

FOR IMMEDIATE RELEASE

Content Forum Launches Nationwide Feedback Drive for Content Code Revisions

Empowering Malaysians to Shape Digital Content Standards

KUALA LUMPUR, 27 FEBRUARY 2025 – The Communications and Multimedia Content Forum of Malaysia (Content Forum) has launched a nationwide initiative to gather public and industry feedback on proposed revisions to the Malaysian Communications and Multimedia Content Code (Content Code). This initiative invites Malaysians from all backgrounds to play an active role in shaping the nation’s digital content standards.

This crucial feedback drive follows the recent amendments to the Communications and Multimedia Act 1998 (Act 588) and aims to ensure that the Content Code remains relevant and inclusive, while reflecting technological advancements and evolving societal expectations. The revisions will further refine key provisions to strike a balance between protecting against harm and preserving fundamental freedoms, ensuring a safer and more robust content ecosystem.

First introduced in 2004 and last updated in 2022, the Content Code serves as Malaysia’s industry-led self-regulatory framework that promotes ethical content creation and distribution across electronic networks. As a registered code under the Malaysian Communications and Multimedia Commission (MCMC), it also provides guidance on the interpretation of offences under Sections 211 and 233 of the Communications and Multimedia Act 1998.

With rapid digital transformation, the way content is produced, distributed, and consumed is evolving at an unprecedented pace. The Content Forum is committed to ensuring that the Code keeps up with these shifts, offering updated guidelines that address emerging ethical and regulatory challenges.

“As technology and societal norms evolve, so must our approach to content regulation. The rise of generative AI, which was not a significant factor during the 2022 Content Code revision, highlights the need for updated guidelines. This feedback drive is an important step in shaping a Content Code that aligns with current legal frameworks while addressing emerging challenges and opportunities in the content ecosystem,” said Rafiq Razali, Chairman of the Content Forum.

Why Public Participation Matters

Public feedback is essential in shaping Malaysia’s content governance. Individuals, industry professionals, content creators, consumers, and civil society organisations are encouraged to



share their insights and suggestions. These contributions will inform the drafting of the revised Content Code.

“Every voice matters, and we want Malaysians from all walks of life to feel heard and included in this process. It’s equally important that policy-making is data-driven, ensuring decisions are informed by real-world insights and experiences. Our approach is built on trust, openness, and the belief that better solutions come from working together,” said Mediha Mahmood, CEO of the Content Forum.

How to Participate

Members of the public can submit feedback from now until 31 May 2025 via www.contentforum.my. The Content Forum will review all submissions and conduct a public consultation to refine the revisions before finalising the updated Content Code.

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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 practises 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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