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Content Forum AGM: New and Incumbent Members Vow to Continue Creating a Healthier Content Ecosystem

Kuala Lumpur, 31 May 2023 – The Content Forum, an independent self-regulatory industry organisation, proudly reflects on a dynamic and impactful year of pushing boundaries in the content industry and achieving significant milestones. With a strong focus on self-regulation and fostering a safer content ecosystem, the organization has been at the forefront of raising awareness and advocating for responsible content practices.

During the annual general meeting (AGM) held on 18th May, incumbent chairman Kenny Ong, who is also Chief Executive Officer of Astro Radio, was re-elected to lead the Content Forum for another term. This resounding endorsement of Ong's leadership demonstrates the organisation's trust in his vision and ability to guide its initiatives effectively.

Under Kenny Ong's guidance, the Content Forum will continue its mission to drive positive change, promote self-regulation, and advance the interests of the content industry. With a dedicated and experienced chairman at the helm, the organisation is poised to further strengthen its impact and contribute to a thriving and responsible content landscape.

"Thank you very much for the past two years and for the wonderful road we have travelled together. We have accomplished a great deal during this time, but I firmly believe that our work is far from complete. As we move forward, my commitment remains steadfast in protecting our nation and ensuring that the ecosystem, platform, and content we pass on hold significant value for our country. As a parent, this guiding principle drives my dedication, and I am determined to continue making a positive impact," expressed Ong upon his re-election.

Reflecting on the past year, the Content Forum has been relentless in its pursuit to raise awareness about self-regulation, drive discourse on the boundaries of content, and address important issues often overlooked. Through activities, campaigns, industry engagements, and outreach programs, the organisation has tackled topics such as content relating to Persons with Disabilities, crimes against children, and suicide prevention.

One of the Content Forum's notable achievements in 2022 was the successful registration of the Content Code 2022, a revamped set of guidelines that aims to foster a robust content landscape in Malaysia where freedom of expression and responsibility can seamlessly coexist. This new Content Code reflects the evolution of today's content ecosystem and is aligned with global best practices to ensure it upholds the rights, security and welfare of various segments of the community and stakeholders.

In addition, Content Forum also ventured into innovative avenues to enhance awareness and foster a deeper comprehension of the Content Code. This involved organising informative talks, seminars, dialogues, and engagement sessions with esteemed industry experts, delving into specific subject matters. Notably, a significant collaboration was forged with Universiti Kebangsaan Malaysia (UKM) to host an Exhibition Debate coinciding with World Suicide Prevention Day. This impactful event aimed to raise awareness about the gravity and far-reaching implications of cyberbullying and suicide, shedding light on the detrimental effects of cyberbullying on mental health and overall well-being.

Furthermore, the Content Forum initiated a series of talks that addressed a wide range of significant issues. These discussions explore the intersection of content and mental health, strategies to ensure the online safety of children, combating the abuse of women and girls in the digital era, tackling the rise of hate speech, advocating for better representation of women in the media, examining ethics in news reporting, and various other pertinent themes. By shedding light on these topics, the Content Forum aimed to promote awareness, encourage dialogue, and drive positive change within the content landscape.

In 2022, the Content Forum's Complaints Bureau efficiently handled 734 cases addressing various content issues. Internet Content accounted for 71% (518 cases) of the total. The organisation's proactive approach and 100% success rate in resolving complaints demonstrate its commitment to promoting responsible content practices in Malaysia. This includes the issuance of advisory notes to media practitioners in cases of breach, including to non-members of the Content Forum, to ensure responsible suicide reporting. The positive response and subsequent changes made by these parties reflect the impact of the Content Forum's proactive approach to upholding responsible content practices.

The organisation also actively fostered engagement with industry stakeholders and the general public to promote understanding and adherence to the Code. Through joint initiatives with media, government, and other organisations, dialogues were conducted with influential entities such as the Ministry of Health and advertising committees, among others. These constructive discussions served to strengthen partnerships, facilitate knowledge sharing, and collectively address key challenges in the content landscape. By working closely with various stakeholders, the Content Forum ensured a comprehensive and collaborative approach to promoting responsible content practices and maintaining a safer digital environment.

Ong urged all Content Forum members to collaborate in brainstorming ideas that will fuel industry growth, emphasising the need to protect and nurture the content world in alignment with the Content Forum's vision for Malaysia's content landscape. By working together, a vibrant and responsible future for the industry can be ensured.

"We must safeguard the content sphere from harm and protect the interests of our nation and the youth of tomorrow. Therefore, I urge all the elected Council members to wholeheartedly support the Executive Office in fulfilling their responsibilities," he stated, while extending

congratulations to the newly appointed council members for the period of 2023-2025. These council members, hailing from diverse industries, bring valuable expertise to the table, ensuring a strong and knowledgeable team for the future endeavors of the Content Forum.

Also present at the AGM was Mediha Mahmood, the Executive Director of the Content Forum who also extended her congratulations to both Ong and other newly minted council members. “We are immensely grateful to our members for their time, energy, and unwavering dedication towards our efforts here at the Content Forum. As we transition to the new Board of Councillors, I am confident of their continued involvement to further advance the advocacy for self-regulation in the content industry and look forward to what we can achieve,” she said.

The new council members comprise of:

● **Advertisers Category**

1. Malaysian Advertisers Association (MAA)
2. Media Specialists Association (MSA)
3. The Association of Accredited Advertising Agents Malaysia (4As)

● **Broadcasters Category**

1. Al Hijrah Media Corporation
2. Measat Broadcast Network System
3. Sistem Televisyen Malaysia

● **Civic Group Category**

1. National Council of Women's Organizations (NCWO)
2. National Union of the Teaching Profession Malaysia (NUTP)
3. Universiti Teknologi MARA (UiTM)

● **Content Creators/Distributors Category**

1. Media Prima Digital
2. Star Media Group
3. Sun Media Corporation

● **Audiotext & Mobile Technology Service Providers Category**

1. Celcom Axiata
2. Malaysian Digital Association (MDA)

● **Internet Access Service Providers Category**

1. Maxis Broadband
2. TM Technology Services
3. YTL Communications

- New members voted into the council:

1. UiTM (Universiti Teknologi Mara)
2. NUTP (National Union of the Teaching Profession Malaysia)
3. The Sun Media

**Replacing UPM (Universiti Putra Malaysia), MDA (Malaysian Digital Association) and Infobip*

For more information on the Content Forum and the Content Code, kindly visit <https://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 organization 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 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.

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.

Issued by GO Communications on behalf of the Content Forum

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