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IIUM Signs MOU With Content Forum to Collaborate for a Thriving Content Industry

IIUM Signs MOU with Content Forum to collaborate on content governance and best practices in Malaysia

GOMBAK, 21 SEPTEMBER 2022 - The International Islamic University of Malaysia (IIUM) and the Content Forum has entered into a Memorandum of Understanding (MOU) to empower the minds of future industry leaders and facilitate the creation and sustenance of good practices in the content industry.

On top of solidifying the already-thriving relationship between both parties, this strategic alliance aims to facilitate collaborations on research projects, academic discussions, conferences, and joint public education and community engagement projects.

The Content Forum, which is an independent self-regulatory industry organization that oversees and promotes self-regulation of content over the electronic networked medium, will advise IIUM on content governance regulations, standards, and best practices in Malaysia. For that purpose, the Content Forum will also be offering awareness and training programmes developed specifically for the institution.

Executing the MOU were the Content Forum Chairman, Kenny Ong, and IIUM Rector, Professor Emeritus Tan Sri Dato' Dzul kifli Abdul Razak.

Tan Sri Dato' Dzul kifli welcomes the collaboration where both parties could develop and conserve the complex social fabric of modern society by the creation and dissemination of good content.

“Communications is an area that could be considered as a lifeline in building the civilisation and preserving the intricate fabric of the society. This collaboration is hoped to spearhead the local content industry and uplift our country’s image in the long run. IIUM graduates will also benefit from learnings shared by the Content Forum in the related fields,” he remarked.

In his address, Kenny Ong echoed Tan Sri Dzulkifli's sentiments. He added, “The Content Forum aims to work with students during their tertiary education rather than attempting to correct their work perception and ethics once they have entered the communications and media profession.” Besides that, the Content Forum also intends to promote ongoing discussions of content-related topics, which aligns with IIUM's renowned and respected debate culture.

IIUM joined the Content Forum as a member in September 2021 and is currently represented by Prof. Dr Farid Sufian Shuaib, a Professor of Law at IIUM and an accomplished writer who has published extensively in both Malaysian and international journals.

The higher learning institute has been a very hands-on member of the Content Forum and had graciously hosted a townhall for the forum to present the revamped Content Code draft during last year's public consultation exercise. Students' and lecturers' contributions at IIUM were invaluable in the shaping of the newly registered Content Code that aims to balance creativity, innovation and healthy industry growth in Malaysia.

The Content Code is a set of guidelines developed by the Content Forum in Malaysia outlining best practices and ethical standards for content creation and consumption across all platforms. It is a vital reference for all university students, especially those enrolled in courses related to the content industry. For more details about Content Forum or the Content Code, visit www.contentforum.my.

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ABOUT THE CONTENT FORUM

The Communications and Multimedia Content Forum of Malaysia (Content Forum) is an independent self-regulatory industry body registered under the Malaysian Communications and Multimedia Commission (MCMC) and designated by the Communications and Multimedia Act 1998 (CMA'98) to oversee and promote self-regulation of content over the electronic networked medium. The Content Forum consists of key players of the content industry i.e., advertisers, advertising agencies, broadcasters, content creators/distributors, audiotext hosting services providers, advertising agencies, internet service providers and civic groups.

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 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.

The Content Forum is responsible for the implementation and enforcement of the Malaysian Communications and Multimedia Content Code ("the Content Code"). The Content Code was prepared by the Content Forum and first registered with MCMC on 1st September 2004. The Content Code is the principal source for industry self-regulation as it contains governing standards and best practices for content dissemination within the communications and multimedia industry in Malaysia. The main objective of the Content Code is to outline procedures of self-regulation that provides the platform for creativity, innovation and healthy growth of a fast-evolving industry.

The Content Forum houses a Complaints Bureau that is empowered to address all complaints relating to content disseminated over electronic networks. The Complaints Bureau is empowered to investigate possible breaches of the Content Code, mediate disputes, adjudicate cases, publish orders and impose sanctions where necessary. The Complaints Bureau accepts complaints from industry players and the general public. Additionally, it plays an advisory role to any party that requires guidance on electronic content matters.

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