

CONTENT
FORUM

2023 ANNUAL REPORT



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ABOUT

As mandated by the Communications and Multimedia Act 1998 (CMA'98), the Communications and Multimedia Content Forum of Malaysia (Content Forum) is an industry forum and self-regulatory organization registered with the Malaysian Communications and Multimedia Commission (MCMC). Its purpose is to encourage the self-regulation of content over the electronic network medium.

The Content Forum is an industry forum which comprises advertisers, broadcasters, content creators/distributors, and civic groups. It aims to ensure that content standards continue to be developed to establish 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 plays a pivotal role in upholding adherence to the Content Code 2022 among key stakeholders in the content industry. Serving as the cornerstone of industry self-regulation, the Content Code 2022, sets forth comprehensive guidelines and best practices for content distribution in Malaysia's communications and multimedia sector. With a primary objective of establishing effective self-regulatory measures, the Code aims to provide clear guidance for both content producers and consumers alike. On May 30, 2022, the Content Forum registered the revamped Content Code 2022 with MCMC, marking a significant milestone in advancing responsible content practices within the industry.

The Complaints Bureau within the Content Forum is equipped to address grievances regarding content disseminated via electronic networks. The Complaints Bureau is responsible for looking into potential violations of the Content Code, tasked with a role in conflict resolution, case adjudication, directive issuance, and, when necessary, penalty imposition. Both members of the general public and industry stakeholders may file complaints with the Complaints Bureau. Additionally, it functions as a valuable resource, offering guidance and support to those seeking guidance on content standards.

In our commitment to chart the course for a future where digital safety is paramount, the Content Forum initiated the Digital Safety Pledge – aimed at enhancing online safety practices through the efforts of various stakeholders, including platforms, government entities, content creators, and industry leaders.

The Digital Safety Pledge represents a concerted effort that aims to promote a responsible and secure online environment. It builds on industry-centric principles and recommendations. As of January 2024, TikTok Malaysia and INTI International College have pledged their commitment to this initiative.

On top of that, the Content Forum introduced The OCC Guidelines: Best Practices For Online Curated Content Services in December 2023. These supplementary guidelines were developed in partnership with local and international industry players, including Astro, AVIA, iQIYI, Netflix, Media Prima and The Star, . reflecting our collective dedication to enhancing online content standards and practices.

2023 also saw the Content Forum taking significant strides on a global scale by expanding its international outreach and collaboration. This endeavor aimed to gain deeper insights into diverse methods of content self-regulation adopted by external stakeholders worldwide and provide us with knowledge of global trends and best practices. By forging potential partnerships with international counterparts, we seized invaluable opportunities to learn from the experiences and approaches of other nations in navigating the complex terrain of digital content regulations.

Throughout the year, the Content Forum engaged with stakeholders from various regions, including the Philippines, Singapore, Indonesia, and New Zealand, among others. This has enhanced our understanding of global best practices and also facilitated the exchange of knowledge within the international community.

As a result of these efforts, we are confident that the Content Forum is poised to play a pivotal role in fostering an international dialogue on responsible content creation and self-regulation in 2024. By leveraging our strengthened relationships and shared insights, we aspire to contribute meaningfully to the advancement of ethical standards and practices in the digital content landscape in Malaysia and beyond.



CHAIRMAN'S REPORT



Kenny Ong
Chairman

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The Communications and Multimedia Content Forum of Malaysia (Content Forum) experienced a year marked by resilience, growth, and transformation in 2023. We embarked on a journey of navigating the evolving terrain of the online electronic networked medium, hitting both local and global frontiers.

Throughout the fiscal year, notable progress was observed within the team, marking a period characterized by growth and transformation. The Content Forum experienced a notable expansion, with fresh talent and heightened responsibilities emerging under the adept leadership of Mediha Mahmood, the Chief Executive Officer (CEO).

Central to our mission is the commitment to increase awareness of the Content Code and the principles of self-regulation. Focusing on education and outreach, we engaged with our members, stakeholders, and the broader community through an array of activities, events, and initiatives. From informative workshops and engaging seminars to collaborative projects and advocacy campaigns, our efforts sought to foster a culture of responsible content creation and consumption.

We extend our sincere gratitude to the Malaysian Communications and Multimedia Commission for their continuous support and invaluable guidance, which have greatly contributed to our achievements and successes. With their unwavering commitment, we have been able to navigate challenges and seize opportunities, advancing our mission and objectives. We eagerly anticipate our continued collaboration in the pursuit of excellence in communications and multimedia.

Looking ahead, we are poised at the threshold of better content self-regulation and to continue our journey towards elevating the Malaysian content ecosystem. With the support and participation of our dedicated members and staff, we remain committed in our collective mission to cultivate a content ecosystem that is progressive, safe and inclusive for all.

EXECUTIVE REPORT

UPPING THE ANTE ON SOCIAL MEDIA ENGAGEMENT

In 2023, the Content Forum achieved significant milestones, as we extended our reach and deepened our engagement within Malaysia's content landscape. Amidst an era defined by digital connectivity, our Executive Office welcomed a crucial addition to our team—a Social Media Executive. This strategic hire underscores our dedication to enhancing our brand's footprint across various social media platforms. Our social media team plays a pivotal role in curating informative and educational content for our social media profiles. Leveraging contemporary social media trends, our team endeavors to elevate the visibility of the Content Forum while fostering meaningful connections with our audience.

UPSKILLING THE TEAM

The Content Forum upskilled our trainers through a comprehensive six-day "high impact, high engagement" training program aimed at revitalizing the Content Code presentation method.

These intensive sessions were meticulously crafted to equip our team with advanced presentation skills tailored for audience engagement. Furthermore, the esteemed Master Trainer, Dr. Timothy Law, imparted invaluable insights into various delivery techniques, all integrated within his bespoke training module.

The positive impact of this training initiative is reflected not only in the quality of our trainers' presentations, but also in the heightened enthusiasm and dedication they exhibit in their respective roles.



UPHOLDING CONSUMER RIGHTS

The Consumer Protection arm of the Content Forum continues to resolve cases within its jurisdiction relating to the communications and multimedia industry while continuing its role in supporting MCMC for the escalating volume of new media complaints, a leap of close to 16% more than 2022. (see page 7).

All complaints are efficiently managed, escalated to the relevant parties, and resolved thanks to the team's unwavering dedication and support from our members.

Under the steadfast leadership of the esteemed Datuk Mohamed Bazain bin Idris, the Complaints Bureau continues to provide invaluable support, enabling our team to adeptly address inquiries and requests for advise from members of the industry and the public.

DIGITAL SAFETY PLEDGE

As part of our attempts to chart the course for a future where digital safety is paramount, the Content Forum initiated the Digital Safety Pledge – to improve online safety practices by collaborating with a range of stakeholders, including platforms, government agencies, content creators, and industry leaders.

The Digital Safety Pledge is a collaborative effort that aims to promote a responsible and secure online environment. It builds on industry-centric principles and recommendations. TikTok Malaysia was the first to sign the Digital Safety Pledge, witnessed by the Minister and Deputy Minister of Communications.

On top of that, the Content Forum soft launched The OCC Guidelines: Best Practices For Online Curated Content Services in December 2023. These supplementary guidelines were collaboratively developed with local and international industry players, including Astro, AVIA, Disney, iQiyi, Netflix, Media Prima and The Star Media Group.

LPF CLASSIFICATIONS

The Film Censorship Board of Malaysia (LPF) implemented a new set of film classifications in 2023. The updated film classification is based on the priority principle of protecting children and teenagers under the age of 18 from exposure to harmful content while simultaneously preserving

the freedom of adult viewers to choose their own movies. It aims to also serve as a resource for filmmakers and producers, encouraging innovation in the media industry.

In a move to align with the new classifications by LPF, the Content Forum updated the Content Code 2022 as well, reflecting our commitment to staying at the abreast of industry standards.

BREAKING BARRIERS BEYOND BORDERS

2023 also saw the Content Forum make a global leap by broadening its international connections and cooperation to better understand the various methods of content self-regulation that are being taken by external stakeholders abroad. These potential international partnerships offer us chances to gain knowledge from other nations' experiences and approaches to navigating the challenging landscape of digital content regulations.

The Content Forum has been enhancing its resource center with worldwide best practices and continues to foster communal knowledge-sharing by interacting with stakeholders from other regions, like the Philippines, Singapore, and New Zealand, among many other countries.

With this, we believe that the Content Forum is positioned to play a significant role in promoting widespread conversations on responsible content creation and self-regulation in 2024.



COMPLAINTS BUREAU

As of 31 December 2023, the Content Forum received 239 complaints via our portal and e-mail.

Members of the Public	Members of the Industry	Others/ KKMM/ MCMC	CMCF Executive Office	Total Cases (Year To-Date)
238	1	0	0	239

The breakdown of the complaints received by the Content Forum in 2023 is as below:

Platform	Advertising Content	Mobile Content/ Services	Broadcasting Content (TV & Radio)	Internet Content	Others (Non-Content Related)	Total Cases (Year To-Date)
Portal / E-mail	1	9	0	217	12	239
Social Media • Instagram • Facebook • Others	0	0	0	0	0	0

A COMPARISON BETWEEN NUMBERS OF NEW MEDIA COMPLAINTS RECEIVED VIA MCMC IN 2022 AND 2023:

From 1 March 2022, when the Content Forum started handling MCMC's New Media complaints received via the MCMC complaints portal (ICMS), until 31 December 2022, we received 18,622 cases.

Out of the total of 18,622 cases, 1,822 cases were escalated to MCMC's New Media Department for their attention (the total number of cases escalated are a combination of complaints from the Content Forum and MCMC's Consumer Protection Department).

From 1 January 2023 until 31 December 2023, the Content Forum handled 19,370 of these New Media cases in total.

From that amount, 1,975 were escalated to MCMC's New Media Department for their attention. Other cases were appropriately routed to relevant parties or authorities based on the nature of the complaints.

ENGAGEMENT AND AWARENESS

INDUSTRY INITIATIVES AND INVOLVEMENT

The Future Is Female (with Melisa Idris): A Code To Live By

Melisa Idris and the CEO, engaged in a compelling and informative discussion on this segment on Astro Awani. Their conversation delved into the importance of fair and ethical representation of women, children, and people with disabilities (PWDs) within digital and advertising spaces.

The CEO underscored the industry's responsibility to shape narratives that are impactful, inclusive, and respectful. The discussion highlighted the pivotal role of the media in shaping public perceptions and provided valuable insights into the Content Forum's efforts to promote diversity and uphold ethical practices in the content industry.

Interview on Awani's It's About YOUTH: Playing Our Part To Fight Misinformation

With the escalating adoption of TikTok among Malaysians, concerns regarding the surge in hate speech and dissemination of disinformation have come to the forefront. Addressing this pressing issue, Hafizin Tajudin from TikTok Malaysia and the Content Forum's CEO engaged in a pivotal conversation centered on striking a balance between creativity and responsibility.

Given the substantial influence wielded by this social media platform, both parties underscored the collective obligation of content creators, platforms, and users in combatting disinformation. This dialogue highlighted the imperative of establishing a common ground that encourages creative expression while also upholding ethical standards, reflecting a shared commitment to fostering a safer and more informed digital landscape.

Content Forum and JomCheck on Astro Awani

In a segment of Notepad with Ibrahim Sani, the CEO and representatives from JomCheck, a multi-alliance coalition, engaged in a comprehensive discussion on the pivotal role of fact-checking and self-regulation in combating misinformation and disinformation, particularly in the context of election seasons. Delving deeper, the panel explored the psychology behind the dissemination of misinformation, recognizing that individuals may unknowingly share false news with the intention of safeguarding others.

Addressing the critical question of halting the spread of false information, the panel unanimously advocated for the establishment of fact-checking desks within newsrooms. They emphasized the inherent risks associated with disseminating unverified content, highlighting the urgent need for responsible journalism to prevent potential harm caused by misinformation.





Warna Pagi @ IKIM: Jangan Sembarangan Cipta Kandungan

During a segment on national radio, the CEO engaged in a thought-provoking conversation with IKIM FM announcers. The discussion encompassed topics such as self-regulation, the dynamics of social media, the proliferation of fake news, the influence of social media influencers, and the intersection of religion in advertising.

Through this segment, the aim was to raise awareness and foster understanding among listeners, elucidating the evolving challenges present in today's ever-changing media landscape.

Interview on Bernama TV's Apa Khabar Malaysia

The interview, which aired on Bernama TV's "Apa Khabar Malaysia," delved into a conversation about the effects that social media content has on society. It highlighted the importance of exercising self-regulation when navigating these digital platforms.

STAKEHOLDER ENGAGEMENTS

Meeting with MYNIC

Centered on fostering collaboration between MYNIC and the Content Forum, this meeting marked a significant milestone in enhancing online content governance. With MYNIC recently tasked by MCMC to manage complaints related to .my domains, MYNIC's focus has redirected its focus towards ensuring responsible management of these domains, including the suspension of websites found hosting illegal content.

During the discussion, the CEO highlighted the potential for MYNIC to incorporate the Content Code 2022 into its website registration requirements. MYNIC has confirmed the inclusion of a clause in its registration forms, mandating clients to adhere to the regulations outlined in the Content Code. These updated forms are slated to take effect within the first quarter of 2024. This prospective adoption signals an era of heightened compliance for websites operating under .my domains, reflecting a proactive commitment to aligning with ethical guidelines outlined by the Content Forum.

Dialogue with Dewan Bandaraya KL (DBKL)

The Content Forum initiated a constructive dialogue with DBKL to introduce its mission and offer insights into the Content Code 2022. The objective is to advocate for the integration of the Code as a framework for ethical content creation. By fostering an understanding of these guidelines, particularly in the context of approving outdoor digital advertisements, the aim is to assist DBKL in ensuring responsible and principled practices within the realm of content dissemination.

Program Keselamatan Keluarga dan Anak (PEKA)

The LPPKN Negeri Sembilan collaborated with the Content Forum to organize the PEKA workshop. The primary objective was to provide parents and teachers with vital knowledge and skills necessary for educating children and students on digital safety and media literacy effectively. The session witnessed enthusiastic participation from educators affiliated with KEMAS, empowering attendees with the requisite tools to navigate the digital landscape responsibly.

International Conference on Film & Society: Content Creation, Control and Choice in the Digital Age

The Freedom Film Network (FFN) collaborated with the Content Forum to host its inaugural conference, held at Nexus in Bangsar South. The two-day event brought together a panel of distinguished academics, film industry professionals, artists, and officials from Southeast Asia and beyond.

Attendees included film practitioners and representatives from LPF, FINAS, and MCMC. The key findings that arose from this discussion were:

A. Embracing Balance in Regulation and Creation

The consensus among participants was a pressing need to change our approach to film regulation and creation, emphasizing a balanced framework that:

- **Respects Filmmaker Freedom:** Advocates for the freedom of filmmakers and content creators to produce content without undue constraints.
- **Protects Consumer Rights:** Recognizes the right of consumers to choose and consume content in alignment with their preferences and the requirements of minors under their care.
- **Supports Industry Growth:** Acknowledges the importance of fostering an environment conducive to the growth of the film industry.

Safeguards Vulnerable Groups: Aims to build resilience in vulnerable groups disinformation content.

B. Holistic Approach to Content Platforms

Recognizing the interconnected nature of content consumption, it was agreed that policies and approaches should be holistic, avoiding segregation based on the medium of consumption, which may result in double standards and an unlevel playing field.

C. Regional Collaboration

The conference highlighted the potential for regional collaboration based on our shared history, common values, and norms, suggesting a collaborative effort to tackle shared challenges. Participants also identified opportunities to share resources and support each other, especially when filmmakers face threats.

D. Transition from Censorship to Self-Regulation

Participants and panelists favored industry-regulated bodies for film regulation, aligning with the self-regulation framework for electronic content overseen by the Content Forum. They believe self-regulation, including classification systems, can effectively meet government objectives.

E. Alternative Spaces

It was agreed that in the fast-paced landscape of media and creative arts, filmmakers must plan and prepare to minimize risk, and efforts can be made to further improve resource centers, with input from relevant stakeholders.

A more detailed report can be found on the Content Forum website.



Program Keselamatan Keluarga dan Anak (PEKA)

The LPPKN Negeri Sembilan and the Content Forum worked together to organize the PEKA workshop. This initiative aimed to equip parents and teachers with essential knowledge and skills to effectively educate children and students on digital safety and media literacy. This session saw active participation from educators associated with KEMAS, empowering the audience with the tools needed to navigate the digital landscape responsibly.

“BEYOND HEADLINES – A NEW ERA OF NEWS” Seminar 2023

The Content Forum collaborated with MCMC for a seminar bringing together news organizations, media practitioners, academics, and regulators to address challenges in ensuring the delivery of accurate and fair news content. Panel sessions emphasized the pivotal role of news organizations in transparent, ethically responsible reporting and self-regulation. Discussions delved into navigating sensitive topics, the impact of technology, and the evolving landscape of digital journalism.

Amidst discussions on countering disinformation, the seminar underscored the importance of news organizations as the ultimate bastions of fact-checking amid the deluge of information. AI's potential role in identifying fake news was explored cautiously, with panellists stressing the necessity of ensuring accuracy when employing AI-powered fact-checking tools.



Another segment explored media responsibility, focusing on the delicate balance between sensitivity, ethics, and inclusivity in journalism. Emphasis was placed on discrimination-free reporting, especially concerning marginalized communities and Persons with Disabilities (PwDs).

The Limits of Creativity In A World Without Borders (ASWARA)

During an industry forum co-hosted by the Content Forum and ASWARA, the panel explored the topic of creative freedom within the Malaysian film industry. Discussions underscored the importance of self-regulation in the digital age, emphasizing the need to balance audiences' rights to creative expression while safeguarding them, particularly children, from potentially offensive material.

Panelists included the CEO, ASWARA lecturer Azrie Izham Hamzah, UPM senior lecturer Dr. Syed Agil Shekh Alsagoff, producer, director, and actor Zizan Nin, and scriptwriter Soula Nordin.

National Press Club: Professional Development Series Programme Official Launch

Officiated by YB Teo Nie Ching, the Content Forum joined the National Press Club's upcoming Professional Development Series Programme as a strategic partner. This underscores our commitment to upholding journalists' rights in the performance of their duties and ensuring the public's access to news without exposure to harmful content.

Presentation to Lembaga Penapisan Filem (LPF) and Kementerian Dalam Negeri

The Content Forum and the FreedomFilmNetwork arranged for Dr. Sangeet Bhullar, the Founder and Executive Director of WISE KIDS, a non-profit organization dedicated to promoting Digital Literacy, Digital Citizenship, and Wellbeing, to meet with LPF, in our efforts to provide data and insights with regards to best practices in content regulation.

Drawing from her expertise in promoting digital literacy, digital citizenship and the well-being of children online, Dr Bhullar provided a comprehensive overview of the rapidly evolving digital landscape, highlighting both the opportunities and challenges it presents for children and teenagers.

Advocating for proactive measures, Dr. Bhullar presented the LPF board with compelling facts, figures, and examples to support her arguments. She emphasized the importance of nurturing children's digital resilience and critical thinking skills in the face of these challenges.

Visit by MCMC Prosecution Department

A visit by the MCMC Prosecution Department to the Content Forum provided an invaluable opportunity for mutual learning about the intricacies of the Content Code and the operations of the Content Forum.

A significant aspect of the discussion centered on interpreting different provisions within the Communications and Multimedia Act 1998 (CMA98) concerning the Content Forum's role, notably Section 98 and the legal implications of compliance with a registered voluntary industry code.

Of particular interest was the recognition that adherence to the Content Code 2022 could potentially serve as a legal defense, subject to content review by the Complaints Bureau and subsequent issuance of a CB Order.

A key focus of the discussion was the interpretation of various provisions within the CMA98 pertaining to the Content Forum's role, particularly Section 98 and the legal implications of compliance with a registered voluntary industry code. Of interest was the understanding that adherence to Content Code 2022 could serve as a legal defense, contingent on content review by the Complaints Bureau and subsequent issuance of a CB Order.



INSTITUTES OF HIGHER LEARNING

The Content Forum has strengthened its collaboration with educational institutions to promote awareness of the Content Code 2022. This initiative aims to ensure that the principles outlined in the Content Code 2022 are not only adhered to within the industry but also integrated into the education and training of aspiring content professionals.

Furthermore, we have solidified long-term partnerships through the formalization of memorandums of understanding, internships, accreditations, and consultations with these institutions. This signifies our commitment to fostering a mutually beneficial relationship and promoting ethical content practices within the educational sector.



TEDxUKM: "The Human Mosaic"

Proudly serving as a sponsor, the Content Forum played a significant role in an event organized by UKM and TEDx, themed "The Human Mosaic". We set up a booth with an array of interactive activities, including Spin the Wheel, crossword and jigsaw puzzles, and even a lively TikTok video contest, drawing participants to our booth. The activities were thoughtfully designed to promote digital literacy and the concept of self-regulation, aligning with the principles of the Content Code 2022.

The event was graced by the esteemed presence of YM Tunku Zain Al-'Abidin, who also visited our booth to learn more about what we do at the Content Forum. The event celebrated the diverse mosaic of human experiences and ideas.

Seminar and Workshop Session on "Digital Advertising for Medicine and Cosmetic Products" by Universiti Kuala Lumpur Royal College of Medicine Perak (UniKL RCMP)

The Content Forum was invited by the Universiti Kuala Lumpur Royal College of Medicine Perak (UniKL RCMP) to give a briefing on the Content Code 2022 and to take part as a panelist in a seminar and workshop session with the theme "Digital Advertising for Medicine and Cosmetic Products." By providing information on the rules of the Content Code 2022 and ethical issues, the Content Forum advanced a wider discussion on appropriate digital advertising methods for pharmaceutical and cosmetic goods.



Dialogue Session on Responsible and Ethical Content Sharing

The CEO was invited to lead a dialogue session with students from the Malaysian Multimedia University's (MMU) Faculty of Applied Communication on 12 June 2023. This interaction facilitated a meaningful dialogue with the students and emphasized the importance of responsibly sharing content.



Content Code & Internet Safety (Etika Digital Dalam Perniagaan) – Politeknik Mersing

To promote awareness about the Content Code 2022 to students of Politeknik Mersing, our officers provided a briefing session to equip students with essential insights into the guidelines governing content creation and advertising practices.

FoodACT Asia Findings Dissemination on 'TV Food Marketing to Asian Children' @ Taylor's University

In a concerted effort to address the impact of unhealthy food and drink TV marketing on children, Malaysia collaborated with eight partners across Asia, to launch a project titled "Comparing the Extent and Nature of Unhealthy Food And Drink TV Marketing to Girls and Boys Across Nine Countries In Asia." This project was facilitated through a partnership known as "Food System Accountability and Transformation Asia (FoodACT Asia)." During the session, the Ministry of Health (MOH) unveiled plans to establish advertising standards aimed at regulating food commercials targeted at children. This demonstrates a commitment to foster healthier eating habits for the next generation, paving the way for accountability and systemic change across the food industry throughout Asia.

Webinar by International University of Malaya-Wales (UM-Wales) Sexting Content – What Should You Know?

The Content Forum was invited to address the pressing issue of sexting among youths, with a focus on promoting the principles to prevent sexting-related activities and to underscore the importance of responsible online behaviour.

The Impact Of Advertising Communication In Contemporary Digital Era

The International University of Malaya-Wales (UM-Wales) invited the Content Forum to be a panelist in a session entitled "The Impact of Advertising Communication in the Contemporary Era." Recognizing the current state of advertising communication, the forum delved into the myriad of factors influencing the state of advertising today.

Sembang Santai – Creating Content : Going Viral with Values – IIUM

In a collaborative effort between International Islamic University Malaysia (IIUM) and Astro Radio (Zayan), this panel discussion explored the impact of social media and internet platforms on modern communication, especially in the dissemination of false or inaccurate teachings on Islam. The forum gave rise to enlightening discussions about how these digital platforms shape our interactions and engagements with each other, and resulted in collective agreement that all parties need to combat misinformation from spreading.

Dialogue with Universiti Malaysia Sabah (UMS)

This dialogue served as a platform to introduce the Content Forum and foster mutual understanding and collaboration between the Content Forum and the academic leaders at UMS. The exchange provided an opportunity to share insights into the Content Forum's objectives, initiatives, and its role in promoting ethical content creation and communication practices.

MOU Signing Ceremony with INTI International College Subang

Continuing its collaboration with Institutes of Higher Learning (IHLs), the Content Forum entered an MOU with INTI International College Subang on 20 October 2023. Discussions regarding potential future collaborations were initiated, with a particular focus on formulating a micro-credential program. This program aims to address emerging needs in digital safety and literacy, providing individuals with specialized training and certification in navigating the online landscape responsibly.

Furthermore, INTI International College officially joined as the second signatory of our Digital Safety Pledge, affirming their commitment to promoting a safe and secure digital environment for their community. This pledge signifies a shared dedication to fostering digital well-being and responsible online practices among students, faculty, and staff.



Launching of eCADET Programme By MMU

The Content Forum received an invitation from Multimedia University (MMU) on 17 October 2023 to participate in the launch of their initiative - Entrepreneur Cadetship ("eCadet").

Acknowledged as one of the esteemed eCadet Mentors, the Content Forum was recognized for its significant contribution to the entrepreneurial ecosystem, particularly in matters related to content.

This Industry-University Partnership Program is designed to cultivate market-ready entrepreneurial talent from day one. The Content Forum's involvement in the eCadet program will encompass active participation in various activities. Content Forum's participation will entail:

- an active role in the eCadet program activities
- Entrepreneurs Programme Pitching
- Engagement Session
- Ensuring educational and experiential learning



Content Forum Booth at Digital Mass Comm Week & Content Code Talk

During INTI International College Subang's Digital Mass Communication Week, the Content Forum held a training session on "Responsible and Ethical Content Sharing: When Sharing Isn't Caring." The complexities of digital communication were explored, with a focus on the considerations that come with sharing content online.

Participants were afforded the opportunity to engage in talks and interactive exercises designed to raise awareness of the potential impacts of their digital footprint. Through these activities, attendees gained insights into how their online actions can influence their digital presence and reputation, highlighting the importance of mindful digital behavior.



SEARCCT's University Lecture Series

This self-regulation public awareness program was conducted to provide students and social media users with the knowledge needed to navigate the digital environment responsibly. With focus on combating extremism, the program underscored the importance of recognizing and addressing various forms of extremism prevalent on social media platforms. The objective of the lecture series was to empower users with the tools and resources necessary to recognize and effectively address extremist content, fostering a more informed and secure digital community.



Asia Internet Coalition (AIC) - Online Safety Forum

The CEO participated in a two-day hybrid event, conducted in collaboration with the Lee Kuan Yew School of Public Policy at the National University of Singapore, aimed at addressing online safety issues. The event facilitated extensive discussions surrounding the benefits of self-regulation and empowerment for both end users and online platforms.

Key topics explored included the importance of fostering digital literacy, promoting responsible online behavior, and implementing effective self-regulatory measures. Additionally, the event provided a platform for exchanging best practices and innovative approaches to address emerging challenges in online safety.

EXPANDING THE CONTENT FORUM'S REACH BEYOND BORDERS

The Content Forum has made significant strides in promoting a healthy online environment through collaborative partnerships with leading social media platforms, including Meta, TikTok, and Twitter (now known as X). These collaborations underscore a shared dedication to cultivating a more responsible and secure digital landscape, recognizing that collective action is vital to effectively address the evolving challenges of the online world.

Through these engagements, the Content Forum works closely with social media platforms to develop and implement initiatives aimed at enhancing digital safety, promoting online civility, and combating harmful content. This includes discussions to improve robust content moderation policies, measures to prevent the spread of misinformation and harmful content, and the promotion of digital literacy and user education initiatives.

By leveraging the expertise and resources of both the Content Forum and its social media partners, these collaborative efforts demonstrate a shared commitment to upholding ethical standards and promoting responsible online behavior, ultimately contributing to the creation of a healthier digital ecosystem for all.

Safety Partners Workshop with TikTok Malaysia

The CEO, was invited to attend a closed-door workshop and sharing session on 20 June 2023 alongside TikTok Malaysia and their partners. The primary objective of this pivotal meeting was to collectively tackle the potential challenges posed by misinformation and disinformation surrounding the upcoming state elections.

The session aimed to foster a responsible and accurate flow of information during this critical period, emphasizing the importance of fact-checking. By collaborating with TikTok Malaysia and its partners, the goal was to promote transparency and integrity in the dissemination of information, ensuring that users are equipped with verified and reliable content.

Meeting with Twitter

Thanks to HTTPOOL, Twitter's representative in Malaysia, the Content Forum engaged in a productive conversation with the company on 21 June 2023. Participating in the session provided an insightful opportunity to gain insights into Twitter's operations and explore potential collaborations for mutual benefit.

During the discussion, the CEO underlined the importance of digital safety and recommended Twitter to consider signing the Digital Safety Pledge. This commitment extends to raising awareness about responsible content creation and promoting thoughtful content sharing across the platform.

CMCF X TikTok: Surf's Up Digital Literacy Summit

On 1 June 2023, the Content Forum and TikTok Malaysia joined forces to host a summit on digital literacy at the Sime Darby Convention Centre in Kuala Lumpur. A notable highlight of the event was the official signing ceremony for the Digital Safety Pledge by TikTok, symbolizing the shared commitment of both organizations to prioritizing digital safety.

Distinguished guests, the Minister and Deputy Minister of the Ministry of Communications and Digital (Kementerian Komunikasi dan Digital - KKD), graced the occasion with their presence, underscoring the significance of the event in promoting digital literacy and safety in Malaysia.



Meeting with META

On 13 October 2023, the CEO engaged in a productive meeting with META's Country Public Policy Manager for Malaysia and Singapore. The discussion revolved around pressing issues related to the need for greater local adaptability of community guidelines on platforms such as Facebook, Instagram, and Threads. It was highlighted that these guidelines need to be more responsive to current issues and localized concerns such as suicide prevention awareness and hate speech.

During the meeting, META expressed appreciation for the Content Forum's role in promoting these important causes and in advocating for user self-regulation and digital literacy. The CEO further emphasized that while social media sites are not directly under the Content Forum's jurisdiction, the organization remains dedicated to encouraging necessary improvements to facilitate self-regulation of content on social media platforms and welcomes all opportunities for the same.



META Event: Strengthening Collaboration on Online Safety

On 7 December 2023, the CEO was invited by META to join the panel discussion alongside Deputy Minister YB Teo Nie Ching, representatives from META and Teach for Malaysia. During the discussion, META expressed their interest in collaborating with the Content Forum to advocate for self-regulation and digital literacy awareness, especially in ensuring that users comply with the community guidelines.

The central focus of the panel discussion revolved around strategies aimed at fostering digital skills, encouraging responsible online behavior, and safeguarding individuals from the evolving specter of online threats, including scams and fraud.

By collectively addressing these crucial aspects, the forum aimed to pave the way for a safer digital environment and contribute toward sustained digital progress in Malaysia.



LET'S TALK CONTENT

“Let’s Talk Content” serves as the Content Forum’s dialogue series, providing a platform for discussing contemporary topics within Malaysia’s ever-evolving content landscape. This initiative is meticulously crafted to foster open dialogue, encourage diverse perspectives, and stimulate thought-provoking discussions among industry players, thought leaders, and stakeholders.

By facilitating these discussions, the Content Forum endeavors to cultivate a vibrant community of content creators, media professionals, policymakers, educators and consumers who are committed to advancing the quality, integrity, and inclusivity of content across various media platforms. “Let’s Talk Content” serves as a catalyst for driving positive change and shaping the future of Malaysia’s content landscape through informed dialogue and collective action.

Let’s Talk Content – Comedy & Satire: Of Hahas and Brouhahas (Jan 2023)

In this installation of our Let’s Talk Content series, eminent comedians from Malaysia’s vibrant comedy scene converged to explore the dynamics of humour and satire. Rizal Van Geyzel, Shamaine Othman, and Dato’ Afdlin Shauki were among the esteemed panelists who contributed their knowledge and expertise to the conversation. The conversation revolved around the fine line between comedy, satire and offensive content, exploring how humor can serve as a powerful tool for social commentary.

Let’s Talk Content – Battling Sexists And Racists: The Wows And The Woes (March 2023)

This segment centered around an insightful dialogue addressing the challenges and opportunities encountered by Malaysians in their daily battles against sexism and racism. Through candid discussions, the panelists examined the nature of these societal issues and explored strategies for navigating through them.

By shedding light on both the moments of triumph and progress, as well as the persistent obstacles and setbacks, the dialogue aimed to foster greater understanding, empathy, and actionable solutions towards creating a more inclusive and equitable society for all Malaysians.

Let’s Talk Content & Usrah Bersama Mawi Dan Anas – Isu-Isu Agama Viral: Menyangkal Yang Dangkal (April 2023)

With moderator Amin Idris presiding over a distinguished panel that included Damian Mikhail, Faizal Ismail, and Ustazah Nony, this special Ramadan segment of our series focused on viral religious topics, providing an in-depth look into the challenges surrounding religious debate in the digital age. Following this conversation, the audience joined in an ‘usrah’ session led by Astro Zayan presenters Mawi and Anas, providing a space for reflection and spiritual enrichment.

Content Forum Sarawak Tour: Let’s Talk Content “Breaking News, Breaking Minds” (July 2023)

Our first series held in East Malaysia, this episode of Let’s Talk Content titled “Breaking News, Breaking Minds: The Trauma of Media Coverage and Mental Health,” centered on the profound impact of media coverage on mental well-being. Acknowledging the media’s influential role as a potent catalyst in shaping public opinion, the episode delved into the delicate balance between delivering timely news and safeguarding mental health. Recognizing the importance of providing accurate and relevant information, the discussion highlighted the need to consider the potential impact on individuals’ mental well-being.

Ultimately, the dialogue sought to foster a deeper understanding of the complex interplay between media coverage and mental well-being, promoting more responsible journalism practices for the benefit of all.



JOURNEY TO THE EAST

Recognizing the diverse perspectives and unique challenges present in East Malaysia, the Content Forum aims to bridge geographical gaps between the Peninsula and East Malaysia in order to amplify the local voices there while upholding self-regulation of content as a key tenet to a safe online environment.

Content Forum Sarawak Tour: Meeting with MCMC Kuching.

During this meeting, the Content Forum shared about the recent Content Code revamp and its key enhancements. Following the meeting, MCMC Kuching invited the Content Forum to participate in an event targeted for journalists in October 2023.

Content Forum Sarawak Tour: Site Visit at TVS

The Content Forum was invited by TVS for a site visit which was hosted by their CEO, Mr. Rizal Zulkapli. Among issues discussed were the challenges they face in terms of content moderation with LPF and approval procedures in airing of live programs, both of which are current license terms.

Content Forum Sarawak Tour: Content Code 2022 Dialogue with SMG

The Content Forum was invited to conduct a dialogue on Content Code 2022 with Content Forum's newest member, the Sarawak Media Group (SMG). The session was attended by their editorial, production, sales and legal teams.

Content Forum Sarawak Tour: Site Visit at KupiKupiFM (Sarawak)

The Content Forum was invited for a site visit at KupiKupiFM (Sarawak), which was launched on 9 June 2023. During this visit, the team shared about the key amendments in Content Code 2022, addressing their queries on the use of local language, advertising of intoxicating liquor and pork products.

Content Forum Sarawak Tour: Let's Talk Content "Breaking News, Breaking Minds"

Hosted by radio personality and entrepreneur Chopie Cakap, our first Let's Talk Content event in East Malaysia was co-organized with Astro Radio ERA Sarawak and brought together esteemed panelists from diverse fields including Dr Ravivarma Rao, psychiatrist at Hospital Miri; Alia Ali, founder of AWAS (Awareness Against Suicide) Malaysia; and Norman Goh, journalist at Nikkei Asia.

YB Deputy Minister Datuk Abdullah Saidol, from Jabatan Premier Sarawak (Hal Ehwal Korporat, Penerangan dan Unit Komunikasi Awam Sarawak) was in attendance and lauded the forum's commitment to addressing pertinent community issues and fostering critical thinking among participants.

Recognizing the significance of these dialogues, the YB Deputy Minister recommended for the Content Forum to host more of such sessions with a wider audience and broader participation to delve even deeper into the crucial topic of media ethics and its profound impact on mental health.



COLLABORATION AND ENGAGEMENTS WITH MEMBERS

In our continuous efforts to promote the critical role that ethical content creation plays in cultivating a healthy digital environment, the Content Forum remains committed in providing its members with comprehensive insights into the Content Code 2022. Through bespoke workshops and trainings, members receive in-depth briefings on the Code, ensuring a thorough understanding of its rules and values.

These briefing sessions serve as a vital initiative to reinforce the significance of adhering to the Content Code 2022. Moreover, they cultivate a collective commitment among members to actively contribute to a digital environment characterized by respect, inclusivity, and the well-being of content communities.

By empowering members with the knowledge and tools necessary for ethical content creation, the Content Forum aims to foster a culture of responsible digital citizenship and contributes to the advancement of a safer and more positive content ecosystem for all.

Content Code Training for Media Prima

The Content Forum was invited to provide a refresher training on the Content Code 2022, focusing on the amendments in the Content Code 2022, and to field questions from the various departments in Media Prima Group, to ensure alignment with industry-leading ethical practices.

Content Code Training & Dialogue with Media Specialists Association (MSA)

Content Forum conducted a virtual training and dialogue on Content Code 2022 with members of MSA. The session was attended by almost 90 participants. Discussions centered around the ethical considerations and best practices for content relating to advertising and marketing communications across all platforms.

ANCILLARY INSTRUMENTS AND SUPPLEMENTARY GUIDELINES

One of the Content Forum's primary objectives is to consistently refine codes and best practices in accordance with the Communications and Multimedia Act 1998, ensuring they reflect a balanced representation of community perspectives.

This includes the creation of supplementary instruments in the form of sub-codes, guidelines, best practice notes and other such references to ensure thorough, practical, and effective implementation of the Content Code.

Following the release of Content Code 2022, CMCF has outlined various supplementary instruments to complement the code, particularly addressing new subject matters or those necessitating more thorough details for improved comprehension and effective implementation.

All supplementary instruments will be formulated through a process involving research, a global-benchmarking exercise, consultation with subject matter experts and relevant stakeholders as well as a public consultation.

Meeting with Asia Pacific International Spirits & Wines Alliance (APISWA)

The Content Forum conducted an informative briefing session on the pertinent provisions of the Content Code 2022, particularly focusing on regulations concerning Intoxicating Liquor. During this session, APISWA expressed keen interest in collaborating with the Content Forum, specifically in joining the Working Group dedicated to developing Best Practice Note/Guidelines related to the marketing of intoxicating liquor.

Meeting with Netflix

During this meeting, the Content Forum and Netflix engaged in fruitful discussions regarding potential collaboration initiatives to be implemented in the future. Notably, Netflix, represented by their local representative, Vriens and Partners, played a pivotal role in the development of the Online Content Creator (OCC) Guidelines, which was officially launched in December 2023. The meeting underscored the commitment of both parties to continued collaboration aimed at promoting self-regulation and ensuring a positive content experience for users.



CROSS-BORDER INITIATIVES IN CONTENT GOVERNANCE

In a significant stride towards fostering an international dialogue on self-regulation principles, the Content Forum has embarked on a proactive endeavour to establish relationships with stakeholders abroad.

Through these initiatives, we aim to glean insights from global best practices and experiences in content governance. Concurrently, the Content Forum is leveraging these exchanges to showcase Malaysia's strategy for self-regulation, contributing to the global discourse on ethical content standards and promoting cross-border collaboration in advancing responsible content creation and dissemination.

Presentation to INPUMA and Congress Members of the Philippines

On 26 October 2023, the CEO was invited to share insights at the International Institute of Public Policy and Management (INPUMA), specifically on the Content Forum, the Content Code 2022, and Malaysia's self-regulatory framework. During the presentation, our CEO emphasized the parallels between Malaysia and the Philippines, highlighting similar challenges in the realm of new media. Participants were intrigued by the self-regulatory framework provided by Malaysia's Communications and Multimedia Act 1998, especially the formation of the Content Forum, and discussion were held on whether a similar framework would work in the Philippines.

Meeting with ANSAT Broadcast

In November, the Content Forum participated in a meeting with ANSAT Broadcast, which served as an introduction to their Indonesian partner, OK-Vision. This session proved highly informative as OK-Vision provided an in-depth overview of their content censorship flow for their upcoming broadcast services. The discourse facilitated a valuable exchange of insights, fostering a deeper cross-cultural understanding of regulatory frameworks in both countries.

AVIA Policy Roundtable

On 4 December 2023, the CEO was honored to be invited by AVIA to present at the AVIA Policy Roundtable held in Singapore. This esteemed gathering brought together legal and policy experts from across the globe, representing countries such as the UK, USA, Australia, and various Asian nations. The presentation centered on highlighting the pivotal role of the Content Forum in Malaysia and provided insight into the recent revamp of the Content Code 2022.

The session generated significant interest from several attendees, particularly those representing Indonesia and the Philippines. They expressed keen interest in inviting the Content Forum to address similar topics with their respective ministries and regulatory bodies. This international engagement underscores our steadfast commitment to contributing to global dialogues on content regulation and promoting ethical practices across borders.



MCMC REPORT

The Malaysian Communications and Multimedia Commission (MCMC) outlined four key focus areas to serve as the Content Forum's Key Performance Indicators (KPIs), in 2023, aiming to bolster the forum's effectiveness in regulating media content and fostering industry engagement.

The first focus area centers on Codes Development, where the Content Forum is tasked with developing and/or enhancing codes and sub-codes governing electronically disseminated content.

In line with its role in content regulation, the Content Forum's second focus area is Content Advisory. This encompasses various responsibilities, including the handling of Tier 1 complaints from new media platforms and the management and resolution of content-related complaints. The forum also provides advisory services on the Content Code 2022 and oversees the mediation process between stakeholders. These efforts are geared towards addressing complaints quickly and efficiently.

Industry Engagement constitutes another crucial area of focus for the Content Forum. The forum seeks to encourage a cooperative approach to content governance by asking industry stakeholders for their opinions on important topics and fostering discussion.

Finally, Public Education serves as another cornerstone of the Content Forum's mission, with a focus on educating and informing the public about self-regulation of content.



KPI 1 DEVELOPING ANCILLARY INSTRUMENTS TO SUPPLEMENT THE CONTENT CODE 2022

This Key Performance Indicator (KPI) for the Content Forum emphasizes the development of ancillary instruments to complement the Content Code 2022. This aims to enhance the regulatory framework of the Content Code 2022 by researching and producing supplementary materials such as sub-codes, guidelines, best practice notes, and other references that are related.

As of the current timeline, significant progress has been made in fulfilling this KPI. Recognizing the challenges posed by conflicting standards of content regulation within existing regulatory frameworks governing Online Curated Content (OCC) services, the Content Forum took proactive steps to address these issues. In December 2023, we achieved a milestone with the publication of the Best Practice Note for Content on Online Curated Content Service Providers.

Developed through extensive collaboration among industry leaders both local and international, this guideline aims to streamline content standards, providing clear standards and best practices for OCC service providers to ensure ethical and responsible content dissemination in Malaysia. The guidelines' overarching principles encompass national and public interests, racial and religious sensitivities, as well as improved accessibility standards for persons with disabilities. Other key points covered include content classifications, safety features, ratings, news and other factual content, consumer protection and feedback mechanisms.

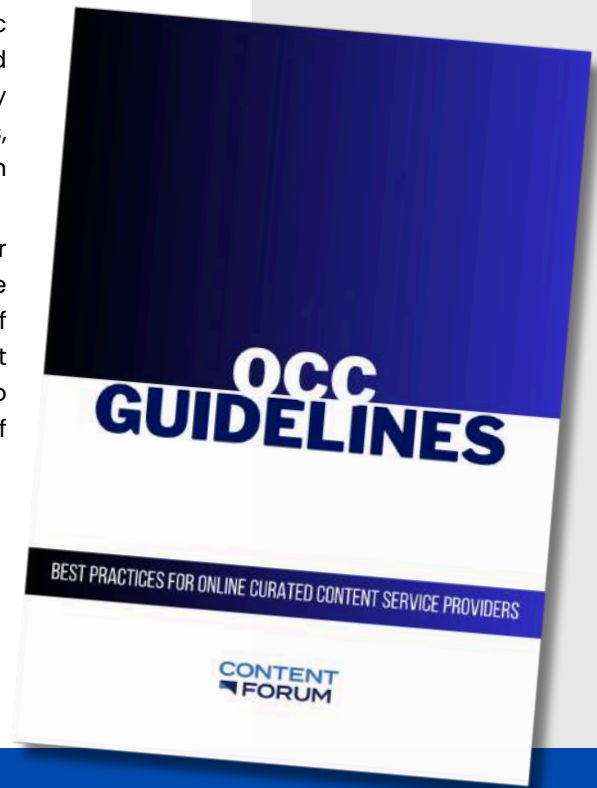
Additionally, ongoing efforts are underway to develop further ancillary instruments to supplement the Content Code. One notable initiative currently in progress is the formulation of Guidelines on Intoxicating Liquor Advertisements, currently at the Working Group Stage. This initiative is well-positioned to offer uniform and transparent rules for the promotion of alcoholic beverages in advertisements.

Looking ahead to 2024, the Content Forum has outlined its priorities for the coming year, with a specific focus on two key areas: Influencer Guidelines and Guidelines on Ethical Reporting on Suicide. The development of Influencer Guidelines aims to establish ethical standards and guidelines for influencer marketing practices, ensuring transparency and accountability in brand partnerships and sponsored content. Similarly, the formulation of Guidelines on Ethical Reporting on Suicide underscores our commitment to promoting responsible media coverage of sensitive topics, with a focus on safeguarding public welfare and minimizing harm.

KPI 2 ENSURING CONSUMER PROTECTION THROUGH EFFECTIVE COMPLAINTS-HANDLING AND ADVISORY

The Content Forum's second KPI focus area centers on Content Advisory, encompassing a range of responsibilities crucial to maintaining and addressing complaints efficiently. In terms of its contribution to consultations or inquiries conducted by the Malaysian Communications and Multimedia Commission (MCMC), the Content Forum has demonstrated and achieved a 100% fulfillment rate for the set KPI for both "providing feedback and contribution to consultations or inquiries" and "compiling industry feedback for public inquiries".

Another KPI area that the forum fulfilled was the requirement to resolve complaints in three days, with a perfect 100% success rate. Moreover, the



forum also excelled in acknowledging complaints within one working day, achieving a 100% KPI fulfillment, further highlighting its dedication to a responsive and efficient complaint-handling process. The Content Forum also successfully attained a 100% fulfillment rate for the KPI aimed at addressing the remaining complaints within 30 days, in keeping with our commitment to promptly handling concerns, even though MCMC set the KPI at 80%. This swift resolution underscores our commitment to addressing complaints promptly and ensuring timely redressal for stakeholders and the public.

In addressing Tier 1 complaints concerning new media, the Content Forum has shown its dedication to resolving issues in a timely manner by handling a substantial number of complaints i.e. 20,040 cases. Among these cases, 16,453 have been successfully resolved. The remaining 3,587 cases, categorized as new, on hold, or under investigation, signify ongoing efforts to thoroughly address and investigate complaints.



KPI 3 & 4 **ENGAGEMENT WITH INDUSTRY AND PUBLIC TO FACILITATE SELF-REGULATION**

The Content Forum has successfully met and exceeded KPIs set by the Malaysian Communications and Multimedia Commission (MCMC) in this focus area as well. One such KPI involved the dissemination of articles or papers on consumer issues and trends, with a target of 20 pieces of coverage. We surpassed this target by a significant margin, achieving 269 pieces of coverage from January to November 2023. This coverage, whether in traditional or digital form, including press releases or letters to the editor, has provided accessible and informative content to the public, contributing to greater awareness and understanding of the Content Forum.

Furthermore, the Content Forum has excelled in hosting structured engagement and awareness sessions, surpassing the KPI of 18 on-air/publications with an achievement of 276 sessions. These sessions, which span a variety of media including radio, television, and print, have been an invaluable means of interacting with the public.

The Content Forum successfully spearheaded or participated in various engagement sessions throughout the year and outperformed the KPI of 10 programs, with 65 programs accomplished. Meetings, seminars, town halls, and dialogues are just a few of the events and activities that have enabled meaningful conversations and cooperation amongst stakeholders and awareness among the public.

The Content Forum exceeded KPIs set by the MCMC in strategic partnerships and collaborations, where the Content Forum had to organize activities involving members or potential members, partners and allies. With a target of 5 activities, the forum

successfully achieved 8 impactful collaborations, highlighting our commitment to forging relationships with key stakeholders in the content sector. Events such as the Surf's Up: Digital Literacy and Online Safety Summit and the International Conference on Film & Society: Content Creation, Control, and Choice in the Digital Age are included in this KPI.

The Content Forum surpassed the KPIs in educating and training members, industry stakeholders, and the public. Assigned the responsibility of awareness and advocacy for self-regulation and the Content Code 2022, the forum surpassed expectations by completing 71 tasks, significantly above the predetermined KPI of 5. By creating content, conducting training, hosting dialogues and other initiatives, the forum has provided stakeholders and the public with the information they need to navigate the changing content world responsibly.

The Let's Talk Content series also proved to be a major factor in spreading awareness, as the casual format and knowledgeable panel of speakers attracted and piqued the audience's attention. This was crucial in allowing the Content Forum to utilize the Let's Talk Content segment as a tool to spread awareness, thus fulfilling the KPI set by MCMC.

In its efforts to expand reach and strengthen partnerships, the Content Forum engaged with both educational institutions and social media platforms. With a focus on educational outreach, we aimed to increase engagement with institutions nationwide, ranging from schools to public and private universities, colleges, community colleges, and polytechnics. This entailed forming alliances via memberships or Memorandums of Understanding (MOUs), holding seminars and training sessions, and collaborating on self-regulation and Content Code-related events.

Simultaneously, the Content Forum is actively cultivating relationships with key social media platforms to advocate for user self-regulation. Notably, TikTok Malaysia has demonstrated its commitment to digital safety by being the first to sign the Digital Safety Pledge, with other platforms in the process of doing the same.

PUBLIC RELATIONS REPORT

Appointed as the public relations firm for the Content Forum, GO Communications has contributed to our organization's communications, traditional and digital media visibility, and on-ground presence. With media strategies and on-ground support, GO Communications has played a crucial role in enhancing our visibility and impact, strengthening its ongoing partnership with the Content Forum.

With the renewal of its annual contract, GO Communications continues its collaboration with the Content Forum, organizing events, facilitating media appearances, and disseminating press releases to major publications in Malaysia. This approach mirrors the strategies undertaken in 2022.

Six press releases were published in Quarters 1 and 2, demonstrating the Content Forum's communication approach during the year's first half. This approach ensured that crucial information, updates, and announcements reached the media and the public, contributing to the organization's visibility and engagement.

In Quarter 3, the number of press releases slightly decreased to four. However, we swiftly regained momentum in Quarter 4, with six press releases disseminated along with one Op-Ed piece. The total number of press releases published for the year 2023 was 22.

The Content Forum saw substantial coverage on several platforms in the media landscape in 2023.

303 pieces of coverage were secured for the entirety year, strategically spanning traditional print media, broadcast channels, online platforms, and social media networks. This extensive reach contributed to a **substantial PR value of RM11,848,749.44**. The broad dissemination across diverse media channels also translated into an impressive reach of over 385.8 million. The return on investment (ROI) achieved by the Content Forum in 2023 was also excellent, standing at 75 times the initial investment value of RM156,000.



COVERAGE BREAKDOWN



19

Traditional print publications



138

Online platforms



8

Broadcast channels

RIDING THE TRENDS

At the forefront of this strategy is our Social Media team, through the development of creative, trendy content while injecting information about the Content Code 2022, aimed to create awareness tailored to the masses. This strategy has ensured that our content resonates with a broader audience and stays in tune with the latest online trends.

The Content Forum has witnessed positive growth on various social media pages, including TikTok, LinkedIn, X, Facebook, and Instagram. The upward trajectory on these platforms reflects the effectiveness of our medley of informative and engaging content that aligns with users' preferences across different social media spaces. By taking this step, the Content Forum is positioning itself to increase its digital footprint.

2023 OVERVIEW

One of the year's most noteworthy developments was the increased cooperation with Institutes of Higher Learning (IHLs), as demonstrated by collaborative events with universities, schools, and polytechnics. These collaborations were marked by the signing of memorandums of understanding, which emphasized a commitment to long-term cooperation, in addition to event collaborations. The Content Forum's commitment to developing the next generation of digital talent and promoting a culture of responsible content production among the youth was further highlighted with our role in the launch of the eCADET training program with Multimedia University (MMU).

The Content Forum's 2023 calendar was also marked with an increased number of cooperative collaborations with global social media giants like Meta, Twitter, and TikTok. These events took centre stage and encouraged discussions about the latest trends and issues that shape the landscape of online communication. It became the catalyst to an understanding between social media companies, where TikTok Malaysia became the first signatory of the Content Forum's Digital Safety Pledge.



@mycontentforum

Reinforcing their commitment to digital safety, this move showcased both TikTok Malaysia and Content Forum's dedication to fostering a secure online environment as both platforms pledged to actively collaborate with other stakeholders in advancing safety measures. Becoming a signatory of the Digital Safety Pledge was timely due to the increase of misinformation and hate content on TikTok's platform seen during the 2022 elections.

The overarching concept that reverberated throughout 2023 was "digital literacy", with events like 'Digital Citizenship and Online Ethics: Navigating the Spread of Misinformation in Malaysia' and 'Perbincangan Meja Bulat bagi mengenai Peranan Pendidikan dalam Menentang Penuluran Maklumat Palsu dan Ucapan Benci di Alam Maya' under our belt. Another such event is 'Building Awareness and Participation in Facilitating Malaysia's Digital Society', which our CEO was invited to preside over a dialogue session titled "Understanding Societal Participation in a Digital Society".

A further overarching theme that emerged concerned the critical role that media practitioners play in influencing public opinion and conversation. Events like the virtually hosted "Media Practitioners' Role in Suicide Prevention" were noteworthy because they highlighted media professionals' power and accountability in information dissemination. These discussions emphasized the need for better ethical reporting practices, sensitivity in storytelling, and the potential of media platforms to contribute positively to issues of public health and awareness.

The Content Forum concluded the year on a high note with yet another impactful event in collaboration with the Malaysian Communications and Multimedia Commission (MCMC). The day-long seminar titled 'Beyond Headlines – A New Era of News' brought together industry experts and thought leaders to address pressing issues within Malaysia's media landscape.

MEDIA STATISTICS AND COVERAGE

The Content Forum received a great deal of press in the first quarter of the year, as seen by the media coverage figures. One topic that received attention was the increase in complaints that the Complaints Bureau reported over the previous year, with coverage extending across both Malay and English media outlets. Additionally, there was substantial coverage on the updated film classifications integrated into the Content Code 2022.

Moreover, the first quarter saw extensive coverage of #TrackerBenci, an innovative initiative introduced by The Centre to track and categorize online hate speech in the Malaysian Twitter sphere using artificial intelligence.

Organic coverage during this period continued further with a mention from Minister Fahmi Fadzil, who highlighted the Content Code 2022, which lists best practices and ethics for content creation and management, which is primarily used by industry players as a reference. This recognition underscored the forum's relevance and authority within the media landscape, reflecting our growth.



As we moved into the second quarter of 2023, the Content Forum continued to make strides in advocating for greater representation of persons with disabilities in media and online content. Media coverage, exemplified by articles featured in several media outlets highlighted the forum's commitment to destigmatizing disabilities and promoting inclusivity.

The forum's approach to tackling modern digital concerns was further demonstrated through its collaboration efforts with platforms like TikTok for events like Surf's Up: A Digital Literacy Summit, and this event received widespread media coverage at the end of the second quarter.

Reaching a year-end crescendo, media coverage for the Content Forum ended on a high note with the publication and dissemination of an Op-Ed, in collaboration with clinical psychiatrist Dr. Ravivarman Rao Panirselvam in December. The Op-Ed highlighted the significance of digital detoxification, and there was a substantial coverage of news surrounding this topic in December overall.

FINANCE REPORT

Throughout 2023, MCMC sustained its financial support for the operations of the Content Forum, allocating a grant totaling RM2,850,000, consistent with the funding provided in 2022. This grant constituted 97% of the Content Forum’s income during the specified period.

The subscription and entrance fees from 46 Ordinary Members and 10 Associate Members of the Content Forum contributed RM78,490 (subscription fees) and RM2,000 (entrance fees). The total amount of the fees witnessed an increase of 3.06% from 2022’s subscription and entrance fees, which pooled a total amount of RM78,160 contributed by 53 Ordinary and 10 Associate Members.

The staff headcount remained at 14, the same as in 2022, amounting to a total staff cost of RM1,638,679. Notably, the largest expenditure in terms of activities and events was for the TikTok x CMCF Surf’s Up Digital Literacy Summit, amounting to RM58,300.

The Content Forum closed the year with a net surplus of RM312,837.57. Moving forward, we remain committed to prudent spending practices while ensuring the achievement of our KPIs.



MCMC’s sustained its financial support for the operations of the Content Forum,
with a grant totaling RM2,850,000 in 2023.

Actual Expenditures FY2023				
	Q1	Q2	Q3	Q4
Key Activities	RM	RM	RM	RM
Operations For Executive Office	817,276.80	655,118.23	542,347.19	497,089.35
Operation For KPI	5,710.20	12,595.00	67,951.30	16,101.70
Awareness and Membership Drive	99,517.64	119,190.37	114,309.81	102,499.47
TOTAL	922,505	786,904	724,608	615,691
				3,049,707



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