



[TIKTOK'S LOGO]

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## **Content Forum and TikTok Join Forces to Empower Malaysians at Surf's Up Digital Literacy Summit**

**KUALA LUMPUR, 2 JUNE 2023** - As the internet continues to play an integral role in our daily lives, online safety is paramount. With the escalating frequency and complexity of cyberthreats, as well as the rise in digital misinformation, it is imperative for individuals, businesses and governments to understand how to navigate the online landscape safely and responsibly.

Recognising this need, the Content Forum and TikTok joined forces to organise the highly successful Surf's Up Digital Literacy Summit. The summit aimed to address critical issues concerning online safety and digital literacy, fostering a collective effort to empower Malaysians as informed and responsible online users while promoting a safer online environment.

Held on 1 June 2023, the industry-wide summit was graced by YB Tuan Ahmad Fahmi Bin Mohamed Fadzil, Minister of Communications and Digital, along with over 200 attendees, including industry stakeholders, media practitioners, content creators and more. The event provided a platform for leading experts from diverse sectors, including law, academia, think tanks, and government bodies, to share their insights, challenges, and policy recommendations.

In his closing remarks at the summit, YB Fahmi Fadzil emphasised the importance of the initiative and its alignment with the ministry's vision. He commended the Content Forum and TikTok for their commitment to strengthening cybersecurity and digital literacy measures, safeguarding the well-being of Malaysians, and ensuring the smooth functioning of the country's economy and digital infrastructure.

“Today, online safety is a paramount concern that impacts every aspect of our lives. This summit serves as a crucial platform for addressing challenges and nurturing collaboration among industry leaders, experts, and stakeholders. We appreciate the efforts of the Content Forum and TikTok in empowering Malaysians as informed and responsible users, while

promoting a safer online environment. Their dedication to raising awareness and advocating for digital literacy aligns with our vision of creating a digitally resilient nation. We eagerly anticipate further collaborations that prioritise online safety and enhance digital literacy measures for the benefit of all Malaysians,” said YB Fahmi Fadzil.

The summit's agenda encompassed various aspects of online safety, including freedom of expression, recognising and combating online scams, promoting critical thinking and media literacy, addressing hate speech, and stemming the spread of fake news and disinformation. Participants had the opportunity to engage with renowned experts, gain valuable insights, and explore practical approaches to ensure their online well-being.

Distinguished speakers and panellists included Jerald Joseph, Human Rights Consultant and Former Commissioner of the Human Rights Commission of Malaysia (SUHAKAM); Professor Gayathry S Venkiteswaran, Assistant Professor at the School of Media, Languages and Cultures, Faculty of Arts and Social Sciences at the University of Nottingham, Malaysia; Harme Mohamed, Head of Division Network Security at MCMC; Karen Chea, President of the Malaysian Bar Council; Mediha Mahmood, Executive Director of the Content Forum; Kristoff Rada, Head of Public Policy at TikTok; Sazzy Falak, parenting influencer, content creator, and actress; Gandhi Palanisamy (better known as Lawyer Gandhi), lawyer and TikTok creator; Cedly Ang, TikTok creator and entrepreneur; and Wathshlah Naidu, Executive Director of the Centre for Independent Journalism.

### **Freedom of Expression versus Online Safety and Security**

The first panel session addressed the current state of online moderation and the ongoing debate around freedom of expression, particularly within Malaysia. Panellists also explored the role of digital platforms and government agencies in regulating online content, as well as ways for everyday users to be involved in content moderation. Overall, panellists agreed that ...

*[placeholder for key highlights of Panel #1]*

### **Being Responsible and Accountable for Actions Online**

The second panel discussion aimed to empower young Malaysians to take responsibility for their actions online. This panel focused on the impact of hate speech, discrimination, and misinformation on both the perpetrators and recipients, as well as the broader internet community. Panellists shared practical methods to identify fake news, mitigate the spread of

misinformation, and netiquettes that should be practised. *[Placeholder for key highlights of Panel #2]*

### **Launch of TikTok's #SaferTogether Campaign**

In addition to the collective discourse, the Surf's Up Digital Literacy Summit witnessed the launch of TikTok's #SaferTogether Campaign, a landmark moment for the platform. This campaign reaffirms TikTok's dedication and unwavering commitment to developing a safe and inclusive digital environment for its users. The #SaferTogether Campaign underscores the platform's ongoing efforts to implement robust safety measures, empower users with tools and resources, and promote digital well-being. By proactively addressing challenges related to online safety, TikTok aims to create an environment where users can express themselves freely while feeling protected.

"At Tik Tok, we believe that safety is essential for creative and authentic self-expression. The #SaferTogether Campaign represents our continued dedication to shaping an inclusive and nurturing space built on trust and mutual respect. Through this campaign, we aim to promote empathy across our diverse communities, and empower users to make informed choices for a joyful in-app experience," said *[Spokesperson's Name]*, a representative from TikTok.

### **The Digital Safety Pledge Marks a Positive Step Forward for the Industry**

Furthermore, the summit witnessed the signing of the Digital Safety Pledge, an initiative led by the Content Forum, which signifies a substantial milestone for the industry in advancing online safety practices and fostering collaboration. The Digital Safety Pledge brings together key stakeholders, including content creators, platforms, government agencies, and industry leaders, to collaborate on enhancing online safety practices. By signing the pledge, organisations commit to prioritising the well-being of users, implementing effective moderation policies, and continuously striving to create a safer digital ecosystem.

The Digital Safety Pledge signifies a collective effort towards a responsible and secure online ecosystem," stated Kenny Ong, chairman of the Content Forum. "We are thrilled to witness industry leaders and stakeholders coming together and commit to meaningful action, with TikTok leading the way in pledging their commitment to online safety. This pledge sets the foundation for collaboration and knowledge-sharing to develop best practices that can effectively address the evolving challenges of the digital landscape."

## **OTHER KEY TAKEAWAYS FROM SUMMIT**

The Surf's Up Digital Literacy Summit has emerged as a pivotal event in addressing the pressing issues of online safety and digital literacy. The summit's discussions and initiatives, including the launch of TikTok's #SaferTogether Campaign and the signing of the Digital Safety Pledge, demonstrate a united commitment to fostering a safe and inclusive digital environment for Malaysians. By prioritising online safety, empowering users, and promoting responsible digital citizenship, this collaborative effort sets a positive precedent for the industry and paves the way for a more secure and resilient digital landscape in Malaysia.

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## **ABOUT THE CONTENT FORUM**

The Communications and Multimedia Content Forum of Malaysia (Content Forum) is a self-regulatory organisation and industry forum 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.

**[PLACEHOLDER FOR TIKTOK BOILERPLATE]**