

ANNUAL  
**REPORT**

**2022**



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**Mohd Saufi Sujono**  
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Executive

**Aina Nabila Zurimi**  
Administrative Assistant



# ABOUT

The Communications and Multimedia Content Forum of Malaysia (Content Forum) is a self-regulatory organization and industry forum registered under the Malaysian Communications and Multimedia Commission (MCMC), designated by the Communications and Multimedia Act 1998 (CMA'98) to oversee and promote self-regulation of content over the electronic networked medium.

As an industry forum, the Content Forum comprises of key members of the communications and multimedia content industry, including advertisers, broadcasters, content creators/distributors, audiotext hosting services providers, internet service providers and civic groups.



This dynamic and robust representation ensures that content standards continue to be developed with the objective of establishing a self-regulating content ecosystem for enhanced creativity, innovation and the healthy growth of a fast-evolving industry, while ensuring safe content for all.

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 aims to guide not just content creators but also content consumers as a whole.

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 tasked 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.





# CHAIRMAN'S REPORT

*Kenny Ong*

2022 was a thoroughly exciting year for the Communications and Multimedia Content Forum of Malaysia (Content Forum). It was the year that the world cautiously resumed some sense of normalcy after pandemic lockdowns, steadily paving the way for a hopeful future.

Besides putting in the work to achieve the goals and KPIs we had set, we saw the Content Forum team grow and flourish. As we united to confront another transformative period, the Content Forum welcomed fresh faces and evolving responsibilities.

The year started with a bang, with the Content Code 2022 revamp at the top of the agenda, following the results of the nationwide public consultation that took place in December 2021.

With over 1000 individual feedback received from members of the public and more than 800 participants in 16 townhalls conducted, the Content Forum was effectively guided to produce a draft code that is inclusive, comprehensive and future-proof - a code by the people, for the people.

Following a review from our legal consultants, on 12 May 2022, the revised draft of the Content Code was presented and tabled before the MCMC Commission Members for their consideration and approval.

The Content Code 2022 was subsequently approved and registered on 30 May 2022 - just over a year from when the revamping exercise began. This feat was commemorated by a grand launch event that took place in November, which was graced by industry players who sat both on the panel and in the pews of Connexion, Bangsar.

We remain committed to increase awareness of the Content Code and of self-regulation in general, with even more activities, events and initiatives involving our members, stakeholders, the general public and allies, both local and international.

We look forward to the continued participation of everyone in our collective mission to facilitate a content ecosystem that remains dynamic, progressive and safe for us all.

# EXECUTIVE REPORT



## NEW ROLES

Understanding that there is a need to diversify the Content Forum's messaging across various platforms and to amplify our role within the industry and in the community, the Executive Office introduced two new roles to meet these demands - Content Writer and PR & Communications Specialist.

The Content Writer is responsible for written materials and social media engagement, while the PR & Communications Specialist works alongside our PR agency (GO Communications) in managing PR activities and communication with stakeholders. Both roles are intended to enhance to the Content Forum's visibility, reach and messaging across the board.

The Consumer Protection unit of the Content Forum also added three officers to accommodate the Complaint Bureau's increased responsibility in handling new media-related complaints alongside MCMC.

The number of new media complaints is significantly high and the newly-expanded complaints-handling team has proven to be a valuable asset to the organization, addressing complaints effectively and efficiently with the continuous support of the Complaints Bureau led by its Chairman, Datuk Mohamed Bazain bin Idris.



## NEW HOME - TOWER 2 MCMC, CYBERJAYA

In December 2021, the MCMC provided notice that all registered industry forums including the Content Forum would be required to relocate to Cyberjaya in Quarter 2 of 2022. Discussions were held to ensure a proper transition, where all our operational needs and requirements were to be met prior to the relocation.

The relocation only commenced in Quarter 4 of 2022 as MCMC required an extended period to ensure the property was viable for use. Upon the execution of a seven-year leasing contract (up until 2029), in September 2022, the Executive Office started to gradually move out from the previous location in Phileo Damansara.

The new office is now located at Level 5, Tower 2 MCMC, Cyberjaya where the Executive Office shares a floor with the Communications and Multimedia Consumer Forum of Malaysia (CFM). The Executive Office team continued to work remotely for the rest of Quarter 4 2022 before transitioning to a hybrid working arrangement in the new year.

CONTENT CODE 2022 LAUNCH



Content Code 2022 was officially registered on 30 May 2022, well within the expected timeline for the publication and dissemination of the new Content Code to the public. This could not have been achieved if not for the stalwart support we received from everyone involved, including our members and our friends at MCMC.

Upon registration, the Content Forum immediately hit the ground running, fulfilling invitations to conduct briefings and attend interviews on the new changes to the Content Code. The media coverages on the official registration of the Code were overwhelmingly positive across print, digital and broadcast media titles.

The Official Launch of the Content Code 2022 took place on 2 November 2022, attended by members of the Content Forum, content industry players, government representatives, influencers, legal and media practitioners, students and other invitees.

In a bid to foster continuous discourse on the complex and ever-growing content ecosystem, a dialogue session titled 'Content: Who's in Control' was organised in conjunction with the Content Code's official launch. Panellists from various fields of the content industry gathered to discuss the evolution of the content industry and how self-regulation is the best way forward for a healthier global content sphere.



The speakers on the panel were Euan Smith, Group CEO Designate of Astro, Nini Yusof, Deputy CEO, TV Networks of Media Prima, Ruben Hattari, Director of Public Policy of Netflix, Dinesh Ratnam, Country Manager of iQiyi and Mediha Mahmood, the Executive Director of the Content Forum. The session was moderated by Cynthia Ng from Astro AWANI and was attended by a full house of more than 100 guests.

The dialogue session sparked conversations on the importance of self-regulation towards building a more robust and healthy content ecosystem in Malaysia and throughout the world.

It also touched upon the emergence of new content platforms as opportunities to expand reach, the fusion of global influences with local content, and the significance of the newly revamped Content Code 2022 in guiding content creators across the spectrum on best practices to create quality content responsibly.

The event was a resounding success and resulted in a significant increase of interest in the Content Forum in the following months.

# COMPLAINTS BUREAU

During the period between 1 January to 31 December 2022, the Content Forum's Complaints Bureau received a total number of 734 cases via its complaints portal, emails and/or letters from complainants in regard to various content issues.

The largest portion of cases received was in regards to Internet Content (518 cases). This constitutes 71 percent of the total number of cases received by the Complaints Bureau as at 31 December 2022.

The breakdown of cases for 2022 by category as at 31st December 2022 is as Table 1.0:

Advertising Content	Mobile Content/ Services	Broadcasting Content (TV & Radio)	Internet Content	Others (Non-Content Related)	Total Cases (Year To-Date)
0	34	3	518	179	734

Table 1.0: Breakdown of cases for 2022 by Category as at 31 December 2022

Complaints by Category is as Table 1.1:

Members of the Public	Members of the Industry	Others/ KKMM/ MCMC	CMCF Executive Office	Total Cases (Year To-Date)
731	0	3	0	734

Table 1.1 Complaints by Category

Complaints by Category is as Table 1.2:

Open	Resolved / On Hold	Total Cases (March To-Date)
1108	12071	14225

Table 1.2 New Media complaints by Category



# ENGAGEMENT & AWARENESS

The Content Forum regularly engages with industry stakeholders and members of the public to encourage understanding and adherence to the Content Code. Numerous initiatives and activities were conducted throughout the year to achieve this goal, including joint initiatives with the media, the government, and other organisations, both local and international.

## DIALOGUE WITH THE KPDN ADVERTISING COMMITTEE

Pursuant to the inclusion of the Content Forum Executive Director as a member of Ministry of Domestic Trade (KPDN) Advertising Committee, the Content Forum arranged for a dialogue session to brief the committee on the Content Forum's roles and functions as well as to provide an overview of the advertising guidelines under the Content Code.

Some of the issues raised during this roundtable discussion included new guidelines being drawn up by the Ministry of Health in relation to nutrition-based advertising. Additionally, the issue of greenwashing or "green advertising" was also raised and both KPDN and the Content Forum agreed to explore the formation of guidelines and best practices in the industry with regards to this.

Aside from that, the conversation also brought up the need to combat the problem of online sellers tricking customers with so-called "free gifts" and harmful ads that unethically claim certain products to be good for a child's growth.

## MEETING WITH MCMC NSSO & CFM

The MCMC Negeri Sembilan State Office (NSSO) and the Consumer Forum of Malaysia (CFM) met with the Content Forum to talk about possible collaborations and how all parties can mutually-benefit from each other.

MCMC NSSO suggested that the Content Forum and CFM tag along and provide talks when they receive any invitation from schools and government agencies. MCMC NSSO also shared that they will facilitate for all Internet centres in Negeri Sembilan to share news, content or awareness materials from the Content Forum.



## DIALOGUE WITH MEDICINES ADVERTISEMENT BOARD, MOH

The Content Forum also had the pleasure of having a dialogue session with the Ministry of Health, where certain matters related to the Content Code were discussed, including an overview of the Content Code revamp, as well as a short refresher on the Content Forum's role and functions.

During the dialogue, MOH shared that they were in the midst of reviewing the Medicine Act and all guidelines on medicine advertisements. MOH recommended for the Content Forum to connect with other departments under the MOH such as the National Pharmaceutical Regulatory Agency (NPRA), Food and Safety Quality Division, etc.



## DIALOGUE WITH FINAS

In a session with the National Film Development Corporation Malaysia (FINAS), both parties identified overlapping issues of interest, with a focus on facilitating the growth of the local film industry. FINAS welcomed opportunities to facilitate better awareness of the Content Forum and the Content Code among FINAS' stakeholders. On top of that, FINAS also confirmed its commitment to advocate for self-regulation of the industry, as a gradual move away from strict censorship.

They also suggested that the Content Forum be included on their pitching panels for grants, incentives etc. They also shared that they intend to review The National Film Development Act 1981 (Act 244), with the key highlight being the resurrection of Made-in-Malaysia (MIM) requirements and FINAS' intention to extend it to advertisements on the digital platform. The Content Forum is to be included in these future plans.



**MEETING WITH MENTERI DI JABATAN PERDANA MENTERI (HAL EHWAL AGAMA)**

The Content Forum had a meeting with YBhg. Senator Tuan Haji Idris bin Haji Ahmad, the Minister at Jabatan Perdana Menteri (Hal Ehwat Agama) to discuss potential collaborations to bring awareness of the relevant provisions in the new Content Code and on all matters related to content involving the religion of Islam. JAKIM committed to facilitating the implementation of the new provisions, offering to update JAKIM's e-Daie directory to ensure that it can be a one-stop resource for the content industry to confirm accreditation of religious speakers. Following this, the YB Minister invited the Content Forum to present the relevant provisions of the new Content Code in a meeting organized by the Ministry and attended by key players in the Islamic content industry.



**MEETING WITH DATO DR SIRAJUDIN BIN SUHAIMEE, TIMBALAN KETUA PENGARAH (OPERASI) JAKIM**

The Content Forum also met with Dato Dr Sirajudin to discuss some feedback from the Content Code Public Consultation, as well as to share recommendations relating to Islamic religious content. The discussion premised upon two main issues, i.e. the abuse of religion in advertising and the need for accreditation by those who wish to speak on religious issues. Both parties negotiated for the best way forward in ensuring the new provisions are not prohibitive and can be smoothly implemented.



## DEWAN BAHASA DAN PUSTAKA (DBP)



In July 2022, the Content Forum conducted an official visit for a roundtable discussion with Dewan Bahasa dan Pustaka (DBP), the government body responsible for coordinating the use of the Malay language and Malay-language literature.

The discussion paved a way for a strategic partnership involving both parties with the mission to catalyse proficient command of the Malay language among Malaysians through communications and multimedia content.

DBP recognised the Content Forum's potential as a vital organisation to advocate for the creation and consumption of quality content, and welcomed the Content Forum to play a pivotal role in programme coordination especially involving communications and multimedia content, especially in the national language.

Following this meeting, the Executive Director was featured in DBP's virtual live talk show, 'Sembang Tamu' that focused on facetious and frivolous content and its impact towards content creators and consumers.

Since the visit and discussion took place, DBP has provided the Content Forum with generous coverage on our news and initiatives, and continuously support our activities, especially those that align with its own vision and mission.



## EAST MALAYSIA

2022 witnessed the Content Forum spreading its wings to East Malaysia throughout the year. The Content Forum has made its way to various print and online coverages on topics relevant to the Content Code that also resonate with the interest of the community from that region. Digital piracy, hate speech, and Content Code 2022 were the topics that spotlighted the Content Forum in the hyperlocal media titles. This set a precedence of opportunities to tap through the vibrant East Malaysian society for heightened awareness and collaborations with relevant stakeholders from the region.

The Content Forum also hosted a group dialogue session with Sarawak Media Group, a leading broadcasting group in Sarawak in March 2022. The group dialogue session enabled the Content Forum to share more on the ongoing initiatives involving self-regulation and the content ecosystem, the significance of the Content Code, and learn more from the media group on its operations, challenges in navigating the content world as well as insights to enrich the Content Code from an East Malaysian perspective.



## FILM &amp; OTT

Although films released in local movie theatres and content provided via over-the-top (OTT) platforms do not immediately fall within the Content Forum's jurisdiction, given numerous issues raised surrounding the two, the Content Forum was included in several conversations on the same.

In April, FINAS held a dialogue session with the Content Forum to discuss challenges in the film industry, including how excessive bureaucracy and red-tape can be a significant hindrance to successful film-making. Both parties agreed to find ways to streamline content standards and reduce unnecessary burdens in order to foster a more dynamic and productive film industry, ultimately benefiting all stakeholders involved, including the nation as a whole.

FINAS agreed with Content Forum's stance that self-regulation is key and there is a need to increase awareness of the same so that the local film audience understand that they are empowered to make informed choices on their own respective film consumption.

The Content Forum was also involved in the engagement session organised by the Film Censorship Board (LPF) in June as well as a town hall on issues and challenges in film censorship regulations that was held in September. Towards the end of 2022, the Content Forum was a part of the Home Ministry's colloquium on film censorship regulations and helped to amplify the reach of an affiliated survey in identifying the existing challenges to film regulations among members and social media audiences.

With regards to OTT, the understanding was that though content on subscription-based streaming services and online curated content is not included in Content Code 2022, industry players will collectively work together with the Content Forum to produce general content standards and best practices to be adhered to by all, in line with the principle of self-regulation.

As such, in August, the Content Forum initiated discussions and kickstarted the development of a governance framework regarding the same, and began sending invitations for relevant stakeholders both local and international, to join the working group that will commence in earnest in 2023.

The Content Forum will continue to collaborate with all players in the content ecosystem with the ultimate aim of ensuring the healthy growth of the industry whilst balancing it with the interests of the community.





### EXHIBITION DEBATE

The Content Forum collaborated with Universiti Kebangsaan Malaysia (UKM) to organize an exhibition debate in conjunction with World Suicide Prevention Day (WSPD), observed on September 10 every year.

With the motion 'This House Would Hold Cyberbullies Accountable for the Suicide of their Targets', the debate sought to increase public awareness of suicide prevention advocacy, particularly the impact and consequences of cyberbullying on mental health and overall well-being.

### CONTENT CODE BRIEFING SESSIONS

The Content Forum conducted Content Code briefing sessions to educate industry practitioners on best practices and increase their understanding of the new Content Code. These sessions were aimed at enlightening attendees about the new code and its implications for the industry. The briefing sessions were tailored to the targeted audience, and ample opportunities were provided for questions and feedback.

Priority was given to members of the Content Forum who wanted to equip their team with knowledge and understanding of the new code, as well as government agencies seeking to understand more about our role and how they can leverage on the Content Code.

These briefing sessions also provided an avenue for dialogue, ensuring that all parties involved gained valuable insights from the discussion.

*The Content Forum also explored new ways to increase awareness and provide better understanding of the Content Code 2022.*

## INDUSTRY INVOLVEMENT

The Content Forum cemented its position further in the industry by getting involved with other industry players, sharing our thoughts and answering some thought-provoking questions that reverberate in our current content ecosystem.

These initiatives allowed the Content Forum to talk about the revamped Content Code, spreading more awareness to both the public and players in the industry.

### **Program Membanteras Jenayah Seksual Kanak-Kanak di Media Sosial WP Labuan (2022)**

The Content Forum was invited to host a talk during the “Kempen Membanteras Jenayah Seksual Dalam Talian Terhadap Kanak-Kanak” in Labuan. The talk highlighted the importance of online safety to prevent the sexual exploitation of children.

### **Notepad with Ibrahim Sani**

The Content Forum Executive Director, Mediha Mahmood, had a conversation on Astro Awani’s Notepad with Ibrahim Sani about the key focus areas of the Content Code.

### **Seminar On Access To Content For Persons With Disabilities (MCMC)**

In collaboration with MCMC, the Content Forum co-organised this seminar to highlight how the content landscape can be more inclusive to Persons With Disabilities (PWD) by being more accommodating to their needs.







### TRAXXfm World Matters

In an interview with TRAXXfm, Content Forum Executive Director Mediha Mahmood and a representative from the Malaysian Advertisers Association, Navin Claudian Stanislaus, talked about children in advertising and advertisements targeted to children.

### Sembang Tamu Dewan Bahasa dan Pustaka

The Executive Director of the Content Forum, was invited on a talk-show that was recorded live in-studio and broadcasted on DBP's social media platforms. The discussion centred on "Kandungan Semberono: Apakah Tindakan Kita" and touched upon several issues including hate speech.

### Relatable: Abuse In The Digital Sphere

The Content Forum's Executive Director Mediha Mahmood was invited to speak on Sinar Daily's women-centric talkshow that highlighted the dangers that women face in the cyberworld.

### Dialogue on 'Content: Who's in Control?' and the Official Launch of the Content Code 2022

Complete with a diverse panel of speakers, the dialogue themed "Content: Who's Really in Control?" roused some very interesting conversations surrounding the content ecosystem in Malaysia.

### Participation in ICAS

The Content Forum continues to be an active member of the International Council for Advertising Self-Regulation (ICAS), the global platform for advertising self-regulation. We continue to provide input and insights on self-regulation in the Malaysian advertising community and leverage on the resources made available by ICAS for our policy-making initiatives.

### Dialogue with Global Players

The Content Forum continued to cultivate relationships with global content players, including Netflix, META, TikTok, Shopee and Lazada, with the aim to open avenues for discussion on content standards and to explore potential collaborations.





## INSTITUTES OF HIGHER LEARNING

The Content Forum continues to create and maintain strategic partnerships with educational institutions, particularly those that provide courses relevant to the content industry. We have executed MOUs to formalise cooperation and partnership, and develop long-term relationships through internships, accreditation, consultations, and other initiatives. On top of that, we are working on creating a curriculum and exploring accreditation requirements to incorporate Content Code learnings in academia.



### Universiti Sains Malaysia

A three-year collaboration between the Content Forum and the School of Communication, Universiti Sains Malaysia (USM), was signed and sealed with a Memorandum of Agreement (MOA).

This collaboration aimed to explore opportunities to develop, support, and enrich the research activities, educational programmes and training in the respective fields of expertise.

### Dialogue with UITM

Universiti Teknologi MARA, in a dialogue with the Content Forum, formalised collaborations with the execution of a Memorandum of Understanding (MOU). They also became members of the Content Forum, taking a step further to seal in the potential to collaborate on mutually-beneficial initiatives.

### Meeting with UUM – Research Collaboration Proposal

To discuss a potential research collaboration entitled “Kesiapsiagaan Pengurusan Hebahan Sosioekonomi di Media Sosial Ketika Bencana Bagi Golongan Mudah Terancam”, UUM requested an LOI from the Content Forum, which was submitted together with their grant application (under the Ministry of Higher Education). An LOI was provided to UUM on 10 March 2022.

### Meeting with IIUM – Post-Research Collaboration Proposal

The Content Forum had a meeting with the International Islamic University of Malaysia to discuss possible collaborations with the Content Forum. This may include dialogue sessions involving industry players and relevant regulators, public educational talks, and possible research collaboration projects in the future.

This is following a research they conducted in 2019 on responsible coverage of vaccination issues, which resulted in the development of a set of guidelines by the researchers.

### Dialogue with UPM – MOA Proposal

The Content Forum had a dialogue with Universiti Putra Malaysia (Faculty of Modern Languages and Communication) to discuss on potential collaborations between the Content Forum and the faculty, which shall be formalized through the execution of a Memorandum of Understanding (MOU). The proposal was very well received and considered timely, as UPM is currently looking into developing micro-credential courses.



## MEMBERSHIP ENGAGEMENT

The Executive Office held a dialogue with Media Prima Berhad in August. Attended by the media group's different components including REV Media Group, Media Prima Audio and more, the session highlighted the new updates to the Content Code 2022.

Within the same month, the dialogue continued with Astro, who hosted a hybrid briefing session on the Content Code updates. Astro employees who were working from home also had the opportunity to follow through the briefing session through livestream, while other Astro's employees joined in-person.

A month later, in September, a briefing and dialogue session was hosted by the Star Media Group, with focus on the new advertising guidelines and how it will benefit the industry players as a whole.

All these dialogues (and more) provided an opportunity for our members to raise questions and obtain clarifications regarding the new provisions of the Content Code 2022 that impact them.

# PUBLIC RELATIONS REPORT

## COMBINED IMPACT OF AGENCY AND IN-HOUSE PR & COMMUNICATIONS ROLE

Following their contract renewal in February, GO Communications remain engaged as the Content Forum's public relations agency to assist with the organization's communications and visibility in traditional and digital media, as well as on-ground presence. The agency implemented its media plans and activities from March onwards to disseminate Content Forum messages via media interviews and speaking engagements for the Chairman and Executive Director on subjects relating to the revamp of the Content Code as well as addressing rising content-related issues.

With a PR & Communications Specialist joining the Executive Office in September 2022, the Content Forum continued to make mutually beneficial connections with journalists across diverse sectors and levels, extending to social news sites, and tapping into opportunities to build rapport with the Malay media fraternity.

The Content Forum's series of dialogue, branded as 'Let's Talk Content', was also held with higher frequency and included both online and on-ground events that saw significant attendance and participation.

These initiatives translated into almost doubling media coverages from approximately 14 press releases and feature articles in 2021 to approximately 23 press releases and feature articles in 2022. The number of speaking engagements, interviews and social media postings remain to be significant throughout the year.

In 2022, The Content Forum garnered a total of 404 pieces of coverage spanning traditional print media, broadcast, online and social media. with a total PR value of RM11,631,265.80 and over 4.7billion in reach.

This includes securing 33 print articles, 5 broadcast coverage on TV and radio, 163 online, and 206 social media mentions and story features. The ROI achieved was 74 times of the investment value of RM156,000.00

**With a total PR value of RM11,631,265.80 and over 4.7billion in reach, the ROI for the Content Forum's media coverage was 74 times of the investment value of RM156,000.00**







## ENHANCED SOCIAL MEDIA PRESENCE

With the Content Writer joining the Content Forum Executive Office in August, the frequency of social media postings have been more consistent with daily postings, mainly on Facebook, Twitter, Instagram and LinkedIn. The Content Forum continues to cover topics and angles that are aimed to spark conversations that matter in regard to subjects within the Content Code as well as other advocacy initiatives.

The Content Forum's social media graphic designs and captions now have a more refreshed appeal to cater to a diverse audience across different demographics. This translated into an increased number of followers across all our existing social media platforms, and the creation of Content Forum's TikTok account in December. The TikTok account aims to extend our messaging to a younger audience who congregate on the platform.

To aid our content creation efforts, we have purchased equipment and devices as well as provide necessary training for staff involved in content production.

The Content Forum's Facebook page continue to play an important role in broadcasting co-organised speaking engagements and on-ground events, including the Content Code 2022 launch. This provides our followers with a more inclusive experience in keeping up with the Content Forum's activities from time to time.

The 'Let's Talk Content' series on the Content Forum's official Twitter account continues to platform casual dialogues and debates on content-related topics. It has featured renowned subject matter experts, prominent celebrities, individuals with lived experience, and PwDs, to name a few. The sessions recorded an average of 500-1000 listeners, and has helped build the Content Forum's online presence and credibility as a go-to powerhouse for content issues.





## IN THE MEDIA WORLD

The media limelight for the Content Forum began with a wide reception on the Complaint Bureau's statistics for 2021, which recorded that 69% of the complaints received stemmed from sensitive content found on the Internet. Media coverage continued in print and online throughout the remaining of Quarter 1, with focus on the collaboration between Universiti Sains Malaysia (USM) and the Content Forum, which showcased the issue of an ethical social media influencer marketing industry. Coverage was also given on the opinions of leading women figures in the content industry that was published in conjunction with International Women's Day 2022 in March.

Q2 recorded a huge spike in media attention on the Content Forum, following the successful registration of Content Code 2022 and its key highlights on the revamp, which even captured the attention of regional media outlets. The heated discussion centred around abuse of religion in advertisements also contributed to the increased media coverages, in which the topic successfully captured the attention of a majority of Malay mainstream titles. The rise of hate speech in social media was also another trending topic that placed the Content Forum in the eyes of the society through the media coverages on #TrackerBenci, an AI tracker, which was developed by The Centre, a non-profit organisation who collaborated with us in conjunction with the International Day for Countering Hate Speech.

Media interviews in the broadcast media increased from Q3 onwards. In July, the Content Forum spoke to Astro AWANI and BFM 89.9 on the Content Code revamp, which was also a central theme for a number of media coverages in print and online titles. In the same month, TRAXXfm also featured the Content Forum to talk about children in the advertisement world. In the following month, the Content Forum went on air on Buletin TV9 to comment on vengeful social media content.



The Content Forum also leveraged on relevant 'viral' issues such as the controversial 'cedok-cedok' trend on TikTok, love scams, and sextortion. These topics were covered in a relatable tone that catapulted the Content Forum's reach to a bigger scale of attention among the audience of many Malay media titles. Aside from that, TV2's youth talk show, Fresh Brew invited the Content Forum to give insights on the importance of content accessibility and dignified portrayal for the PwD community in September.

2022's final quarter captured a blend of the hype surrounding the Content Code 2022 launch with voting-centric content topics in conjunction with the 15th General Election. We touched on topics ranging across a diverse selection of issues including fake news, hate speech, content on the campaign trail, and culminated in a content awareness campaign in collaboration with TikTok that targeted the youth and first-time voters. Following the election, the Content Forum's Executive Director was also invited on a post-election interview with Astro AWANI.

The Content Forum's versatility in addressing a wide range of topics has increased its visibility and credibility as a significant advocate for self-regulation and a better content ecosystem for all.



## ONLINE AND ON-GROUND

The Content Forum continues to push the envelope through media coverages in 2022 with the exploration of new media within the digital sphere. With the rise of online live talk shows, the Content Forum participated on an online live talk show with Sinar Daily's RELATABLE, which featured women leaders sharing their insights on issues relevant to Malaysian women. The Content Forum's Executive Director was invited to share more on the Content Code 2022's provision that applies to abuse in the digital sphere that affected women and girls.

The Content Forum also increased its participation in podcasts. A podcast titled 'Tech Talk' by TELCOWIN, a salesforce ecosystem consultancy invited the Executive Director to speak on online ethics. The Content Forum was also featured on another podcast by the news portal, The Vibes, titled 'Silver Screens and Guitar Screens', which featured the Content Forum for an introductory episode to discuss our initiatives in advocating for self-regulation, the Content Code 2022, and introspect on current content-related concerns in Malaysian film and social media spheres.

Our 'Let's Talk Content' series continued to spark conversations that matter and gained ample momentum to branch out beyond the online sphere into a real-life conversation in December. The on-ground event centred on a panel discussion titled 'Let's Talk Content: Everything Everywhere All At Once', which focused on issues and concerns surrounding Malaysian cinema. The event gathered a full-house attendance comprising filmmakers, screenwriters, producers, and film enthusiasts.





# MCMC REPORT

## KPI 1: CODES AND POLICY DEVELOPMENT AND IMPLEMENTATION

### Post-Public Consultation: Content Code Revamp

The Content Forum was tasked with conducting a comprehensive review and discussion on the feedback garnered from the public consultation exercise. This review was conducted with industry members, relevant stakeholders and legal consultants to reach a consensus in the finalization of the new Content Code.

The KPI was set at four discussions, and we surpassed that with more than 10 meetings within the first half of 2022.

We also had to produce and publish a Public Consultation Report, which was completed within the timeframe and is available on our website.

The successful registration of the new Content Code ensured that we met this KPI set by MCMC.

### Develop ancillary instruments to the Content Code

The Content Code is expected to be complemented with ancillary instruments including sub-codes, guidelines, best practise notes, and other such references to ensure a thorough, practical, and effective application of the new provisions. All planned supplementary instruments will be drafted following extensive research, benchmarking, and consultation with relevant and affected stakeholders.

MCMC set the KPI at four guidelines, which may include:

- 1.Guidelines on Advertisements of Intoxicating Liquor
- 2.Guidelines for OTT, specifically for Online Curated Content
- 3.Greenwashing Guidelines
- 4.Influencer Guidelines

The Content Forum has kickstarted the production of these guidelines, starting with the research and benchmarking exercises.

Working group discussions will commence in 2023, and we are pleased to share that global OTT players have joined the OTT Working group, including Netflix, iQiyi and Disney+. This will hopefully facilitate a consistent standard of content across the board.





### Issue article(s) / paper(s) on consumers issues/trends and the communications and multimedia sector

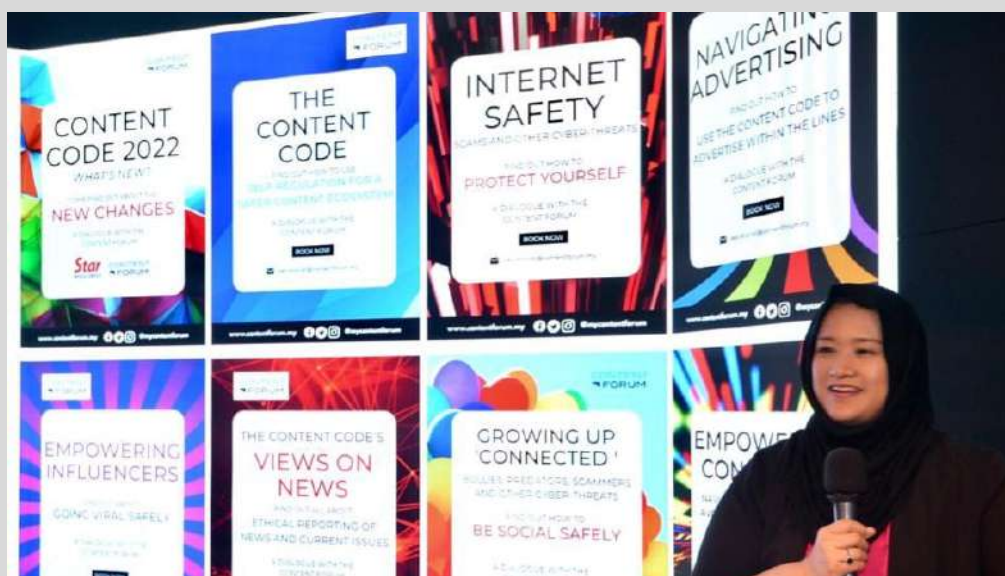
The Content Forum was tasked with issuing articles that would be published on digital or conventional media that could be viewed by the public to highlight current concerns and developments within the communications sector.

The KPI was set at 20 published pieces and the Content Forum surpassed this with a formidable total of 404 published pieces, achieving an overall PR value of RM11,631,265.80.

### Provide Education and Training for Members / Industry / Public

The Content Forum was expected to continue facilitating discussion and to promote knowledge of the Content Code and related content laws, either independently or with other interested parties. With this in mind, the Content Forum held various seminars and talks that got the public and industry players talking about the Code.

While the KPI set was “more than five activities by May 2022,” the Content Forum managed to host a total of 35 awareness activities by the end of the year.



### Establish a Content Governance Resource Centre

With the influx of awareness and growing interest about the Content Forum, the Content Code, and the Complaints Bureau, there was bound to be more traffic to the official website, so the Content Forum was tasked to create a one-stop reference point for all content-related guidelines and statutes.

After consolidating all the relevant laws, regulations, rules, guidelines, and codes in Malaysia pertaining to content regulation, the Content Governance Resource Centre was launched and now holds up to four pages of various acts and guidelines that can be easily referenced by all interested parties.

This site shall continue to be updated and shall be a living-resource for content standards established in legislation and regulations.



## KPI 2: ENSURING A PROACTIVE FORUM

### Contribution to Consultations or Inquiries Conducted by MCMC

As an industry forum, the Content Forum is also tasked to provide feedback and contribute to consultations or inquiries, as well as submit industry feedback for public inquiries.

This includes providing responses to Parliament queries, submitting feedback to information-sharing requests by third parties and recording witness statements for content-related cases investigated under Section 211 and Section 233 of the Communications and Multimedia Act 1998.

The Content Forum achieved the KPI as set, having provided all input and reports as requested.

### Effective Complaints Handling and Advisory Services

The Content Forum was also tasked with maintaining efficient complaint resolution. To do this effectively, we focused on initiatives and efforts to prevent recurrent complaints through awareness and education. All efforts were met with a 100% success rate, achieving the KPIs for all of the below:-

- Acknowledge complaints within one working day
- Resolution of complainants within three days
- Resolution of remaining complaints within 30 working days

The Content Forum managed to achieve all three KPIs set by MCMC, the first one was completed at 100%, the second one at 99.5%, and last one at 100%.

On top of that, we also provided content advisory notes to media practitioners on responsible suicide reporting upon detecting breaches by these parties, some of whom are not members of the Content Forum. Most of these notes were received well with changes made to the reporting.



### Structured Engagement and Awareness Sessions

Another one of the Content Forum's KPIs was to hold activities involving members, potential members, partners, and allies. By engaging with other parties in the content ecosystem and answering some percolating concerns about the state of content regulation, the Content Forum has strengthened its standing in the industry.

The Content Forum was able to increase the public's and industry's familiarity with the revised Content Code thanks to these efforts which included talks, seminars, as well as panel discussions with IHLs and OTTs. By Q2 2022, we had successfully surpassed the KPI of five activities.

### Content Code Accreditation Program

The accreditation program requires approval and registration by the Human Resources Development Corporation (HRD Corp) under the Ministry of Human Resources. Registration under HRDF was incumbent upon our relocation and the process was kickstarted immediately after our move to the new permanent address in Cyberjaya.

We have successfully ensured that all our trainers are fully accredited by HRDF and the training module for submission to HRDF is a work-in-progress.

In December 2022, the Content Forum attended a retreat with MCMC in Penang to discuss plans for the coming year. After presenting FY2022 KPIs and discussing our achievements, MCMC commended the Content Forum for an exemplary year and expressed their expectations for more to be accomplished in the future.

Both parties then discussed ways for the Content Forum to go to greater heights and deliberated on future collaborations for the Content Forum with both MCMC as well as our other industry forum counterparts.



#### DIALOGUE WITH MCMC

The following key points were brought up:

- MCMC will facilitate our efforts to lobby licensees who are not yet members to the Content Forum to become members.
- The Content Forum shall explore ways to expand membership to those beyond the current six categories. Changes will need to be made to the Content Forum's constitution and are expected to be done in the Annual General Meeting in 2023.
- MCMC plans to facilitate the integration of an automated system to resolve complaints, estimated to be completed in Q1 2023.
- The Content Forum shall collaborate with MCMC to leverage their reach in order to engage with more new media practitioners.
- The Content Forum shall also work closely with the Postal Forum and other industry forums for community awareness initiatives.

**MCMC - BUDGET 2022**

In respect of the normal operational expenses in performing the Content Forum's daily activities as well as payroll costs, the Content Forum produced a detailed budget explaining our costs and expenditures for every quarter in order to receive the grant from MCMC.

There is also a separate budget for operational costs required to achieve the annual KPI set by MCMC, as well as a budget for engagement and advocacy within and outside the industry.

The detailed budget per quarter is as follows:

**Q1**

Key Activities	Amount
Operations For Executive Office	777,395
Operations For KPI	35,150
Awareness and Membership Drive	46,000
<b>Total</b>	<b>858,545</b>

**Q2**

Key Activities	Amount
Operations For Executive Office	512,095
Operations For KPI	235,100
Awareness and Membership Drive	146,000
<b>Total</b>	<b>893,195</b>

**Q3**

Key Activities	Amount
Operations For Executive Office	682,700
Operations For KPI	86,000
Awareness and Membership Drive	125,000
<b>Total</b>	<b>893,700</b>



# FINANCE REPORT

MCMC continued funding the operations of the Content Forum, with a grant totaling RM2,850,000 in 2022. The 2022 grant witnessed an amount increase of 90% in contrast to the grant received in 2021. The grant made up 97% of the Content Forum's total income.

The subscription and entrance fees from 53 Ordinary Members and 10 Associate Members of the Content Forum contributed a total amount of RM78,160. This constituted 3% of the Content Forum's total income. The total amount of the fees witnessed an increase of 4% from 2021's subscription and entrance fees, which pooled a total amount of RM75,140 contributed by 49 Ordinary and Associate Members.



The biggest expenditure of the Content Forum, in terms of activities, goes to the revamp of the Content Code, which was the main activity throughout 2022. It incurred RM409,066 which represents 16% of the total cost.

Additional employees were recruited in 2022, bringing the total number of the staff to 14. The staff cost increased by 64% from RM752,259 in 2021 to RM1,237,411 in 2022.

Despite the expenditures in place, the Content Forum closed the year with a net surplus of RM393,523. A total surplus of RM542,299 was carried forward into 2023, after the 2022 net surplus was combined with the 2021 net surplus.



# CONTENT FORUM

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