

**FOR IMMEDIATE RELEASE**

## **Content Forum Welcomes TikTok as a New Member**

**KUALA LUMPUR, 25 NOVEMBER 2024** – The Communications and Multimedia Content Forum of Malaysia (Content Forum) is pleased to announce TikTok's successful application as its newest member under the recently introduced category of 'Technology, Media, and Digital Service Providers.' This marks the first time for a short-form mobile video platform to join the Content Forum, following the amendment of the organization's constitution earlier this year to include such providers.

As a leading platform with a diverse global user base, TikTok will offer valuable insights into the evolving digital landscape, enabling the Content Forum to further strengthen its role in consumer protection and content self-regulation. TikTok will collaborate with Content Forum and pave the way for collaborative efforts in policy-making, industry standard setting, and the continued promotion of a safer, more equitable media landscape in Malaysia.

The addition of TikTok to the Content Forum's membership underscores the commitment of both parties to foster responsible content creation and distribution, ensuring that the digital media ecosystem remains aligned with the highest standards of integrity, safety, and consumer trust.



**Rafiq Razali**, Chairman of the Content Forum shared his thoughts on the new membership, stating:

*"We are delighted to welcome TikTok into the Content Forum as a key member of the Technology, Media, and Digital Service Providers category. This milestone reflects our commitment to building a balanced and responsible digital ecosystem. TikTok's inclusion marks an important*

*step forward as we work together to shape industry policies, ensure content responsibility, and enhance trust in the digital space for the benefit of consumers across Malaysia."*



**Mediha Mahmood**, CEO of the Content Forum added, stating:

*"It's encouraging to see platforms like TikTok taking an active role in supporting industry self-regulation. We warmly welcome other digital platforms to join us, as their participation ensures our content policies align with international best practices, comply with Malaysia's laws, and meet the unique needs of our community."*

The Content Forum looks forward to a productive and impactful partnership with TikTok as they continue to shape the future of digital content, promote best practices, and safeguard consumer interests across Malaysia.



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## **ABOUT THE CONTENT FORUM**

The Communications and Multimedia Content Forum of Malaysia (Content Forum) is an 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 in the content industry, i.e., advertisers, advertising agencies, broadcasters, content creators/distributors, audiotext hosting service 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 governing and promoting 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.

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

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