to CMCF, either by MCMC, CMCF Members or members of the public.

Astro Warna

The Executive Office was invited by MCMC's Investigating Officer on October 25 to provide a statement on the issue of allegedly offensive contenting relating to a "rape scene" on Astro Warna's programme, Rumah 107, which was aired on June 18 and was widely shared on the social media platform, TikTok on October 20. Astro removed the said program immediately upon the issuance of an advisory note from the Complaints Bureau Chairman and when the incident spiralled into a controversy.

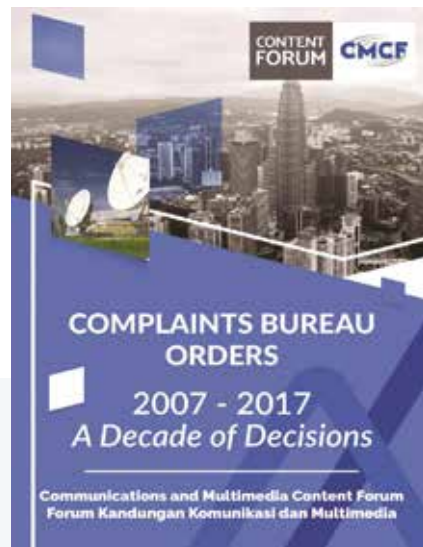
The MCMC had investigated the case under the CMA 1998 and passed it on to the Attorney General's Chambers, which will review the case. The matter is beyond the jurisdiction of CMCF, as the complaint was raised more than two months after the date of broadcast of the programme.

Complaints Bureau Publication

The Council was informed that the Complaints Bureau Publication only contains summaries of the bureau's decisions from 2007 to 2017. It does not publish the full Complaints Bureau Orders. The Council discussed if a fee should be charged for this e-publication and if future Complaints Bureau Orders publications should contain them and, if so, if a fee is chargeable.

It was agreed that the publications of Complaints Bureau decisions without the Complaints Bureau Orders will be free and serve as a teaser for the future publication of actual Complaints Bureau Orders. The publications of Complaints Bureau decisions with Complaints Bureau Orders will be charged a fee to be determined in due course.

The Complaints Bureau Orders (2007-2017) was officially completed in April and was uploaded on the CMCF website. A copy of the publication was sent to all CMCF Members and the MCMC for its record.



COMPLAINTS BUREAU ORDERS
AVAILABLE FOR DOWNLOAD:
CONTENTFORUM.MY/DOWNLOAD-CENTRE/

Infringing Website List

On February 25, a meeting was held between the Executive Office, the MCMC, the Ministry of Domestic Trade and Consumer Affairs (Kementerian Perdagangan Dalam Negeri dan Hal Ehwal Pengguna Malaysia or KPDNHEP) and the IWL Working Group, which was led by its newly appointed head, Puan Laila Saat from Astro, to finalise pending issues on IWL.

It was established in this meeting that the CMCF will work with the IWL Working Group, comprising of CMCF members, MCMC and KPDNHEP, as the custodian of the IWL. This role involves updating and / or maintaining websites list and disseminating it to stakeholders. The enforcement of rules, meanwhile, will rest with the authorities.

In a separate meeting with Puan Laila and the Ministry (KPDNHEP) on March 15, the latter confirmed that the power to verify infringements is vested with the MCMC and not with the Ministry, as IWL is a voluntary industry collaboration involving stakeholders who are under the Ministry of Communications and Multimedia (Kementerian Komunikasi dan Multimedia or KKMM) and MCMC. The Executive Office had conveyed this matter to MCMC for its further action.

Amendments to Constitution:

The Council was informed that changing the logo necessitated amendments to the Constitution. In expanding this opportunity, the Council reviewed and proposed for changes to be made to other articles in the Constitution.

The Council agreed to a full list of proposed changes and proceeded to furnish notice to Members on an Extraordinary General Meeting (EGM) on July 1 2021 to approve these changes. The revised Constitution was approved by the Registrar of Societies and was in force from July 14, 2021.

Content Code Accreditation Programme

The Council agreed to register this programme with the Human Resources Development Fund (HRDF or HRD Corp, as it is now known) and to underwrite the expenses for the training and certification of the Executive Director and another CMCF officer at the cost of RM2,788.00 per individual.

Online Safety Bill

The MCMC had suggested that the CMCF obtain a legal opinion on the United Kingdom's Online Safety Bill to assess if any parts of it could be adopted for Malaysia. The Council deliberated on the proposal and raised various issues such as its practicality and enforcement. The Council sought the advice and recommendation of the legal consultant to address the issue. The legal opinion was completed and shared with the Council in February 2022.

— Executive Office Administration

Rebranding Exercise

A brand refresh to enhance CMCF's branding prior to the launch of the Revamped Content Code was endorsed by the Council, with these focal points:

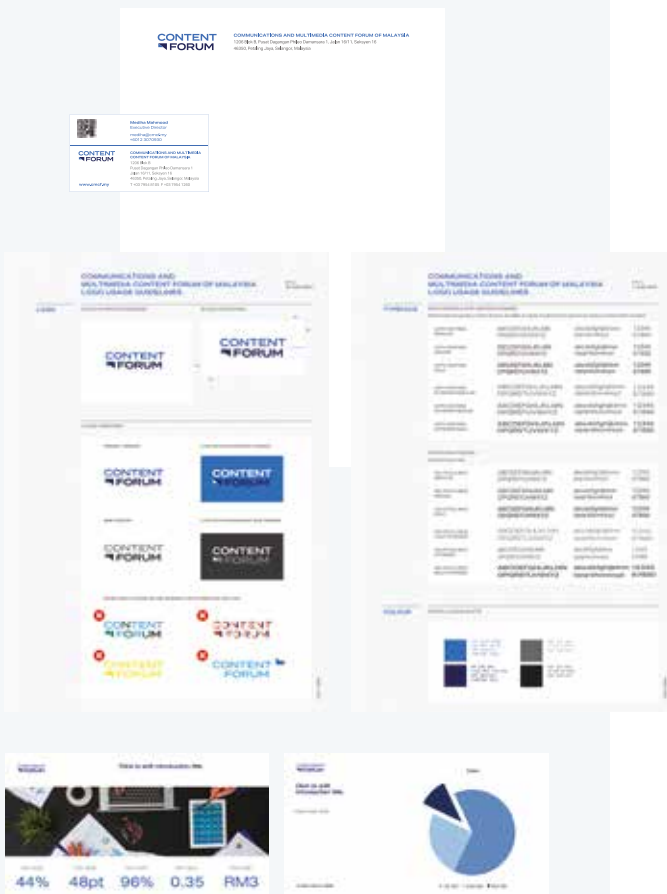
- 1) Logo
- 2) Website
- 3) Social Media strategy

The Council approved Big Matter PLT's quotation for this exercise amounting to of RM8,000.00 in April. This included the CMCF's rebranding of its corporate identity, logo, corporate collateral templates, name card, letterhead and presentation templates.

The new logo – which represents the idea of “connection and dialogue” – was revealed to the Council in May. This new emblem represented a first change since the CMCF's inception 21 years ago. A timeline was shared with the Council for this exercise and the Branding Committee considered the next steps:

- 1) To finalise the CMCF collaterals and the branding guidelines
- 2) To engage a website designer to develop a new CMCF website
- 3) To streamline the rebranding exercise across CMCF's social media platforms

BRANDING GUIDELINES & COLLATERALS



Big Clicks Sdn Bhd was engaged for the CMCF’s website and digital revamp at a cost of RM58,300.00 and complete the project by the first week of October. An EGM was called to approve the new logo and, upon its endorsement, it was officially launched concurrently with the Public Consultation Exercise activities.

Staff Training

Virtual Learning Facilitation Workshop

In April, the Council ratified the Executive Office’s proposal to train its staff to conduct virtual learning facilitated sessions, which were designed to increase engagement especially in virtual meetings and increase their effectiveness. The fee for the four-week training sessions for seven (7) participants – conducted by Neo One Associates Sdn. Bhd. – were RM14,840.00.



CONTENTFORUM.MY

Office Relocation

In March, the Executive Office proposed to relocate to a larger office to meet CMCF's long-term business plan and to capitalise on the current soft property market. The Council was advised that the new office should be in a central location, with accessibility to public transportation and able to accommodate at least 15 people.

Shortlisted property agents were asked to identify suitable premises with a space of between 2,000 – 3,000 square feet in Kuala Lumpur or Petaling Jaya which are furnished and not exceeding a monthly rental of RM10,000.

In August, the Council was advised that the MCMC had instructed all of its forums to relocate to Tower 2, Cyberjaya by the first quarter of 2022 to benefit from its systems and infrastructure.

The Council sought MCMC's permission for the Executive Office to remain in Kuala Lumpur or Petaling Jaya in order to maintain communication access with the Members and stakeholders.

In December, the MCMC notified the Council that CMCF will be asked to relocate to Cyberjaya in Quarter 2 of 2022 and discussions were then held with the Executive Office to ensure a proper transition, where all CMCF's operational needs and requirements are met.

Streamline Operations

The Executive Office recommended the streamlining of operations for more effective governance. The Council was briefed that the other forums registered with the MCMC manage their own accounting, secretarial and office administration services.

The Council re-examined the MCMC's Special Review on Financial Management of the CMCF (Audit Report No. MCMC/AUDIT/07/2018) where the CMCF management was entrusted to "implement in-house activities on areas previously managed by third-party contractors such as Glam Slam Events Management Sdn. Bhd. and Macomm Management Service Sdn, Bhd" in a transparent and accountable manner.

Glam Slam had ceased to be engaged by the CMCF while Macomm currently provides CMCF with secretarial and financial services. In light of previous issues that led to the audit exercise in 2018, the MCMC had made recommendations for the CMCF management to execute and maintain sound corporate governance practices and conduct regular reviews and periodic audits.

Though the MCMC had forwarded these recommendations for the CMCF's consideration, the ultimate decision lies with the CMCF.

The Council examined the list of services that Macomm had been providing to the CMCF for the past 20 years as well as the costs. The Council pondered these options:

- 1) **The continued engagement of Macomm, via the execution of an agreement that outlines service level provisions, metrics and expectations.**
- 2) **The role of Macomm to be transferred to an in-house team which will be hired to handle accounting and financial matters, among other tasks.**

The Council was concerned over the financial impact of employing additional staff to manage the services that were provided by Macomm. It agreed for a cost-benefit analysis to be conducted to assess the implications, which potentially includes training for the new employees who must also possess credentials and experience in accounting and book-keeping.

As an alternative, the Council suggested that the new staff perform other duties as well, as the CMCF is not burdened with the processing of innumerable transactions. In the event that the Executive Office were to retain Macomm, it was advised that a contract or agreement has to be formalised by both parties in its absence at present.

The Executive Office tabled an updated cost-benefit analysis on managing financial and other services in-house and it was decided by the Council that the CMCF shall retain the services of Macomm and an agreement to formalize the same was negotiated and executed in January 2022.

Digitisation

The Executive Office sought to improve its efficiency through the digitisation of its administrative processes and operations. In pursuing this agenda, the Council endorsed Coastal Hectare Sdn. Bhd. (Kakitangan.com) to embark on this initiative.

The company submitted the most cost-effective proposal and possessed a highly rated customer support system. Kakitangan.com's services included payroll, leave, claims and a human resource premium software license for 10 users and were made available for an annual fee of RM2,650.00.

Engagement & Awareness Activities

The CMCF constantly engages with industry stakeholders and members of the public to promote the observation of the Code over the electronic networked medium. In the past year, the Council had initiated various activities in pursuit of this goal, including collaborative efforts with institutes of higher learning, media, government, consumer groups and other agencies.

— Government

Ministry of Domestic Trade and Consumer Affairs

The CMCF leveraged on the strategic relationship that the Ministry of Domestic Trade and Consumer Affairs (Kementerian Perdagangan Dalam Negeri dan Hal Ehwal Pengguna Malaysia or KPDNHEP) has with e-commerce platforms to ensure that Content Code principles are addressed, specifically in dealing with advertising content.



KEMENTERIAN PERDAGANGAN
DALAM NEGERI DAN HAL EHWAL
PENGGUNA (KPDNHEP)

The Executive Office accepted the Ministry's invitation to participate in their Advertising Committee which adjudicates on

misleading advertisements. The Council believed that this could be an effective endeavour to unify all the Codes and it would be highly beneficial for the CMCF to be involved at this stage rather than later. The Ministry also recommended that the revamped Content Code contains references to the Copyright Act 1987.

Ministry of Health

The CMCF was invited to attend a meeting organized by the Ministry of Health on Libat Urus Membincangkan Tindakan Pencegahan Bunuh Diri (Engagement on the Action for Suicide Prevention) in July, which was also attended by officers from the MCMC.



The MCMC Chairman proposed for the Ministry to engage with the CMCF to include the "Guidelines for Media Reporting on Suicide" in the Content Code. In up on this, the CMCF had organised a dialogue session with the Ministry in the same month.

JAKIM

The Executive Office convened preliminary consultation meetings with Jabatan Kemajuan Islam Malaysia (JAKIM or the Department of Islamic Development Malaysia) on religious content, which was part of the Content Code review, and discussed the following issues:



- a) The prohibition on the abuse of religion in advertising
- b) The restraint in the use of "religious titles" by participants in religious-themed reality shows
- c) The requirement for religious preachers to be accredited.

The Executive Office also attended a meeting called by JAKIM's Task Force Committee to tackle LGBTQ issues in the media in December. Datuk Ahmad Marzuk Shaary, the Deputy Minister in the Prime Minister's Department (Religious Affairs), who chaired the meeting, subsequently issued a media release on steps to be implemented to address this alternative lifestyle.

Prime Minister's Office (Religious Affairs)

In July, the Executive Office presented a talk at the invitation of Jabatan Kehakiman Syariah Malaysia (the Syariah Judiciary Department of Malaysia) on internet safety, which was attended by members of the Syariah judiciary as well as the honorable Chief Director/Chief Syariah Judge JKSM, YAA Dato' Setia Dr. Hj. Mohd Na'im bin Hj. Mokhtar.

Film Censorship Board (LPF)

In September, the Film Censorship Board (Lembaga Penapis Filem or LPF) issued a prohibition to local television broadcasters against displaying undergarments in their home shopping channels.

It was reported that the LPF said "The Ministry is of the view that although the advertisement does not show undergarments worn live by a model and do not involve any indecent visual displays, advertising

'undergarments' will still offend the community, especially those related to race, religion, gender, and age."

The Council discussed this issue as it was especially concerned with a quote derived from LPF's letter to one of the broadcasters dated 24 August 2021, where LPF stated that it "stands by its decision despite views given by content regulators, Communications and Multimedia Content Forum (CMCF) and Malaysian Communications and Multimedia Commission (MCMC)."

The local broadcasters, who are members of the CMCF, had since complied with LPF's directive while the Council sought assistance from the MCMC to address the issue of conflicting content standards between the CMCF and LPF i.e. entities under different ministries.

The Council agreed that the CMCF will officially contact the MCMC to gain their official views the matter and, in the process, conclusively resolve it. A letter was thus sent to MCMC on 27 September 2021 and upon their recommendation, a similar letter was sent to the Minister of Communications and Multimedia on 28 September 2021.



It is time for the new players on the block; social media advertising, digital marketing, bloggers, virtual content creators and others, to be put on a levelled playing field with traditional advertisers, who are usually held accountable and sanctioned for their actions, especially when it comes to misleading content which exploits its consumers.

Andrew Lee
Vice-Chairman

— Industry and Other Organisations

Outdoor Advertising Association of Malaysia (OAAM)

Following an online meeting in June with the newly appointed President of OAAM, Mr. Mareshvaran Starling, the Council prepared the groundwork to train members of the OAAM who own digital outdoor screens on the Content Code.



In this meeting, the Executive Office also discussed the alignment of advertising standards and best practices with the Code and invited the OAAM to join the CMCF as a Member. The OAAM pledged to table this at their council meeting and subsequently joined CMCF in January 2022.



Freedom Film Network

The Council agreed to collaborate with the Freedom Film Network to promote self-regulation and to lobby for a reform of The Film Censorship Board of Malaysia (Lembaga Penapis Filem or LPF)'s guidelines.

The Centre

Dr Khairi Hamdan, the CEO of The Centre, initiated a dialogue with CMCF to discuss potential collaborations such as providing research findings on hate speech. The Centre applied to join the CMCF under the Civic Group category.

The Centre did not successfully process the membership under the provisions of the Constitution, as it was a company limited by shares. The Centre had since decided to support and contribute to the CMCF in other ways.

— Astro and Media Prima

The Council was briefed that the Executive Office had held a dialogue with Media Prima in July. The organisation was particularly interested to discuss issues related

to the advertising of medical devices and herbal health products related to the Covid-19 pandemic as well as the advertising of alcohol, lingerie, and pork.

The logo for Media Prima, featuring the word "media" in white lowercase letters on a red square background, followed by the word "prima" in black lowercase letters.

Another dialogue was conducted with the broadcaster's Media Solutions team on in the same month. The issues that were discussed included the sale of Covid-19 self-test kits, the coverage of events sponsored by gambling and alcohol companies and portrayals of the LGBTQ community in its content.

The logo for Astro, featuring the word "astro" in a stylized, lowercase, pink font with a wavy underline.

The dialogues continued with Astro's News and Current Affairs unit in September on topics that ranged from the coverage

of lesbian, gay, bisexual, transgender, and queer (LGBTQ) activists on international channels to methods to disclose paid-for segments.

— Institutes of Higher Learning (IHL)

The Council was asked to clarify if a non-profit IHL, under the definition of a Civic Group in the constitution, is to be read as public universities (Institut Pengajian Tinggi Awam or IPTA) only and if the definition excludes other IHLs.

The Council was of the view that profit driven IHLs should fall outside of the scope of the Civic Group but the key objective, whether a for-profit or a non-profit IHL, is for their students to be instructed on the Content Code and received an accreditation for it.

In this context, it was agreed that the CMCF shall increase its collaborations with IHLs. The Executive Office responded to the request by conducting 12 engagements with institutes of higher learning (IHLs) for 2021.

Public IHL

Between June and early July, the Executive Office completed six engagements with Universiti Malaya, Universiti Sains Islam Malaysia, UNITAR International University, Multimedia University, and International Islamic University Malaysia.

These initiatives continued in August at Universiti Sains Malaysia; Universiti Putra Malaysia; Universiti Utara Malaysia and Universiti Kebangsaan Malaysia.

A major triumph was secured when all four of these institutes committed to incorporate the Content Code into their syllabus or as part of their induction or final-year graduation programme.

The universities also agreed to collaborate in research activities, benchmarking exercises and providing updates on the Content Code and the CMCF in their publications. In addition to these efforts, they will also include content self-regulation in their training and awareness programmes.

The Council and Executive Office recorded their gratitude to Tuan Dr. Syed Agil Shekh Alsagoff for his assistance in opening up the channels of communications with the universities and for his several suggestions, which included the proposal to offer CMCF grants to universities to conduct research and / or activities.

The engagement resumed in September with a talk at Universiti Utara Malaysia (UUM) on the roles and function of the CMCF. An overview of the Content Code and the upcoming public consultation exercise was presented during the talk, and it was encouraging to note that UUM expressed an eagerness to play a part in the public consultation process.

In December, the Executive Office participated as a panellist in a Universiti Sains Islam Malaysia

(USIM) seminar on The Accuracy of News Dissemination and the Neutrality of Media Practitioners in Broadcasting Content.

INTI International University & Colleges

A discussion on potential strategic initiatives with Inti International University & Colleges was undertaken in March and led to the proposal for the institute to join the CMCF as a member.

INTI, however, informed the Executive Office that it is against their policy to formalise memberships with any organisations that require the remittance of fees. The institute did agree to enter into a Memorandum of Understanding with the CMCF.

— CMCF Legal Talk

The inaugural talk in this series was held virtually on February 26 and handled by representatives from Messrs. Christopher & Lee Ong, an established legal firm which specialises in technology, media, and telecommunications.

The topic of discussion was the Federal Court's judgement on third party online that concerned news portal Malaysiakini.com and the liabilities for such postings.





The talk attracted 100 people consisting of CMCF Members and representatives from the MCMC.

The second talk, Social Media

Battlegrounds: Staying in the Safe Zone, was in June. The topic was presented by En. Arik Zakri and En. Ahmad Kamal from Messrs. Khalek Awang & Associates, Advocates & Solicitors. Participants from the CMCF and the MCMC provided positive feedback on the session.

— Malaysian Broadcasting Industry

The Executive Office attended the Malaysian Broadcasting Industry’s LAB series in November that was organised by the Performance Management and Delivery Unit (PEMANDU) for the MCMC. The relevant key takeaways from this session were:

- The consensus that censorship needs to make way for self-regulation across the board
- The fostering of cooperation between LPF and the CMCF
- The Content Code to be the guiding template to set best practices standards for OTT

On the cooperation between LPF and the CMCF to align content regulation standards, the LAB recommended three (3) options:

- **Option 1: The creation of a default self-censorship regime**
- **Option 2: The setting-up of a Content Regulation Committee**
- **Option 3: The addition of a permanent Committee Member under the CMCF Complaints Bureau**

The Council was briefed that the CMCF and LPF were not agreeable on accepting Option 3 and have had mutually agreed to discuss the cooperation without it.

— Public Engagement

The Executive Office heightened awareness of CMCF through public presence and public speaking engagements. These include the following:

- 1) Keynote speech in conjunction with World Press Freedom Day hosted by MIDP.
- 2) Dialogue with the Consortium for Creative Industry and Culture (CCIC) hosted by USIM on the topic of ‘What Makes Media Islamic? Between the Content Code, Secular Skepticism and Religious Criticism’.

- 3) Dialogue on Hate Speech hosted by The Centre.
- 4) Closing Keynote Speech and panel moderator for a Seminar on Ethics in the News.

— International Council for Advertising Self-Regulation (ICAS)

ICAS is a global platform that promotes responsible advertising through effective self-regulation. Regular updates, shared guidelines and best practices are regularly exchanged, and shared, and future challenges and issues are also discussed within its network.



The Council was advised that membership of ICAS offered value and benefits for not only the CMCF but also for the MCMC as well and open up immediate access to its global resources, precedence and research materials.

It was agreed that the CMCF will be an Associate Member – which did not afford it with voting rights – for an annual fee of €1,600.00 (or approximately RM7,843.23). Council deliberated and agreed for CMCF to proceed with the registration.

ICAS formerly announced CMCF as an Associate Member and welcomed CMCF to its global network on 30 March 2021. ICAS President, Lee Peeler stated that CMCF's decision to join ICAS will certainly strengthen their efforts to promote the value of effective self-regulation worldwide, but especially in the Asian-Pacific region and its thriving economies.



Public Relations Report

— Engagement of Public Relations Agency and Action Plan

Following a public relations pitch in December 2020, the Evaluation Committee selected GO Communications Sdn. Bhd. and proceeded to brief the agency on its job scope. The Council developed the guidelines, strategy and content for its reference and tasked the agency to articulate them to the media.

The services of GO Communications – which commenced work in February – included the planning and execution of two media activities every month or one media relations event per-month.

Brainstorming sessions with the agency, which included input from Council Members, ensued by the end of February and March before a public relations blueprint was finalised for 2021.

The agency conducted a preliminary survey amongst Council Members in May before it was rolled out to all Members. The survey centred on discovering the usefulness of the Content Code and how it could be improved further.

— Media Coverage

The 2021 Action Plan was well executed throughout the year with approximately 13 press releases, 15 interviews, feature articles, industry survey and ongoing media monitoring.

GO Communications rolled out its media plans and activities from March onwards to disseminate CMCF's messages via media interviews and speaking engagements for the Chairman and Executive Director (June and July) on subjects that ranged from use of religion in advertising to the revamp of the Content Code.

The coverage continued in August in print and online. The CMCF was featured in 14 media titles on topics such as suicide reporting, the role of parents in inculcating self-regulation, teenagers and their use of social media, the importance of social media influencers practicing self-regulation and the sharing of offensive posts on women.

In September, the CMCF's media release on Self-Regulation and Ethical Reporting of News on Suicide is an Important Component of Suicide Prevention in English, Bahasa Malaysia and Mandarin received laudable coverage across various platforms.

The CMCF continued to attain high media value in October and November. The Council issued a media release on in November following a Clubhouse session on the topic, Cyberbullying: They Asked for It. This discussion was recorded as a podcast and made available on the audio streaming platform, Spotify.

The Public Consultation exercise on the Content Code Revamp Draft also received ample support from the media. GO Communications utilised paid-for engagements – in particular for social media – and organic reporting to amplify the activities and messages revolving around the townhall meetings and other dialogues across all platforms.

The public relations campaign in December centred on empowering more women in the film industry and the need to address online abuse and gender-based violence. Another subject that was covered in the month was the revision of the Code in helping tackle the manipulation of religion in advertising.



I hope more people will speak up and call out inappropriate behaviour. If you see something wrong, bring it up, speak up about it. If we are in that position of power, be brave enough to step into the position of hero because when you do that, you will not be alone.

From what I've seen, if one person speaks up, many will find their voices to speak up too. We have to be there for the survivors and be open to listen to the issues that are being brought up and address it. I know there's a long way to go but I believe that if we band together, it can happen faster.

Sharifah Amani
Actress, director, storyteller

MCMC Report

— Key Performance Indicators (KPI)



A meeting with the MCMC in February discussed and agreed on the CMCF's KPIs. Eight (8) of the key KPIs are:

- 1) Conduct comprehensive review and discussion with industry members and relevant stakeholders on proposed improvements to the existing Content Code
- 2) Issue 20 articles/white papers on consumer issues/trends and the communications and multimedia sector
- 3) Provide education and training for members / industry / public
- 4) Contribution to consultations or inquiries conducted by MCMC
- 5) Effective complaints-handling and advisory services
- 6) Execute 7 structured engagement and awareness sessions
- 7) Implement 3 collaborations with members and potential members
- 8) Execute the Content Code Accreditation Program (CCAP)

— Dialogues with the MCMC

Three virtual meetings were held with the MCMC in February. They were:

- 1) An introduction and debriefing meeting with the MCMC's Consumer and Industry Affairs Division on February 4
- 2) A dialogue with the MCMC's Chairman and management on February 8
- 3) A post-meeting recapitulation with the MCMC's Head of Consumer and Industry Affairs Division on February 10

The following key points were discussed in the meeting on February 8:

- 1) **The Revamp of the Code:** The goal is to transform it into a "living document" that provides "granular guidance." Ultimately, the MCMC intends the revamped Content Code to be enforceable upon everyone and not just be limited to CMCF Members. The Content Code shall continue to be a reference for the interpretation of offences under Section 211 and Section 233 of the Communications and Multimedia Act 1998.

- 2) **The CMCF's Brand Refresh:** This includes a logo change, a revamp of the CMCF's website and leverage on social media to increase the CMCF's presence.

For the purpose of the CMCF's rebranding, the Executive Office requested the Commission's approval to increase its staff headcount to manage the CMCF's social media channels and to produce content for them.

The Commission had no objection to the request. The Executive Office was advised that its management of the CMCF's social media channels should not be assigned to an individual but rotated with the entire team to ensure continuity, a shared responsibility and upskilling.

It was also suggested that the Executive Office appoint a strategist to develop a social media plan for the CMCF's execution, as that skill-set was not available in-house. The Executive Office agreed with both suggestions and will work with the Branding Working Group to handle this task.

- 3) **Awareness Activities:**
This will be developed to be in line with the MCMC's activities for a better synergy
- 4) **Complaints Management:**
The MCMC Chairman had praised the work of the CMCF's Complaints Bureau and proposed to expand its function to include non-members and for it to handle a higher level of complaints.

Another meeting was held with the MCMC's in March to discuss three key areas:

- 1) To clarify the MCMC's wish list for the revamp of the Content Code
- 2) The brand refresh for the CMCF
- 3) The CMCF to be part of MCMC's awareness activities organised by their Strategic Communications & Industry Relations team

One of the new matters that the MCMC management had considered was whether or not to allow political campaigning or sponsorship beyond a designated election period. The Commission opined that this issue should not fall under the CMCF or MCMC, as it is under the remit of the Elections Commission.

The Executive Council conveyed the view of the Commission to the MCMC. The CMCF will continue to stand by its position that election campaigning or sponsorship is outside its jurisdiction and will not be addressed in the Content Code.

— Budget 2021 and KPIs

In the first quarter of 2021, CMCF had proposed an annual budget of RM2,824,160 but was informed by the MCMC that a new policy cap of RM2 million was imposed on all forum budgets. Following a review, the MCMC:

- a) Adjusted the CMCF's budget to RM2,150,200.00
- b) Reduced the second quarter (Q2 2021) budget to RM798,800.00 which – after deducting surplus funds – was revised to RM528,090.00
- c) Reduced the third quarter (Q3 2021) budget to RM500,000 which – after deducting surplus funds – was revised to RM254,000
- d) The fourth quarter (Q4 2021) budget was provided in full at RM715,755
- e) Removed RM100,000.00 for over-the-top (OTT) engagement. This amount will be reimbursed once the new Content Code is registered

- f) **Removed Content Code Accreditation Program (CCAP) from the KPIs of 2021, as it is not expected to be initiated until the new Content Code is registered.**

All in all, for the year 2021, MCMC disbursed a total of RM1,497,845 to the CMCF.

— Consultation on the Revamp of the Content Code

Several meetings were held with the MCMC's Consumer and Industry Affairs Division in conjunction with the Content Code Revamp to ensure that the processes of the proposed revamp are adhered to, culminating in the kickstart of the nationwide public consultation exercise on the same.

At the end of November, the MCMC reviewed the status of the Public Consultation process and allowed it to be extended until December 10, 2021. Alerts via short message service (SMS) was sent out to create more awareness of the CMCF and to encourage more participation in the Public Consultation.

The Chairman of the MCMC was briefed on the progress of the Content Code Review following the MCMC's Management Committee Meeting. The MCMC was pleased with the progress of the exercise and the commitment showed in attaining public feedback via the nationwide public consultation

exercise. The Revamp Draft of the Content Code is now expected to be submitted in Quarter 1 of 2022.

— New Complaints Handling Process

In August, the MCMC proposed a new complaints-handling process. The Commission reviewed three stages of this proposal which, upon its acceptance, will receive funding from the MCMC for employment of additional personnel to manage it.

Following a meeting with the MCMC's New Media Department (NMD) in September, the Commission informed that the CMCF will be handling all social media complaints from mid-October 2021 onwards. In this meeting, the NMD shared the complaints handling process and the standard operating procedures (SOPs) involved in tackling this task. This new portfolio requires the CMCF to handle a larger number of complaints, estimated at 2,500 cases every month compared to the 100 monthly cases at present.

The Commission deliberated on the challenges to assume this responsibility. It was subsequently agreed that the MCMC will second four (4) of their staff to assist the CMCF for six (6) months while the CMCF secured the additional resources. This staff will be stationed at the MCMC office due to insufficient space at the CMCF, pending the CMCF's planned move to Cyberjaya.

Finance Report

Cost Reviews

The Council was informed that there was a surplus in the final quarter of 2020 and that no funds were expected for the first quarter of 2021. The excess in funds was sufficient to cover the salary of employees and other expenditures in this phase.

The Council requested the Executive Office to review the charges by Micro Technology Solution Sdn. Bhd. for software renewal and maintenance, as part of the measures to prudently manage the CMCF's finances. The Executive Office proceeded to renegotiate the terms with its vendors to achieve this objective.

Bank Signatories

The Council examined Article 9 – The Council (Section 26) from the Constitution, which reads:

“All cheques, promissory notes, drafts, bills of exchange and other negotiable instruments shall be signed, drawn, accepted, endorsed, or otherwise executed, as the case may be, by any two authorised signatories in such manner as the Council shall from time to time by resolution determine.”

The Council proceeded to appoint the authorised signatories:

- 1) **Ong Chun Eng, Chairman of the CMCF**
- 2) **Lee Kam Woh, Vice-Chairman of the CMCF**
- 3) **Anira Che Ani, Secretary of the CMCF**

Ahmad Izham Omar and Khairudin Rahim ceased to be authorised signatories. Amarjit Singh Karthar Singh, as the Treasurer of CMCF, remains as an authorised signatory. It was resolved that all cheques, promissory notes, drafts, bills of exchange and other negotiable instruments shall be signed, drawn, accepted, endorsed, or otherwise executed, as the case may be, by two (2) authorised signatories.

It was further resolved that the four (4) signatories be grouped in two groups; Group 1: Chairman and Vice-Chairman and Group 2: Treasurer and Secretary, where at any point in time, only one (1) signatory from each Group shall make up the two authorised signatories required.

All cheques, promissory notes and other negotiable instruments drawn from the CMCF's Corporate Current Account with Malayan Banking Bhd. must be signed jointly by the Chairman or Vice-Chairman with the Treasurer or Secretary.

All previous arrangements with the bank on the matter were superseded with these changes, which were unanimously approved by the Council Members.

Membership

— New Membership Application

Individuals

Assoc. Prof. Dr. Nur Kareelawati Abd Karim of the Faculty of Leadership & Management in University Sains Islam Malaysia and Assoc. Prof. Dr. Md. Azalanshah Md. Syed of the Faculty

of Arts and Social Sciences in University of Malaya were admitted as new Members under the Civic Group category.



Institutions and Companies
The International Islamic University Malaysia (IIUM) was accepted as a Member under the Civic Group category while Mondelez Malaysia Sales Sdn. Bhd.'s membership application under the Ordinary Member in the Advertisers category was also approved.



Media

The Council also welcomed Sun Media Corporation Sdn. Bhd., which publishes The Sun Daily, which submitted its membership application under the Ordinary Member in the Content Creators/Distributors category.



— Membership Termination

The Council terminated the membership of Asia Media Sdn. Bhd. (Ordinary Member in Broadcasters Category) after numerous futile attempts to request the firm to honour its annual subscription for 2020 and 2021 totalling RM4,000.00. The Council reluctantly wrote off the amount.

Ordinary Members

Advertisers Category

Malaysian Advertisers Association (MAA)

Claudian Navin Stanislaus
Javed Jefri

**Association of Accredited Advertising
Agents Malaysia (4AS)**

Andrew Lee
Karthi Palanisamy

Procter & Gamble (M) Sdn Bhd

Ms Noelle Wong

Nestle Products Sdn Bhd

Mr. Chow Phee Chat

Colgate Palmolive (Malaysia) Sdn Bhd

Ms. Wanaz Merican

Media Specialists Association (MSA)

Ms. Vanitha Selvathurai
Mr. Chanchal Chakrabarty

Unilever (M) Holdings Sdn Bhd

Mr. Javed Jafri

Beiersdorf (Malaysia) Sdn. Bhd.

Ms Jessica Kan Pui Yee

Danone Dumex (M) Sdn Bhd

En. Khairul Azmi Rezo

Gerbang Alaf Restaurants Sdn Bhd

Pn. Shamsidar Yahya

Broadcasters Category

Measat Radio Communications Sdn Bhd

–

Commercial Radio Malaysia (CRM)

En. Ozarizan Mohd Nor
Tn. Hj Mahathir Shaharuddin

Sistem Televisyen Malaysia Berhad (TV3)

Cik Sherina Mohamed Nordin
Pn. Zuraidah Mohd Yatim

Natseven TV Sdn Bhd (NTV7)

Pn Nur Airin Zairin Binti Zainul Bharin

Rimakmur Sdn Bhd (Suria FM)

Cik Roslinda Hj Abdul Majid
Ms. Corinne Chieng

TM NET Sdn Bhd

Ms. Emily Wee
Pn. Rosmawati Shuib
Pn. Hafizah Abdul Hamid
En. Ahmad Saufi Salleh

Capital FM Sdn Bhd

Mr Aaron Giles Pinto

Metropolitan TV Sdn Bhd (8TV)

Cik Sherina Mohamed Nordin
Pn. Zuraidah Mohd Yatim

Maestra Broadcast Sdn Bhd

Cik Laila Saat
En. Mohamad Razlan Abdul Latip

Measat Broadcast Network Systems Sdn Bhd

Cik Laila Saat
En. Mohamad Razlan Abdul Latip

Ch-9 Media Sdn Bhd

En Zulkifli Haji Mohammad Salleh

STAR Media Radio Group Sdn Bhd

Mr Timmund Lim Thiam Voon
Mannson Yong Chin Hing

Asia Media Sdn Bhd

Mr Steven Seah
Mr Ken Ong

Al Hijrah Media Corporation

En Mazlan Ahmad Palal

Husa Network Sdn. Bhd. (Manis FM)

En Ozarizan Mohd Nor
En Abdul Zaid Talib

Ordinary Members

Civic Groups Category

**National Council of Women's
Organisations (NCWO)**
Professor Dr. Kiranjit Kaur

Universiti Putra Malaysia
Ts. Dr. Syed Agil Bin Shekh Alsagoff
Professor Madya Dr. Zulhamri Abdullah

Kesatuan Perkhidmatan Perguruan Kebangsaan
Mrs Wak Jemah @ Mimah
Mr Han Peeh Siew

Universiti Utara Malaysia
Dr. Bahtiar Mohamad
Dr. Nik Adzrieman Abdul Rahman

Persatuan Suara Latar Malaysia
Diong Chae Lian
En. Azman Zulkipli

Audiotext Service Providers Category

Celcom Axiata Berhad
En Riza Rachmadsyah
Pn Hairunnisa Mohd Nasir

**Malaysian Mobile Content Provider Association
(MMCP)**
Mr Johnson Lim
Mr Charanjit Sing Gill

Content Creators / Distributors Category

Infobip Asia Pacific Sdn Bhd

Mr Guray Ozturk
En Mohd Azroy bin Mohd Tarmizi

Persatuan Penerbit Filem Iklan Malaysia (PPFIM)

Mr Fabian Wilfred
Mr Terrance Chua

Persatuan Industri Komputer Dan Multimedia

Malaysia (PIKOM)
Mr Ong Kian Yew

Star Media Group Berhad

Pn. Mergawati binti Zul Fakar
Chua Meng Hock

VADS Bhd

En Iskandar Iskak

Online e-Club Management Sdn Bhd

Mr Gong Lian Seng
Mr Goh Jiunn Boon

Media Prima Digital Sdn Bhd

Tuan Haji Zulkifli Haji Mohd Salleh

Primeworks Studios Sdn Bhd

En Azhar Borhan

Internet Access Service Providers Category

Maxis Broadband Sdn Bhd (MAXIS)

En Kamarulhisham Bin Harun
Pn Siti Noraini

Telekom Malaysia Berhad

Pn Anira Che Ani
Cik Asma Md Isa

TIME dotCom Bhd

En Afzal Abdul Rahim
En Abdul Hadi Wahid
En Mohd Hanizam Mohamed

AIMS Data Centre Sdn Bhd

Mr Chiew Kok Hin
Mr Gan Te- Sen

Shinjiru Technology Sdn Bhd

Mr Terence Choong Yeow Tuck
Mr Shaun Lim Shan Her

Associate Members

CyberSecurity Malaysia

En. Wan Shafiuddin Zainudin
Pn. Hasnida Binti Zainuddin

Voice Guild Malaysia

Ms. Diong Chae Lian
En. Azman Zulkipli

Institut Kefahaman Islam Malaysia

En. Al Iskandar bin Mokhtar

Md. Azalanshah bin Md Syed

Assoc. Prof. Dr. Md. Azalanshah bin Md Syed

The Outdoor Advertising Association of Malaysia

Maareshvaran Starling
Mr Henry Tan

MYNIC Bhd

Ms Yeo Yee Ling

Aida Mokhtar

Assoc. Prof. Dr. Aida Mokhtar

Nur Kareelawati binti Abdul Karim

Assoc. Prof. Dr. Nur Kareelawati binti Abdul Karim

TechKnow Solutions Sdn Bhd

Mr Andrew Kunaselan a/I S. Arputhasamy
Mr Harith Gautaman bin Ramasamy



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