



FOR IMMEDIATE RELEASE

## **The Content Forum and The International University of Malaya-Wales (IUMW) Forge Strategic Partnership to Enhance the Content Industry**

**KUALA LUMPUR, 30 MAY 2023** - The International University of Malaya-Wales (IUMW) and the Content Forum have entered a momentous Memorandum of Understanding (MoU) to better the development of future industry leaders and foster the establishment of exemplary practices within the content industry.

This collaborative alliance solidifies their shared commitment to elevating the content industry and enables them to engage in joint research projects, academic discussions, conferences, and community engagement initiatives. As a self-regulatory organisation and industry forum, the Content Forum will provide guidance to IUMW on content governance regulations, standards, and best practices in Malaysia. Furthermore, they will develop specialized awareness and training programs tailored to the institution's specific needs.

The MoU signing ceremony took place with Prof. Dr. Kamila Ghazali, Vice Chancellor of IUMW, and Kenny Ong, Chairman of the Content Forum, underscoring the significance of this collaboration.

Prof. Dr. Kamila Ghazali expressed her enthusiasm for this partnership, stating, "By joining forces with the Content Forum, we aim to cultivate a vibrant content industry that preserves and enhances the social fabric of our society. This collaboration will not only create a robust content ecosystem but also provide invaluable knowledge to our students, empowering them to make meaningful contributions in their future careers".

Kenny Ong, Chairman of The Content Forum, echoes this sentiment by emphasizing their commitment to actively engage with students during their tertiary education. Ong adds, "We are dedicated to equipping students with essential skills and ethical principles that will shape the future of the communications and media industry. Furthermore, we are thrilled to participate in

continuous discussions on content-related topics, aligning with IUMW's vision in fostering critical mindsets to prepare students for an ever-changing market.'

This collaborative partnership bridges the gap between academia and the content industry, empowering IUMW students to gain real-world exposure and develop the skills needed for professional success. Through active industry engagement, students acquire an authentic industry touch, graduating as industry-ready professionals. Additionally, the partnership offers short courses and micro-credentials, providing students with formal industry skills without extensive time and resource commitments. Together, The Content Forum and IUMW are poised to make a lasting impact on the content industry, ensuring its growth and sustainability for years to come

The Content Code, a comprehensive set of guidelines developed by the Content Forum, serves as a vital reference for university students, particularly those pursuing content-related courses. For further information about the Content Forum or the Content Code, please visit [www.contentforum.my](http://www.contentforum.my).

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### **ABOUT THE CONTENT FORUM**

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) 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.

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### Issued by GO Communications on behalf of the Content Forum

For media enquiries, kindly contact:

#### **GO Communications**

**Lim Huei Yuih**, Brand Director

+6012 635 3278 [hueiyuih@gocomm.com.my](mailto:hueiyuih@gocomm.com.my)

**Anis Jilid**, Associate Brand Manager

+6011 1233 9022 [anis@gocomm.com.my](mailto:anis@gocomm.com.my)

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