



FOR IMMEDIATE RELEASE

Content Forum's Inaugural Animation Competition Champions Responsible Content Creation

CYBERJAYA, 16 AUGUST 2024 — In a pioneering move, the Malaysian Communication and Multimedia Content Forum (Content Forum) launched its inaugural 2024 Animation Short Film Competition in April 2024, inviting students from Institutions of Higher Learning (IHLs) nationwide to showcase their animation prowess.

Rafiq Razali, Chairman of the Content Forum, stated, "This initiative aims to promote the value of prudent content among students by using the Malaysian Communication and Multimedia Content Code (Content Code) as the basis for storytelling. This is in line with Content Forum's mission to support the development of quality creative content in our country."

Themed "Inovasi Dalam Penciptaan Kandungan Berhemah" (Innovation in the Creation of Prudent Content), Rafiq expressed his hope that this competition will not only elevate awareness of responsible content among IHL students but also ignite their creative spark and enhance their visual communication skills through the medium of animation.

Furthermore, the competition, which bolsters the growth of both the development of art and the creative industry, garnered support from organizations such as the Malaysian Creative Arts and TVET Festival Association (ANIFEST), the Animation Educators Association of Malaysia (PPAM), and Multimedia University (MMU), Cyberjaya, who all demonstrated commitment and dedication in orchestrating the grand finale of the 2024 Animation Competition.

Prof. Dato' Dr. Mazliham Mohd Su'ud, President of MMU, commented, "As a reputable government-linked university, MMU will always provide support to creative professionals, as an effort to give exposure to students in fields of study focused on the creative industry, which are offered at this university."

Rafiq also extended his congratulations to the triumphant competitors for their efforts in producing animated masterpieces, stating, “You are all national assets who will continue to advance this creative industry to a higher level.”

The competition's top honor, accompanied by a cash prize of RM6,000, was bestowed upon the talented students of the National Academy of Cultural Arts and Heritage (ASWARA) for their exceptional creation, T.M.I. The champion’s representative, Nadiah Farhanah binti Alfian, revealed that the inspiration for her group’s work stemmed from the contemporary phenomenon of information sharing on the internet.

“I don’t think this is good because sometimes we end up sharing or oversharing. This information is accessible to anyone, so everyone can see and know. Therefore, I want to convey the message that we need to be careful with what we share so that we can protect ourselves from those who have bad intentions or who deliberately want to ruin our lives,” she said.

Full list of winners:

<p>First Place (cash prize of RM6,000)</p>	<p>Animation work: <i>T.M.I</i></p>	<p>Akademi Seni Budaya dan Warisan Kebangsaan (ASWARA)</p> <ol style="list-style-type: none"> 1. Nadiah Farhanah binti Alfian 2. Siah Yi Jie 3. Khalida Batrisyia binti Kairul Annuar
<p>Second Place (cash prize of RM4,000)</p>	<p>Animation work: <i>Hihang Hoheng Hanah</i></p>	<p>UiTM Puncak Perdana</p> <ol style="list-style-type: none"> 1. Tuan Dhiyat Muhaimin bin Tuan Yuhailan 2. Badrul Munir bin Mad Asri

<p>Third Place (cash prize of RM2,000)</p>	<p>Animation work: <i>Teknologi</i></p>	<p>Akademi Seni Budaya dan Warisan Kebangsaan (ASWARA)</p> <ol style="list-style-type: none"> 1. Amirul Hadif Danish bin Azaharuddin 2. Mohamad Ilhamhamid bin Abdul Murad 3. Aiman bin Amrul
<p>Consolation prizes (RM500)</p>	<p>Animation work: <i>Etika Pengguna Yang Berhemah</i></p>	<p>UiTM Melaka Cawangan Jasin</p> <ol style="list-style-type: none"> 1. Muhammad Fahmi bin Md Yusof
	<p>Animation work: <i>Kerana Bahasa, Badan Binasa</i></p>	<p>Akademi Seni Budaya dan Warisan Kebangsaan (ASWARA)</p> <ol style="list-style-type: none"> 1. Abi Ariff Ilham bin Ismail 2. Farish Iqmal bin Zumali 3. Ariq Danial bin Yusran
	<p>Animation work: <i>Buni</i></p>	<p>UiTM Puncak Perdana</p> <ol style="list-style-type: none"> 1. Nureen Razanah binti Razdan 2. Arfa Najwa binti Hadi

The competition entries underwent meticulous evaluation by a distinguished jury comprising representatives from Content Forum, ANIFEST, PPAM, and Dewan Bahasa dan Pustaka (DBP). The judges' verdict, based on criteria such as theme relevance, originality, creativity,

production process, and technical aspects, was deemed final and indisputable. A key priority of the competition was the correct and proper use of the Malay language.

Beyond recognizing the competition's victors, the event also encompassed an enlightening talk session on animation by Hassan Muthalib, revered as the Father of Malaysian Animation, whose pioneering contributions date back to the 1970s. Hassan's iconic creations, including Hikayat Sang Kancil, Arnab yang Sombong, and Gagak yang Bijak, continue to serve as inspiration for the emerging generation of animators, maintaining their relevance in the present day.

The event further featured a forum session, moderated by Fionaa Cassandra, with an esteemed panel comprising Mediha Mahmood, the CEO of the Content Forum; Usamah Zaid Yasin, the CEO of WAU Animation Sdn. Bhd.; and Encik Anuar Hassan, affectionately known as the cartoonist Sireh, an animation lecturer hailing from MMU, Cyberjaya.

The collaborations and partnerships highlighted at this ceremony will undoubtedly motivate students and industry professionals to engage in positive competition, thereby enhancing the quality of education and creative output in 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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