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MEDIA PRIMA'S RAFIQ RAZALI APPOINTED CONTENT FORUM CHAIRMAN

KUALA LUMPUR, 31 JANUARY 2024 — The Communications and Multimedia Content Forum (the Content Forum) announces the appointment of Rafiq Razali, Group Managing Director of Media Prima, as its new Chairman following the Content Forum's recently concluded Annual General Meeting. Commencing his two-year term on 30 January 2024, Razali succeeds outgoing chairman Kenny Ong, presently the Managing Director of Sony Music Entertainment for Malaysia, Singapore, and Vietnam.

In his new capacity, Rafiq Razali assumes leadership in shaping a resilient self-regulatory framework for the communications and multimedia content industry. Together with the Content Forum's council members, he will formulate strategic initiatives aligning with the organisation's vision, placing significant emphasis on self-regulation and best practices essential for industry growth and consumer protection.

Expressing his gratitude for the entrusted responsibility, Razali stated, "I am sincerely thankful for this role, a privilege that carries great responsibility. I look forward to not only upholding but raising the bar on the exemplary work done by the Content Forum since its inception."

Drawing on his extensive background, which involves navigating dynamic industries, Razali underscored the imperative of evolving to meet the ever-expanding content landscape's dynamic demands. He expressed the need for regulations and influence to extend to a wider spectrum of platforms and industries.

"Continuous attention and thorough consideration of the needs of our esteemed members at the Content Forum are paramount moving forward. My goal is to broaden the Content Forum's scope, recognising that consumed content extends beyond licensed platforms in Malaysia. Ideally, the Content Forum and the Content Code should encompass a more extensive array of industries as we progress," he remarked.

Recognised for his transformative leadership, Razali has shaped Malaysia's digital media landscape, steering Media Prima to become a dominant force in the industry. His strategic contributions include unifying digital strategy across the Media Prima Group and implementing a groundbreaking Big Data strategy, earning REV Media Group the 2019 Digital Publisher of the Year distinction. With a comprehensive background in commercialisation, business development, and digital strategy, Rafiq Razali brings valuable experience to his role as Chairman of the Content Forum, showcasing his ability to excel in diverse work environments and navigate the complexities of the digital landscape.

Congratulating Razali, Mediha Mahmood, CEO of the Content Forum, conveyed enthusiasm for the collaborative journey ahead. "We look forward to jointly fostering a content ecosystem that embraces creativity, innovation, and sustainable industry growth. Our shared commitment involves upholding the cultural richness, harmony, and values integral to Malaysia within the dynamic landscape of the content industry."

The Content Forum stands as an independent self-regulatory organisation, leading the charge in advocating

for self-regulation of content across electronic networked mediums. The Content Forum is responsible for developing and updating the Content Code, a cornerstone in Malaysia's content regulation that influences the ethical, responsible, and creative dimensions of the nation's communications and multimedia industry.

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ABOUT THE CONTENT FORUM

The Communications and Multimedia Content Forum of Malaysia (Content Forum) is an independent self-regulatory organisation registered under the Malaysian Communications and Multimedia Commission (MCMC) as an industry forum 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 forum, 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 and revamped in 2022. 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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