



CONTENT FORUM 2024 ANNUAL REPORT



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Introduction

In a year defined by rapid technological shifts and emerging legal and policy developments, the Communications and Multimedia Content Forum of Malaysia (Content Forum) has remained steadfast, evolving to meet new challenges, while championing self-regulation as the foundation of a safer, fairer, and more responsible content space. As content creation accelerates and societal expectations shift, so too must the mechanisms that guide ethical behavior. The Content Forum continues to lead that charge, adapting to change while maintaining our core values.

Since its inception in 2002, the Content Forum has played a central role in shaping a content ecosystem that is safe, inclusive, and accountable. In 2024, the pace of digital content creation surged, bringing with it a fresh set of challenges – from misinformation and hate speech to online safety concerns and cyberbullying. These realities underscore the growing importance of a robust self-regulatory framework, especially in protecting vulnerable communities and upholding content standards in a constantly evolving space.

In response, the Content Forum has taken bold steps to enhance compliance with the Malaysian Communications and Multimedia Content Code (Content Code) 2022. We've deepened engagement with stakeholders, raised public awareness, and empowered industry players to operate with greater responsibility. Notably, we intensified our membership drive, onboarding new members from diverse backgrounds, particularly from content associations and legal firms—further strengthening our multistakeholder foundation. Additionally, with younger users stepping into the digital world at an increasingly early age, the relevance of the Content Code in ensuring their safety has never been more critical.

Throughout the year, we have proactively refined content guidelines, expanded our educational outreach, and strengthened collaborations with regulators, digital platforms, civil society, and content creators. These efforts not only reinforce trust and accountability across the content ecosystem but also equip all players with the clarity and confidence to create and share responsibly.

As technology and digital content continue to evolve, the Content Forum remains committed to ensuring that self-regulation keeps pace with emerging challenges. Through ongoing advocacy, strategic partnerships, and clear standards, we strive to shape a digital environment that upholds integrity, responsibility, and societal well-being.



Chairman's Message

The year 2024 has been a transformative period for the Content Forum, marked by significant growth and an expanding scope of responsibilities. As technological advancements continue to shape the digital landscape, individuals and organizations now have greater capabilities to create and distribute content on a broad scale. In this ever-evolving environment, self-regulation remains a crucial pillar in ensuring that digital content is managed ethically, responsibly, and in alignment with industry standards.

The Content Forum has made significant strides this year, successfully accomplishing 92% of our strategic priorities, reflecting our dedication to effective content governance, forging industry ties, and amplifying public outreach. We also take great pride in welcoming ten (10) new members, whose expertise and fresh perspectives will further enrich industry discussions and contribute to a more robust and inclusive digital content landscape.

The progress of the Content Forum in 2024 has been made possible through the steadfast support and guidance of the Board of Councillors, whose collective wisdom and oversight have been instrumental in steering the Forum's growth. Under the leadership of Chief Executive Officer (CEO), Mediha Mahmood, the organisation has continued to advance with a clearer strategic direction, innovative regulatory approaches, and stronger policies to safeguard the evolving digital ecosystem.

Looking ahead to 2025, the content regulatory landscape is entering a pivotal phase, with newly passed laws moving towards implementation and enforcement. Alongside refinements to the licensing framework and the strengthening of regulatory mechanisms, these developments signal a transformative period for the industry. The Content Forum has been actively engaged in key working groups shaping these reforms, ensuring that self-regulation remains both relevant and effective in addressing emerging challenges. As these transformations unfold, our focus remains clear: to work hand-in-hand with industry players, policymakers, and the wider community to uphold high standards of content governance that are adaptable, inclusive, and future-ready.

I extend my deepest gratitude to our members, strategic partners, and the entire Content Forum team for their unwavering dedication and invaluable contributions. Your collective commitment has been the driving force behind our progress, and it has been an honour to serve alongside such a passionate and forward-thinking community. As we look to the future, I remain inspired by what we've achieved together, and even more so by what lies ahead. I look forward to continuing this journey with all of you.

Rafiq Razali
Chairman of the Content Forum

Board of Councillors 2024

The Content Forum's Council meets monthly to review ongoing progress, ensure sound financial stewardship, and align on strategic priorities for the coming quarter and beyond. These sessions are also a space for thoughtful deliberation, where plans are sharpened, challenges addressed, and ideas exchanged to keep the Forum's mission moving forward with clarity and purpose.

In 2024, the Council met twelve (12) times with a full quorum.

Members of the Council as per reporting period are as follows:

Executive Committee	
Chairman Encik Mohd Rafiq Mat Razali	Sistem Televisyen Malaysia Berhad
Vice-Chairman Mr. Claudian Navin Stanislaus	Malaysian Advertisers Association (MAA)
Hon. Secretary Puan Anira Che Ani	TM Technology Services Sdn. Bhd.
Hon. Treasurer Mr. Amarjit Singh Karthar Singh	YTL Communications Sdn. Bhd. (YTL)

Council Members for the Period of 2023 – 2025	
Mr. Andrew Lee	Association of Accredited Advertising Agents Malaysia (4As)
Ms. Jo Yau	Media Specialists Association (MSA)
Puan Nurul Shahida Shamsulazlan	Celcomdigi Berhad
Ms. Lydia Wang Chen Choo	Malaysian Digital Association (MDA)
Mr. Charanjit Singh Gill	Infobip Asia Pacific Sdn. Bhd.
Encik Mazlan Ahmad Palal	Al Hijrah Media Corporation
Puan Rita Irina Abd Wahab	Measat Broadcast Network System Sdn. Bhd.
Encik Fauzi Singon	National Union of the Teaching Profession Malaysia (NUTP)
Prof. Dr. Kiranjit Kaur a/p Pritam Singh	National Council of Women's Organisation (NCWO)
Dr. Tengku Elena Tengku Mahamad	Universiti Teknologi Mara (UiTM)
Ms. Anna Har Mei Yoke	Freedom Film Network
Mr. Nicholas Sagau Tony Ngimat	Media Prima Digital Sdn. Bhd.
Mr. Eddie Chua	Star Media Group Berhad
Ms. Irene Tan	Sun Media Corporation Sdn. Bhd.
Puan Siti Noraini Abd Rahman	Maxis Broadband Sdn. Bhd.

Members

The Content Forum takes pride in the diversity and inclusivity of its membership. Bringing together both industry leaders and civic voices, we continue to strengthen the foundation of self-regulation, ensuring that our content standards remain relevant, balanced, and reflective of evolving societal expectations.

As of 31 December 2024, the Content Forum comprises sixty six (66) members, including fifty three (53) Ordinary Members and thirteen (13) Associate Members. To further encourage participation from emerging sectors, we introduced a new membership category: Technology, Media, and Digital Service Providers, broadening our reach and deepening engagement across Malaysia's dynamic content landscape.



In 2024, we welcomed ten (10) new members—more than double the intake from the previous year—highlighting a growing recognition for the Content Forum's role in shaping responsible content governance.

The esteemed new members who joined the Content Forum in 2024 are as follows:

No.	New Members	Date Joined
1	PERSATUAN PEKERJA PROFESIONAL FILEM MALAYSIA (PROFIMA)	30 January
2	AKADEMI SENI BUDAYA DAN WARISAN KEBANGSAAN (ASWARA)	26 March
3	PERSATUAN FESTIVAL SENI KREATIF DAN TVET MALAYSIA (ANIFEST)	26 March
4	PERSATUAN PENGARAH FILEM MALAYSIA (FDAM)	26 March
5	DIGITAL CREATIVE CONTENT CREATORS ASSOCIATION OF MALAYSIA (DCAM)	22 April
6	MESSRS. ADNAN SUNDRA & LOW	27 June
7	LAW PARTNERSHIP	27 June
8	CHRISTOPHER LEE & ONG	29 August
9	MEATECH TRANSMEDIA SDN. BHD.	29 August
10	BYTE PRECISION SDN. BHD. (TIKTOK)	18 November

These enhancements, including the introduction of a new membership category, reflect the Content Forum's ongoing commitment to strengthening self-regulation while deepening collaboration across an ever-evolving digital ecosystem. More than just expanding our network, these efforts foster greater industry cohesion and help shape a more inclusive, responsible content environment—one that serves the interests of all stakeholders, from creators to consumers.

For membership inquiries, we welcome you to email us at secretariat@contentforum.my.



We value the Content Forum's role in guiding ethical content standards and fostering self-regulation across the industry. Our collaboration reflects a shared commitment to responsible digital engagement and ensuring that content policies evolve with societal needs.

**TikTok
Spokesperson**



As filmmakers, FDAM believes that joining the Content Forum is the best way to advocate for a more responsible and inclusive future for the industry.

**YBhg. Dato' Afdlin
Shaui bin Aksan**

**Chairman
FDAM**



List of Content Forum Members

ORDINARY MEMBERS		
Advertisers Category		
1	THE ASSOCIATION OF ACCREDITED ADVERTISING AGENTS MALAYSIA (4A's)	Mr. Andrew Lee
2	MALAYSIAN ADVERTISERS ASSOCIATION (MAA)	Mr. Claudian Navin Stanislaus
3	MEDIA SPECIALISTS ASSOCIATION (MSA)	Ms. Vanitha Selvathurai
4	COLGATE-PALMOLIVE MALAYSIA SDN. BHD.	Puan Wanaz Merican
5	NESTLÉ PRODUCTS SDN. BHD.	Ms. Catherine Yap Leng Leng
6	PROCTER & GAMBLE (M) SDN. BHD.	Ms. Noelle Wong
7	UNILEVER (M) HOLDINGS SDN. BHD.	Ms. Lenny Chuah
8	BEIERDORF (MALAYSIA) SDN. BHD.	Ms. Jessica Kan Pui Yee
9	DANONE (M) SDN. BHD.	Ms. Caroline Shiau Fern Tan
10	GERBANG ALAF RESTAURANTS SDN. BHD.	Puan Shamsidar Yahya
11	MONDELEZ MALAYSIA SALES SDN. BHD.	Puan Raja Zalina Raja Safran
Audiotext & Mobile Technology Service Providers Category		
12	CELCOMDIGI BERHAD	Puan Noordiwati Razali
13	MALAYSIAN DIGITAL ASSOCIATION (MDA)	Ms. Lydia Wang Chen Choo
14	INFOBIP ASIA PACIFIC SDN. BHD.	Mr. Charan Jit Singh Gill
Broadcasters Category		
15	AL HIJRAH MEDIA CORPORATION	Encik Mazlan bin Ahmad Palal
16	CAPITAL FM SDN. BHD.	Ms. Priya Dharshini Prabakaran
17	CH-9 MEDIA SDN. BHD.	Puan Zuraidah Mohd Yatim
18	COMMERCIAL RADIO MALAYSIA (CRM)	Ms. Mindy Chin Hui Min
19	HUSA NETWORK SDN. BHD.	Encik Ozarizan Mohd Nor
20	MAESTRA ROADCAST SDN. BHD.	Ms. Priya Dharshini Prabakaran
21	MEASAT RADIO COMMUNICATIONS SDN. BHD.	Ms. Priya Dharshini Prabakaran
22	MEASAT BROADCAST NETWORK SYSTEMS SDN. BHD.	Puan Rita Irina Abd Wahab
23	METROPOLITAN TV SDN. BHD. (8TV)	Puan Zuraidah Mohd Yatim
24	NATSEVEN TV SDN. BHD.	Puan Zuraidah Mohd Yatim
25	RIMAKMUR SDN. BHD. (SURIA FM)	Encik Amirul Farhan bin Abd. Hadi
26	TM NET SDN. BHD.	Puan Rosmawati Shuib
27	STAR RFM SDN. BHD.	Ms. Su Joo Li
28	SISTEM TELEVISYEN MALAYSIA BHD. (TV3)	Encik Mohd Rafiq Mat Razali
29	ANSAT BROADCAST SDN. BHD.	Ms. Lee Sook Lam

Civic Group Category		
30	AKADEMI SENI BUDAYA DAN WARISAN KEBANGSAAN (ASWARA)	Encik Azrie Izham bin Hamzah
31	DEWAN BAHASA DAN PUSTAKA (DBP)	Puan Fadhilah binti Ab Bahar
32	UNIVERSITI PUTRA MALAYSIA (UPM)	Ts. Dr. Syed Agil bin Shekh Alsagoff
33	UNIVERSITI UTARA MALAYSIA	Dr. Bahtiar Mohamad
34	NATIONAL UNION OF THE TEACHING PROFESSION MALAYSIA (NUTP)	Encik Fouzi bin Singon
35	NATIONAL COUNCIL OF WOMEN'S ORGANIZATIONS (NCWO)	Prof. Dr. Kiranjit Kaur a/p Pritam Singh
36	INTERNATIONAL ISLAMIC UNIVERSITY MALAYSIA (IIUM)	Prof. Dr. Farid Sufian Shuaib
37	UNIVERSITI TEKNOLOGI MARA (UiTM)	Dr. Tengku Elena Tengku Mahamad
38	PERSATUAN FESTIVAL SENI KREATIF DAN TVET MALAYSIA (ANIFEST)	Encik Amir Hamzah bin Hashim
39	PERTUBUHAN PERFILEMAN SOSIAL MALAYSIA (FREEDOM FILM NETWORK)	Ms. Anna Har Mei Yoke
40	PERSATUAN PEKERJA PROFESIONAL FILEM MALAYSIA (PROFIMA)	Encik Mohd Khalil Saleh
41	PERSATUAN PENGARAH FILEM MALAYSIA (FDAM)	YBhg. Dato' Afdlin Shauki bin Aksan
42	DIGITAL CREATIVE CONTENT CREATORS ASSOCIATION OF MALAYSIA (DCAM)	Encik Esma Dainal bin Md Isa
Content Creators & Distributors Category		
43	MEDIA PRIMA DIGITAL SDN. BHD.	Mr. Nicholas Sagau Tony Ngimat
44	PRIMEWORK STUDIOS SDN. BHD.	Datin Nor Hanizar bt Shafie
45	STAR MEDIA GROUP BERHAD	Chua Meng Hock @ Eddie Chua
46	SUN MEDIA CORPORATION SDN. BHD.	Ms. Irene Tan
Internet Access Service Providers Category		
47	MAXIS BROADBAND SDN. BHD.	Puan Siti Noraini Abd Rahman
48	SHINJIRU TECHNOLOGY SDN. BHD.	Mr. Shaun Lim Shan Her
49	TM TECHNOLOGY SERVICES SDN. BHD.	Puan Anira Che Ani
50	TIME DOTCOM BERHAD	Encik Afzal Abdul Rahim
51	YTL COMMUNICATIONS SDN. BHD.	Mr. Amarjit Singh Karthar Singh
Technology, Media and Digital Service Providers Category		
52	BYTE PRECISION SDN. BHD.	Encik Firdaus Fadzil
53	MEATECH TRANSMEDIA SDN. BHD.	Encik Mohd Zaharizan Abdul Mubin

ASSOCIATE MEMBERS		
54	CYBERSECURITY MALAYSIA	Encik Wan Shafiuddin Zainudin
55	MYNIC BERHAD	Ms. Yeo Yee Ling
56	VOICE GUILD MALAYSIA	Ms. Diong Chae Lian
57	ASSOC. PROF. DR. AIDA MOKHTAR	Assoc. Prof. Dr. Aida Mokhtar
58	INSTITUT KEFAHAMAN ISLAM MALAYSIA (IKIM)	Encik Al Iskandar bin Mokhtar
59	ASSOC. PROF. DR. NUR KAREELAWATI BINTI ABD KARIM	Assoc. Prof. Dr. Nur Kareelawati Binti Abd Karim
60	ASSOC. PROF. DR. MD. AZALANSHAH BIN MD SYED	Assoc. Prof. Dr. Md. Azalanshah Bin Md Syed
61	TECHKNOW SOLUTIONS SDN. BHD.	Encik Harith Gautaman bin Ramasamy
62	THE OUTDOOR ADVERTISING ASSOCIATION OF MALAYSIA	Mr. Mareshvaran Starling
63	SARAWAK MEDIA GROUP SDN. BHD.	Encik Mohd Aizal bin Ibrahim
64	MESSRS. ADNAN SUNDRA & LOW	Mr. Sri Sarguna Raj
65	LAW PARTNERSHIP	Mr. Brian Law
66	CHRISTOPHER LEE & ONG	Ms. Anissa Maria Anis

Executive Office

The Content Forum's Executive Office is made up of fourteen (14) dedicated professionals, each contributing a unique blend of expertise and qualifications. Driven by a shared commitment to excellence, the team operates seamlessly across divisions to carry out strategic initiatives and ensure the day-to-day operations of the Content Forum run smoothly under the guidance of the Council.

Through cross-functional collaboration, we tap into a diverse skill set - from policy development and stakeholder engagement to event management, training, content creation, and social media communications. Each team member plays an essential role in advancing our mission and ensuring our work remains relevant, agile, and impactful.



As of 31 December 2024

Executive Report

In 2024, the Content Forum remained resolute in advancing its strategic objectives, further solidifying its position as a trusted advocate for self-regulation, ethical content governance, and digital responsibility. Guided by our three strategic pillars—Codes and Policy Development, Advocacy and Awareness, and Effective Complaints Handling and Advisory Services—our efforts continued to evolve in step with the rapidly changing digital landscape and the growing expectations of stakeholders.

Throughout the year, we sharpened our focus through a series of structured strategies aimed at reinforcing self-regulation, promoting digital literacy, and protecting the rights and well-being of all users. Among our key milestones was the onboarding of ten (10) new members, including major digital platforms like TikTok—reflecting industry confidence in our mission and reinforcing the multistakeholder nature of our work.

To ensure our initiatives remained focused, impactful, and aligned with industry best practices, we implemented a series of well-structured strategies aimed at strengthening self-regulation, promoting digital literacy, and safeguarding the rights and well-being of our community in an increasingly complex digital landscape. Our approach emphasized on broadening outreach, fostering collaborative partnerships, and amplifying our impact through targeted campaigns and educational initiatives.



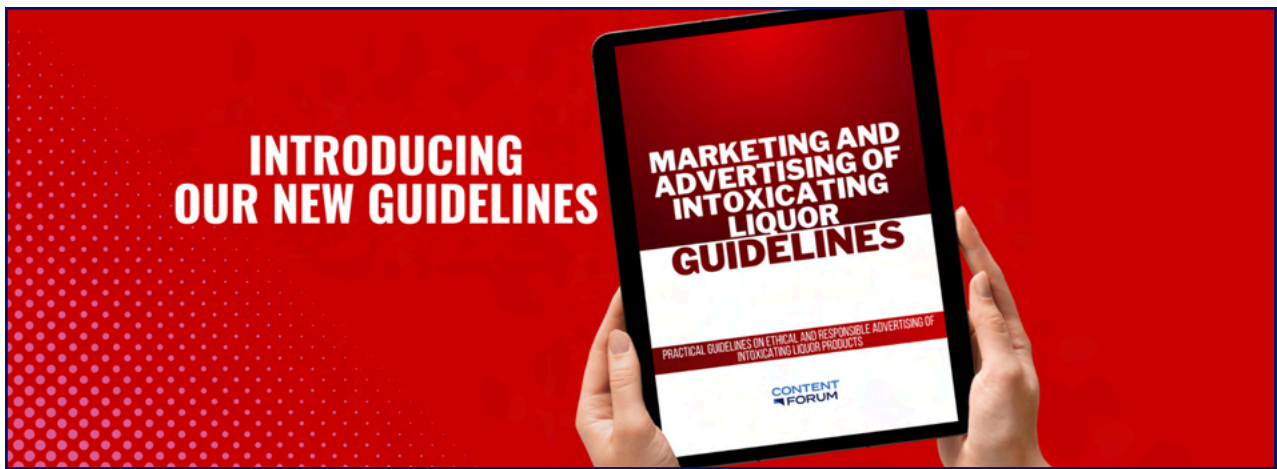
We launched dedicated teams focused on social media, gamification, and stakeholder outreach—enhancing how we engage with communities, especially younger and at-risk users. This was reflected in impactful initiatives such as training over 300 ‘edufluencers’ under the Ministry of Education (MOE), and deepening our advocacy around online safety and responsible content creation. Through ongoing collaboration with regulators, tech platforms, civic groups, and regional counterparts, we ensured that our work not only meets but anticipates the evolving needs of the ecosystem.

Ethical content creation, stronger industry engagement, and the wider amplification of the Content Code have remained central to our efforts. These pillars have allowed the Content Forum to actively shape a more responsible, inclusive, and future-ready digital environment. The following sections outline the highlights and accomplishments that have defined our journey over the past year, demonstrating our commitment to progress, partnership, and purpose.

Codes and Policy Development

The Content Forum remains deeply committed to refining the Content Code and developing supplementary instruments that uphold the principles of self-regulation under the CMA 98. Our goal is to ensure that these instruments are not only aligned with legal and regulatory frameworks, but also responsive to evolving industry practices and community expectations.

To this end, we focus on producing sub-codes, guidelines, and best practice notes that enhance the practical implementation of the Content Code. These instruments provide greater clarity and specificity, enabling content creators, platforms, and regulators to navigate complex content issues with confidence and accountability.



Each instrument undergoes a rigorous, multi-stakeholder drafting process, informed by thorough research, comparative benchmarking, and constructive feedback from targeted consultations. We work closely with government agencies, industry practitioners, consumer groups, civil society organizations, legal professionals, and subject-matter experts to ensure every guideline is well-rounded, realistic, and fit for purpose.

In 2024, this collaborative approach led to the successful publication of the **Guidelines on the Marketing of Intoxicating Liquor**, which offer clear parameters for promoting alcohol-related content responsibly.

In addition, the initial concept for the 'Guidelines for the Ethical Reporting of Suicide' was thoughtfully expanded to address a broader range of content.

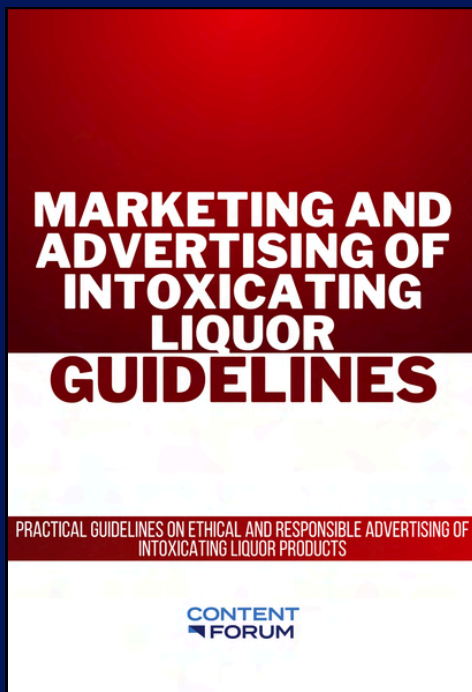
Now titled the '**Guidelines for the Ethical Reporting and Sharing of Suicide-Related Content**,' this document was developed through a robust working group process and shaped by insights gathered from a comprehensive public consultation. This guideline aims to address a sensitive yet urgent issue, offering media professionals and digital users alike a practical framework for reporting and sharing content in a way that is ethical, respectful, and mindful of potential harm.

Key Supplementary Guidelines Developed in 2024

- Guidelines on the Marketing of Intoxicating Liquor
- Guidelines for the Ethical Reporting and Sharing of Suicide-Related Content

We view these supplementary instruments not as one-off documents, but as part of a living framework that evolves alongside the digital landscape. As new challenges and trends emerge, we remain committed to ensuring the Content Code—and the tools that support its implementation—are evidence-based, practical, and grounded in real-world applicability. Looking ahead, we will continue to identify priority areas and develop complementary instruments that provide clear, actionable guidance for both industry players and the public.

1. Guidelines for the Marketing of Intoxicating Liquor



The Guidelines for the Marketing of Intoxicating Liquor were officially launched on 30 October 2024, marking a significant milestone in the ongoing effort to promote responsible advertising practices in Malaysia.

While advertising intoxicating liquor is prohibited on broadcast platforms, the increasing shift towards digital and content-driven advertising has created a need for clear guidance in this space. In response, the Content Forum developed these guidelines to ensure that digital advertising of intoxicating products is conducted in a responsible, ethical, and culturally sensitive manner—especially in an environment where content often transcends platform boundaries.



**SCAN TO READ / DOWNLOAD
THE GUIDELINES**

Developed through extensive collaboration with industry practitioners, regulators, civil society, and communications experts, and shaped by input gathered during a nationwide public consultation, the guideline sets a new benchmark for ethical marketing of intoxicating products, particularly in digital and content-driven spaces.

Reflecting the multicultural and multifaith fabric of Malaysian society, the guideline provides clarity and consistency for advertisers and content creators, while balancing between commercial expression and the need to safeguard public interests, particularly those of vulnerable groups.

Following its launch, we have received numerous requests for training and advisory support, signalling strong industry interest in responsible advertising practices. Plans are currently underway to conduct targeted training sessions for our members and partners, aimed at strengthening long-term capacity for ethical digital advertising across all relevant sectors.

2. Guidelines for Ethical Reporting and Sharing of Suicide-Related Content

The Guidelines for the Ethical Reporting and Sharing of Suicide-Related Content has been significantly expanded to reflect the complexity and sensitivity of the subject matter. Developed through the thoughtful input of a dedicated working group, including representatives from the Ministry of Health (National Centre of Excellence for Mental Health), medical professionals, researchers, media practitioners, and individuals with lived experience the guideline offers practical and compassionate guidance for both the media and digital content creators.

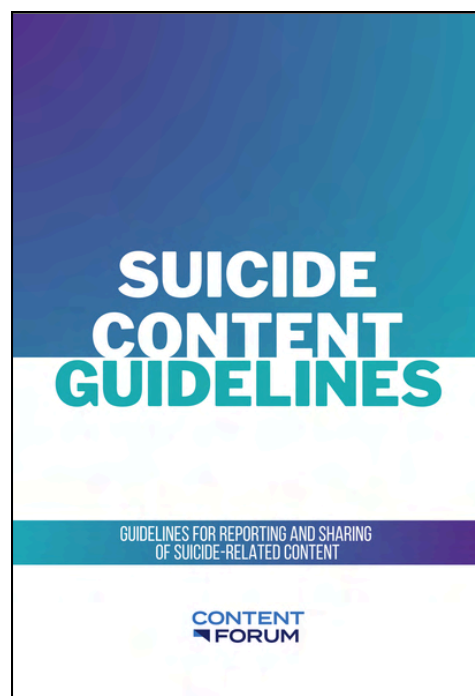
The expanded draft goes beyond traditional media reporting to include social media usage, digital storytelling, and entertainment content, ensuring a more holistic and culturally sensitive approach to suicide-related content. It is built around the belief that ethical communication can reduce harm, support healing, and empower responsible narratives.

These areas include:

- interviewing victims of tragedy, witnesses, and survivors
- reporting on unusual circumstances and celebrity suicides
- social media usage guidelines
- safe sharing by those with lived experience
- depictions of suicide and self-harm in drama and film
- reporting on self-harm, youth suicides, mass killings, and suicides in multifaith communities

The guidelines were published on 15 April 2025, following months of public consultation, refinement, and stakeholder engagement. They now serve as a vital reference for those involved in shaping public narratives—encouraging sensitivity, accountability, and care in how suicide-related content is reported and shared across all platforms.

To ensure ease of reference and understanding, we will be developing an ethical suicide reporting card to complement these guidelines, similar to the Sarawak Suicide Reporting Card (SASaR) previously launched.



The Content Forum remains committed to developing practical and forward-looking guidelines that promote ethical and responsible content creation and reporting. Special emphasis is placed on safeguarding the dignity and representation of vulnerable communities, including Persons with Disabilities (PWD). Among the upcoming initiatives is a Guideline for Disability-Inclusive Language, which aims to support content creators, media professionals, and the public in using respectful, empowering, and inclusive terminology when referring to PWD across all forms of content.



Advocacy and Awareness

In 2024, the Content Forum reaffirmed its commitment to fostering meaningful engagement with a wide spectrum of stakeholders—from policymakers and platforms to educators, creators, and civil society. Our advocacy efforts went beyond raising awareness; they drove real change by empowering industry players and communities to embrace ethical content practices in tangible, impactful ways. With each conversation, collaboration, and campaign, we worked to ensure that self-regulation remains dynamic, inclusive, and aligned with the needs of a rapidly evolving digital society.



1. STRENGTHENING STAKEHOLDER ENGAGEMENT AND PROMOTING SELF-REGULATION

The Content Forum stepped up its engagement with government bodies, tech platforms, civil society organisations, and industry leaders, deepening partnerships and gathering critical input to ensure that both existing and upcoming guidelines are practical, relevant, and inclusive. A key focus was the extensive consultation process for the Guidelines for the Ethical Reporting and Sharing of Suicide-Related Content, which featured feedback from ministries, health professionals, media representatives, and individuals with lived experience.

In parallel, we continued to champion ethical online behaviour through open dialogues with digital influencers and creators, including the Creators IRL programme—a content creator engagement initiative jointly organized with Celcom-Digi, META, and Says.com, aimed at building awareness around online safety, scams, and the importance of ethical influence. These platforms not only encouraged self-regulation but also empowered creators to become responsible digital role models.

Recognising the importance of reaching digital natives, we also partnered with schools and families to equip young Malaysians (and their guardians) with the tools and understanding needed to become responsible content creators and sharers. Our efforts also extended nationwide, with advocacy programmes targeting members of the media and other key stakeholders—ensuring that messages around ethical content creation were widely disseminated across regions and communities.

To amplify our efforts, we continued to cultivate strategic relationships both locally and internationally, including organizing a Kids & Family Online Safety workshop, in partnership with Google's Trust & Safety Asia-Pacific (APAC) team. We will continue to ensure our approaches remain informed, adaptive, and aligned with global best practices in content regulation and digital responsibility.

2. EXPANDING IMPACT THROUGH ACADEMIC INVOLVEMENT

Recognising the power of education in shaping long-term change, the Content Forum significantly expanded its outreach to academic institutions. We worked closely with universities and media faculties to embed key concepts of digital responsibility, content governance, and ethical creation into both curricula and student activities. Through guest lectures, panel sessions, and collaborative research, we offered students firsthand exposure to the real-world application of content standards—laying the groundwork for a future generation of responsible and informed digital citizens.

In our ongoing efforts to engage youth meaningfully, we also collaborated with university students to develop an awareness campaign focused on responsible online content practices. This initiative not only provided students with practical experience in ethical content creation, but also allowed them to play an active role in shaping messaging that resonates with their peers. We aim to continue involving young voices in our advocacy efforts, to cultivate a culture of digital responsibility from the ground up.



3. REVITALISING TRAINING AND CAPACITY BUILDING

We continue to roll-out targeted training sessions to help members and the public to understand and implement ethical content standards—particularly in digital contexts where regulation can be ambiguous. These included preparatory workshops for our new guidelines, as well as sessions focusing on ethical journalism and responsible social media practices.

Our efforts also extended to training **over 300 'edufluencers'** through the MOE and over 100 national athletes and coaches through the Ministry of Youth and Sports—ensuring these impactful stakeholders are equipped to engage ethically and effectively online. We also conducted training through our involvement in the Creators IRL initiative, which brought together content creators, influencers, and digital storytellers to explore the responsibilities that come with online influence. Through curated workshops and interactive dialogues, participants were equipped with practical tools to promote online safety, recognise and counter scams, and contribute positively to the digital space.

In collaboration with TikTok, the Content Forum co-launched the **#ThinkTwice campaign** to promote digital responsibility and safer online behaviour. The initiative featured educational content, webinars, and resources to help users reflect before posting or sharing online. It reached over 26 million views, engaged 417,000 live webinar participants, and saw strong youth participation—including over 500 students from UiTM Shah Alam pledging their support. The campaign reflects our shared commitment to empowering users, especially the youth, to create a more thoughtful digital space.



4. STRENGTHENED PUBLIC RELATIONS AND STRATEGIC COMMUNICATIONS

To ensure greater visibility and impact, the Content Forum strengthened its public relations and communication strategies across both traditional and digital platforms. Through media features, live engagements, and strategic social media campaigns, we amplified awareness of the Content Code and related guidelines. Our content, including infographics, explainer videos, and carousel posts, was tailored to resonate with different audience groups, while remaining accessible, informative, and engaging. This enhanced approach ensured that our messages reached beyond policy circles—empowering everyday users, parents, educators, and creators to play their part in fostering a safer and more respectful digital environment.

Events



Workshops, training sessions, seminars, and dialogues are more than just calendar fixtures for the Content Forum—they are active touchpoints where policy meets practice, and where ideas are exchanged, challenged, and transformed into meaningful action. These engagements form the backbone of our advocacy and education efforts, providing practical tools and real-world insights to help industry players, creators, educators, and the public navigate the digital content space responsibly.

In 2024, we continued to prioritize depth over formality; hosting sessions that were interactive, solution-oriented, and tailored to the real concerns faced by our stakeholders. From intimate roundtables with content creators to university workshops with students, and multi-stakeholder dialogues on complex topics like suicide-related content and scam prevention, each event was crafted with purpose.

We ensure our events are centred around the Content Code and its supporting guidelines, to reinforce our role not just as a self-regulatory organization, but as a collaborative partner committed to capacity building and long-term impact.

As of 31 December 2024, we conducted ninety (90) programmes, engaging over 159,000 participants across various sectors and regions. A significant portion of this reach was achieved through a LIVE TikTok session held under the #ThinkTwice campaign, which successfully connected with a broad and diverse audience in real time. These numbers reflect not just reach—but our growing ability to engage meaningfully with digital-native communities through innovative, platform-driven approaches that are relevant, inclusive, and forward-looking.



ENGAGING CONVERSATIONS: DIALOGUES, FORUMS, AND ONGOING DISCUSSIONS

In 2024, the Content Forum strengthened its presence as a facilitator of meaningful dialogue and a catalyst for change within the content ecosystem. Through strategic engagements and collaborative forums, we elevated key conversations around self-regulation, online safety, and ethical content creation, ensuring that diverse voices were not only heard but meaningfully included.

Our journey this year began with a pivotal dialogue with Minister of Communications, YB Datuk Fahmi Fadzil, whose strong advocacy for self-regulation reaffirmed the urgency of addressing harmful content in digital spaces. Throughout the year, the YB Minister remained a steadfast supporter of our work; not only voicing his support in Parliament but also connecting us with influential stakeholders from civil society. His continued involvement has been instrumental in advancing our mission and amplifying the message that self-regulation must be a shared responsibility—one that bridges government, industry, platforms, and the wider community.

We continued to drive these conversations forward at both local and international levels. The **Wacana Kandungan series** expanded to new audiences, including a notable session in Kelantan, where we explored the intersection of Artificial Intelligence (AI) and Malaysia's visual arts landscape. These regional engagements provided invaluable perspectives and helped ensure that discussions on digital content remain grounded, inclusive, and forward-looking.

A standout moment was our collaboration with the National Council of Women's Organisations (NCWO) and the Kuala Lumpur and Selangor Coalition of Women Organisations (KLSCWO) in conjunction with International Women's Day 2024. The **#InvestInWomen: Inclusivity and Empowerment in the Digital Space** forum brought together thought leaders, policymakers, and advocates, including Deputy Minister YB Teo Nie Ching, to explore the evolving role of women in the digital economy and content industry. The event underscored our commitment to gender inclusivity and the creation of safer, more empowering online spaces for women and girls.

Our focus on ethical storytelling took shape through initiatives such as **Creators IRL**, where content creators gathered to explore their roles in shaping responsible narratives. Meanwhile, the **#ThinkTwice campaign** with TikTok offered a space to examine the ethical challenges of trend-driven content—featuring creators and experts who shared actionable strategies for balancing engagement with responsibility.



We also maintained a strong focus on youth and family digital safety. A key initiative was our collaboration with Google's Trust & Safety Asia-Pacific team, culminating in a dedicated **Kids & Family Online Safety Workshop** for parents, educators, and policymakers. The session equipped participants with practical tools to navigate issues such as online scams, harmful content exposure, and digital wellbeing, underscoring our belief that online safety must begin with awareness and empowerment at home and in schools.

Beyond our own initiatives, the Content Forum actively contributed to major conferences and industry platforms, sharing the Malaysian experience of self-regulation and learning from international best practices. Each event allowed us to reinforce the value of adaptable, collaborative frameworks in navigating content-related challenges across sectors.

Through these collective efforts, the Content Forum remains steadfast in shaping a digital environment that is safe, ethical, and inclusive. Looking ahead, we are committed to deepening these conversations and building a sustainable self-regulatory framework that is responsive to Malaysia's unique digital future.





EMPOWERING THE FUTURE: EDUCATIONAL OUTREACH TO SCHOOLS AND INSTITUTIONS OF HIGHER LEARNING

The Content Forum remains steadfast in its mission to guide the younger generation on the fundamental principles of the Content Code through proactive and engaging outreach programmes in schools, colleges, and universities across Malaysia. These efforts are designed not just for our members, but for a wider academic community, equipping both students and educators with a clear understanding of media regulation, ethical content creation, online safety, and responsible digital behaviour.

In 2024, we delivered a series of impactful programmes tailored for youth audiences—including interactive workshops, real-world case studies, booth activations, and gamified learning experiences. Recognising that many content creators begin their digital journeys early in life, we have taken a proactive approach to nurturing creativity, critical thinking, and ethical awareness from the start. Our goal is to instill a lasting sense of responsibility that students will carry into their academic pursuits and professional careers.



A key highlight of our educational outreach was our active participation in **industry-academic collaborations**, which brought students face-to-face with media professionals and digital experts. Through guest lectures, industry talks, and hands-on sessions, we provided aspiring content creators with practical insights into the realities of the digital world—from managing online reputations to understanding regulatory boundaries. These sessions bridged the often-wide gap between theory and practice, while reinforcing the value of ethical decision-making in content creation.

We also expanded our outreach to include students from **a wider range of disciplines and regions**, ensuring that media literacy and responsible content practices were accessible to all, regardless of background or field of study. Whether engaging communication students in urban universities or reaching future creators in rural schools, our approach was guided by one principle: responsibility in content creation should be universal, not optional.

Through these collective efforts, the Content Forum continues to play a vital role in shaping a digitally responsible generation, empowering students with the tools, knowledge and values they need to navigate and contribute to the content landscape with integrity, empathy and professionalism.



The Content Forum continues to deliver comprehensive and accessible training sessions on the Content Code, reaching a diverse range of participants, including our members, industry practitioners, associations, government agencies, and anyone eager to better understand self-regulation in the digital age.

These sessions are carefully structured to go beyond the basics, equipping participants with a practical understanding of the Content Code's principles and how they apply to real-world content creation and distribution. From ethical storytelling and regulatory compliance to navigating grey areas in digital communication, the training empowers stakeholders to engage more confidently and responsibly within the media landscape.

Beyond learning, the training also serves as a valuable listening platform. Each session creates space for open discussion, where participants share experiences, voice concerns, and offer suggestions on improving the Code's clarity and effectiveness. This feedback loop plays a crucial role in helping us ensure the Content Code remains relevant, adaptable, and responsive to the evolving realities of the content ecosystem.

EMPOWERING MEDIA NATIONWIDE: COLLABORATIVE TRAINING WITH NPC AND MCMC

In a strategic collaboration with the National Press Club (NPC) and the Malaysian Communications and Multimedia Commission (MCMC), the Content Forum rolled out a nationwide training initiative under the 'Professional Development Series'—a programme aimed at upskilling media professionals across the country.

At the heart of this initiative was our interactive training module, **'Cracking the Code: A Practical Guide to Self-Regulation of Content'**, which provided hands-on guidance to participants on navigating the principles of the Content Code. Designed to be both practical and accessible, the course empowered participants to apply ethical standards in real-world editorial decisions and digital storytelling.

Launched by Deputy Communications Minister YB Teo Nie Ching, the programme forms part of a larger national effort to empower the media fraternity and raise professional standards across platforms. Other key partners included IPPTAR and the Crisis Management Centre, who contributed valuable expertise and support throughout the initiative.

The series reached media practitioners, students, and stakeholders **across ten (10) states**, including Kuala Lumpur, Negeri Sembilan, Pahang, Perak, Pulau Pinang, Selangor, Sabah, and Sarawak. Each session sparked meaningful dialogue, strengthened understanding of self-regulation, and highlighted the essential role that journalists and content professionals play in upholding public trust in the digital age.

Through this collaborative effort, the Content Forum continues to champion professional development, ethical media practices, and nationwide capacity-building in support of a more informed, responsible, and resilient media landscape.



One of the key things that I took away from the session was the importance of understanding the regulations and what it does in protecting the society while at the same time protecting the journalists. In terms of what the Content Forum is doing in ensuring that the ecosystem is correct, this session was excellent and I'm really excited to see more of their other programs that they're doing across the country.

Nordin Abdullah
Founder, Crisis Management Centre



DEMYSTIFYING ADVERTISING REGULATIONS: ENHANCING INDUSTRY COMPLIANCE

To support greater industry compliance and understanding, the Content Forum conducted specialised training sessions tailored specifically for advertisers, marketers, and brand communicators. These sessions focused on unpacking the advertising-related provisions of the Content Code, making complex regulations more accessible and actionable for those involved in content promotion and brand messaging.

Designed with practicality in mind, the training incorporated real-world case studies, interactive discussions, and scenario-based learning to ensure that participants could apply the principles confidently in their daily operations. The goal was not just to inform, but to foster a culture of ethical advertising grounded in transparency, responsibility, and consumer trust.

To maximise reach and convenience, these sessions were delivered in both on-ground and online formats, engaging our members as well as representatives from industry associations. The enthusiastic participation and strong feedback received highlight the growing recognition that ethical advertising is not just a regulatory requirement—but a vital part of sustainable brand practice.



ACTIVE ON-GROUND EFFORTS AND ENGAGEMENT

PROMOTING WELL-BEING AND MENTAL HEALTH IN THE CONTENT ECOSYSTEM



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GLOBAL VOICE, LOCAL IMPACT: CONTENT FORUM ON THE INTERNATIONAL STAGE

In 2024, the Content Forum continued to elevate Malaysia's leadership in self-regulation by actively engaging in high-impact international conferences, policy roundtables, and industry forums. These platforms provided critical opportunities to showcase the principles of the Content Code and highlight Malaysia's distinctive self-regulatory framework, which balances industry autonomy with accountability, and offers a collaborative bridge between government, platforms, and the public.

At the **IIC Asia Forum** in February, our CEO joined a panel discussion on "Facilitating a Vibrant Cultural and Creative Economy: Radio, TV, Streaming, Gaming." She highlighted the importance of a robust and transparent regulatory environment in enabling innovation and sustainable growth in content industries. The panel featured representatives from Netflix, Warner Bros., Tencent, and the Asia Development Bank, with Netflix's Ruben Hattari commending Malaysia's model for leveraging the Content Forum as a strategic mediator between regulators and the industry.

We were also honoured to present at the **45th IAA World Congress 2024** in Penang, where our CEO joined a panel with representatives from Google and Ruder Finn to address the role of artificial intelligence in advertising. The discussion tackled challenges like hyper-targeted ads, deepfakes, and AI-generated content, all while reinforcing the industry's responsibility to uphold consumer trust. The session was framed by YB Minister Datuk Fahmi Fadzil's keynote, which called for ethical AI deployment and reinforced the importance of guidelines that protect consumers as technology advances.

In August, the Content Forum participated in the **PRAXIS Conference by ISIS Malaysia**, where our CEO contributed to the panel "Regulating Social Media Platforms While Protecting Free Speech." The discussion explored the delicate balance between platform accountability and freedom of expression, an increasingly pressing issue globally, and underscored the value of self-regulation in managing content responsibly without compromising fundamental rights.

In November, the Content Forum's CEO also participated in the International Regulators Forum during the **IIC Annual Communications Policy and Regulation Week** in Bangkok. There, she shared insights on Malaysia's approach to regulating podcasts and audio-sharing platforms, positioning the Content Forum's flexible and inclusive model as a forward-thinking alternative to rigid regulation.

On 11 December 2024, the Content Forum participated in the **International Safe Sport Symposium 2024 – From Policy to Practice: Implementing a Global Safe Sport Commitment** in Malaysia, held at Dorsett Grand, Subang. The symposium, attended by over 400 participants, including athletes, paralympic athletes, coaches, student officers, and students, focused on awareness of the Content Code, addressing cyber-bullying, and responsible social media use. A key discussion centered around the Universal Code of Conduct to Prevent and Address Maltreatment in Sport, which advocates for safe, abuse-free sporting environments.

At **Radiodays Asia 2024**, our CEO shared insights on Malaysia's self-regulation model and its relevance in the evolving audio landscape, exploring strategies to future-proof radio, podcasting, and audio streaming while addressing emerging challenges in content governance. At the Asia Media Summit, she highlighted the importance of inclusivity in broadcasting and discussed ongoing revisions to the Content Code, reinforcing our commitment to ensuring content standards evolve in step with industry trends and societal needs.

These international engagements not only raise Malaysia's profile but also allow the Content Forum to benchmark local standards against global best practices, gather insights on emerging technologies and content trends, and return with informed perspectives to refine our policies and guidelines, ensuring our frameworks remain future-proof, inclusive, and globally relevant.



INSPIRING DIGITAL RESPONSIBILITY: EMPOWERING YOUTH THROUGH CREATIVITY AND COLLABORATION

University outreach remained a cornerstone of the Content Forum's public engagement efforts in 2024, with initiatives designed to equip young adults with critical digital literacy skills and a strong foundation in ethical content creation.

At the **Festival Seni Kreatif TVET Malaysia**, the Content Forum delivered a talk on the Content Code, moderated a forum on the integration of creative arts in the digital age, and connected with students through an interactive booth experience. The engagement encouraged creative expression anchored in responsibility, ethics, and self-awareness.

A major highlight was the continued partnership with TikTok for the second edition of **Surf's Up: Deputies of Digital Literacy**, held on 7 November 2024 at Universiti Teknologi MARA (UiTM) Shah Alam during the COMMED Festival. The event featured an engaging panel discussion with Content Forum's CEO, TikTok's Trust & Safety Manager Waskito Jati, TikTok Awards nominee Hafiz Baharudin, and UiTM lecturer Dewi Seribayu Nordin Selat, who explored self-regulation, ethical content practices, and the consequences of harmful online behaviour. Interactive booths and peer-led sessions deepened student engagement, offering practical tools to navigate the digital world safely and responsibly.

The event culminated with over 571 students pledging **#ThinkTwice**, committing themselves to fostering a more inclusive, respectful online environment. This collaboration reflects our ongoing mission to nurture a generation of creators who lead with integrity, responsibility, and purpose.

Another standout initiative was the **Short Film Animation Competition**, which invited students to develop Public Service Announcements (PSAs) centered on the theme "Inovasi Dalam Penciptaan Kandungan Berhemah". With 107 submissions, the competition provided a creative platform for students to use animation as a tool for advocacy—grounding their storytelling in the values of the Content Code.

The top prize went to students from the National Academy of Cultural Arts and Heritage (ASWARA) for T.M.I., a compelling piece on the dangers of oversharing online. The second-place winner, Hihang Hoheng Hanah by UiTM Puncak Perdana, told the story of a fox who learns the consequences of false advertising. Third place, also awarded to ASWARA, went to Teknologi, an animation exploring the potential of AI and VR for social good, while advocating for responsible content sharing and verification.

The winning animations are now featured on the Content Forum's YouTube channel, continuing to educate and inspire broader audiences. In addition to promoting digital ethics, this initiative showcased the power of creative storytelling in shaping a more responsible and thoughtful digital culture.



SUPPORTING NATIONAL PRIORITIES THROUGH INDEPENDENT SELF-REGULATION

As an independent industry forum and self-regulatory organisation, the Content Forum is committed to supporting Malaysia's broader vision for a safer, more ethical digital landscape, while preserving our role as a neutral, multistakeholder platform that upholds the principles of self-regulation. While the Government leads legislative developments, we play a crucial role in complementing these efforts by promoting industry accountability through the Content Code.

We actively participate in ongoing policy conversations, engaging with regulators and lawmakers to advocate for self-regulatory approaches that are adaptable, inclusive, and reflective of industry realities. As new laws and frameworks are introduced, such as the licensing of social media platforms, we respond by reviewing and updating the Content Code and intensifying awareness campaigns to ensure our guidelines remain aligned with both regulatory expectations and societal needs.

Our support for the Government's efforts to combat online harms—such as misinformation, cyberbullying, and threats to child safety—is unwavering. At the same time, we remain equally committed to upholding the freedoms enshrined in the Federal Constitution, including the right to free speech and expression. We believe that content governance should strike a thoughtful balance: empowering users to participate meaningfully online while protecting individuals and communities from digital harms.

Through these actions, the Content Forum continues to serve as a critical bridge between regulation and industry self-discipline, supporting Malaysia's digital aspirations while ensuring content standards evolve in step with both the law and public interest.



List of Events

| No. | Date | Event |
|-----|----------------|---|
| 1 | 9 January | National Press Club of Malaysia Professional Development Series (Putrajaya) |
| 2 | 11 January | National Press Club of Malaysia Professional Development Series (Kuala Lumpur) |
| 3 | 16 January | National Press Club of Malaysia Professional Development Series (Selangor) |
| 4 | 18 January | National Press Club of Malaysia Professional Development Series (Negeri Sembilan) |
| 5 | 18 January | 4As Steamulus |
| 6 | 23 January | National Press Club of Malaysia Professional Development Series (Johor) |
| 7 | 30 January | National Press Club of Malaysia Professional Development Series (Penang) |
| 8 | 31 January | Media Screening & Press Conference Rain Town |
| 9 | 2 February | Content Code Training (MYTV) |
| 10 | 5 – 6 February | Refreshment Workshop on Online Content Complaints |
| 11 | 5 – 7 February | International Institute of Communications Asia Forum 2024 |
| 12 | 6 February | National Press Club of Malaysia Professional Development Series (Perak) |
| 13 | 8 February | Bengkel Antiberita Palsu dan Fitnah |
| 14 | 17 February | Permukiman Setiausaha Akhbar dan Ketua Komunikasi Korporat Kementerian Tahun 2024 |
| 15 | 19 February | Interview on Astro AWANI: Consider This (Discussing the impact of high usage of social media on children) |
| 16 | 21 February | Dialogue with MCMC (Panelists: Content Forum, Polis Diraja Malaysia, JAKIM, Jabatan Perlindungan Data Peribadi) |
| 17 | 22 February | Content Code Training (MCMC) |
| 18 | 22 February | National Press Club of Malaysia Professional Development Series (Pahang) |
| 19 | 22 February | Steamulus #16 The New Content Code: The After Effects on Advertisers |
| 20 | 26 February | Dialogue with Ministry of Health: Akta Kawalan Produk Merokok (Akta 852) |
| 21 | 27 February | National Press Club of Malaysia Professional Development Series (Sabah) |
| 22 | 28 February | Wacana Bahasa Kebangsaan anjuran Dewan Bahasa dan Pustaka (DBP) |
| 23 | 28 February | Podcast with KRYSS – GOSSIP!: Digital Right of Persons with Disabilities |
| 24 | 28 February | Creative Stew Podcast Interview |
| 25 | 29 February | Content Code Training (MCMC) |

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| 26 | 29 February | National Press Club of Malaysia Professional Development Series (Sarawak) |
| 27 | 1 March | Content Forum x Kuala Lumpur and Selangor Coalition of Women Organization Women's Day Conference #InspireInclusivity |
| 28 | 6 – 8 March | International Advertising Association (IAA) 45th World Congress |
| 29 | 13 March | APAC Online Safety Dialogue: Fighting Fraud & Scams in APAC |
| 30 | 25 March | Interview with AWANI (Melisa Idris): Online Curated Content (OCC) Guidelines |
| 31 | 4 April | Interview Segment on Wanita Hari Ini (TV3 Talkshow) |
| 32 | 4 April | Interview on BERNAMA: Ruang Bicara – Etika Penciptaan Kandungan Kreatif |
| 33 | 18 April | Webinar Sesi Taklimat Pertandingan Filem Pendek Animasi 2024 |
| 34 | 25 April | Program Kesihatan Mental (Invited as Speaker) |
| 35 | 29 April | Steamulus #17 Decoding Malaysian Media: Insights or Modern Marketers |
| 36 | 30 April | BFM Interview on Evening Edition |
| 37 | 2 May | Launch of #ZeroSuicideSarawak Z-Card |
| 38 | 3 May | Sesi Libat Urus Inisiatif ke arah Penggubalan dan Pindaan kepada Perundangan berkaitan Jenayah dalam Talian bersama Badan Bukan Kerajaan (NGO), Pertubuhan Masyarakat Madani (CSO), Badan Peguam dan Ahli Akademik |
| 39 | 6 May | Day 1: International Regulatory Conference 2024 (IRC 2024) |
| 40 | 7 May | Day 2: International Regulatory Conference 2024 (IRC 2024) |
| 41 | 9 May | Asian Academy Creative Awards (AACA) Networking Event |
| 42 | 14 – 16 May | Sambutan Hari Guru Peringkat Kebangsaan Tahun 2024 |
| 43 | 15 May | Content Code Training (Universiti Malaysia Sabah) |
| 44 | 16 May | TikTok Malaysia Panel Invitation Session: Mother's Day Event |
| 45 | 17 – 18 May | World Telecommunication and Information Society Day 2024 (WTISD 2024) |
| 46 | 19 May | Program Pemberdayaan Komuniti Digital Daerah Klang Tahun 2024 |
| 47 | 20 May | Pelancaran Garis Panduan Penapisan Filem Baharu bersempena dengan Sambutan Ulang Tahun Lembaga Penapis Filem (LPF) ke-70 Kementerian Dalam Negeri |
| 48 | 20 May | Content Code Training (Universiti Malaysia Kelantan) |
| 49 | 22 May | Women Talk: Women's Economic Empowerment (TV3 Talkshow) |
| 50 | 23 May | Content Code Training (Astro) |

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| 51 | 25 May | Pesta Perkasa Anak Muda (collaboration with KRYSS Network) |
| 52 | 26 May | Wacana Kandungan: Teknologi AI Dalam Kandungan Seni Visual di Malaysia |
| 53 | 27 May | Content Code Training (Universiti Putra Malaysia Bachelor Student) |
| 54 | 28 May | Unleashing Potential: Empowering Students in the Digital Age (Content Forum Booth at International Islamic Universiti Malaysia, Gombak) |
| 55 | 29 May | Myth Busters: Crafting Truth in a Fake News Era (Panel Discussion at INTI International College Subang) |
| 56 | 30 May – 11 June | 2024 Media Specialists Association Festival and Awards (Round 1: Judging Session) |
| 57 | 31 May | Content Code Training (International Islamic University Malaysia) |
| 58 | 11 June | Ceramah Kawalan Kendiri dan Keselamatan Internet |
| 59 | 13 June | Program Advokasi Integriti Kementerian Pendidikan Malaysia Tahun 2024 |
| 60 | 13 June | Kunjungan Hormat ke Pejabat YB Adam Adli (Timbalan Menteri Belia dan Sukan) |
| 61 | 14 June | Webinar for Universiti Putra Malaysia Students: "How to Handle Misconduct in Disseminating Information" |
| 62 | 20 June | Program One Step Closer: Seminar Industri Kreatif anjuran Perbadanan Kemajuan Filem Nasional Malaysia (FINAS) |
| 63 | 21 June | Ceramah Keselamatan Siber untuk Murid Sekolah Menengah Agama Nilai |
| 64 | 21 June | Malaysian Digital Association (MDA) d Conference 2024 |
| 65 | 21 June | Malaysian Digital Association (MDA) d Awards 2024 Gala Dinner |
| 66 | 22 June | Forum Sempena Karnival Pendidikan Digital Negeri Kelantan, The International MyDigitalMaker Fair 2024 |
| 67 | 26 June | Social Media Seminar for Government Ministries and Agencies 2024 (SOCIALGOV 2024) |
| 68 | 26 June | Program Pendidikan Kerjaya dan Motivasi bersama Universiti Teknologi MARA dan UNITAR International University |
| 69 | 27 June | "Words Wound: Balancing Free Speech and Human Rights" Webinar in Conjunction with International Day for Countering Hate Speech |
| 70 | 5 July | Invitation to Speak at UTAR'S Talk |
| 71 | 6 July | Konvensyen FDAM 2024 |
| 72 | 19 July | Training on Advertising Guidelines for Astro |
| 73 | 25 July | Keynote Speaker for MMU DIFCON 2024 |
| 74 | 30 July | Program Taklimat Isu Semasa: 'Buli Siber: Barah Semakin Parah' |
| 75 | 3 August | Program Sabah Education Tech 2024 |

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| 76 | 7 August | Ceramah Mengenai Kawalan Kendiri dan Keselamatan Internet |
| 77 | 27 August | Ceramah mengenai Buli Siber |
| 78 | 3 September | MM Session @ RadioDays |
| 79 | 5 September | Penceramah @ Program Minggu Kesihatan 2024 |
| 80 | 10 September | Penceramah @ Program Malaysia ICT Volunteer (MIV) Bersama Sekolah Peringkat Negeri Pahang |
| 81 | 13 September | Penceramah @ Projek 'DELIMA Boost-Up' SMK Seri Bintang Selatan |
| 82 | 18 September | Content Code Training (Suria FM) |
| 83 | 23 September | Penceramah @ Bengkel MIV bersama Komuniti -Peringkat Wilayah Persekutuan Labuan Tahun 2024 |
| 84 | 23 September | Penceramah @ Kursus Pemantapan ICT kepada Ahli Majlis Tahun 2024 |
| 85 | 26 September | Penceramah @ Bengkel Malaysia ICT Volunteer (MIV) Bersama Sekolah 2024 Peringkat Negeri Perlis |
| 86 | 2 October | Penceramah @ Bengkel Malaysia ICT Volunteer (MIV) Bersama Sekolah 2024 Peringkat Negeri Johor |
| 87 | 3 October | Creators IRL Masterclass |
| 88 | 8 October | Speaker @ ThinkTwice campaign: LIVE session coordination |
| 89 | 14 October | Majlis Peluncuran Searcct's Centre of Research Excellence and Online Repository (Score) |
| 90 | 16 October | Plenary Session @ Leadership in Media Industry: Navigating Challenges and Embracing Change |
| 91 | 18 October | Invent-X 2024: 2nd Creative Exhibition "Space: Emotion. Expression. Identity" |
| 92 | 18 October | Panel @ Program Online Safety Check: Kita Selamat Ke? |
| 93 | 23 October | Panel @ Forum Bersempena dengan Seminar Perancangan Bahasa Kebangsaan 2024 |
| 94 | 25 - 26 October | Persidangan Edufluencers KPM 2024 ("Teach to Reach" Workshop) |
| 95 | 26 - 27 October | Festival Seni Kreatif TVET Malaysia |
| 96 | 30 October | CMCF x Google: Kids & Family Online Safety Workshop |
| 97 | 4 - 6 November | IIC's Annual Communications Policy and Regulation Week |
| 98 | 5 November | Penceramah Sempena Program Career, Hep, Innovation & Entrepreneurship Festival 2024 (Chief'24) Politeknik Mersing |
| 99 | 13 November | Content Code Training (Media Prima) |
| 100 | 27 November | Content Code Talk (Xiamen University) |

| | | |
|-----|------------------|---|
| 101 | 28 November | Speaker @ Bengkel Latihan Penerbit & Peluang Bisnes Anjuran Persatuan Penerbit Televisen Malaysia (PTVM) |
| 102 | 29 – 30 November | Karnival Komunikasi Tahun 2024 di bawah Kementerian Komunikasi |
| 103 | 3 December | Speaker @ Engagement Workshop on Guidelines and Best Practise To Understanding Section 233 Of The Communications And Multimedia Act |
| 104 | 3 December | Penceramah @ Program Keselamatan Siber: Jom Bijak Internet bersama Komuniti MADANI Wilayah Persekutuan Kuala Lumpur & Putrajaya |
| 105 | 11 December | Jom Pakat Hebah bersama UNIMAP |
| 106 | 11 December | Penceramah @ Simposium Antarabangsa Sukan Selamat 2024 – From Policy to Practice: Implementing a Global Safe Sport Commitment in Malaysia |
| 107 | 12 December | Moderator @ Malaysia Women & Girls Forum (MWGF) 2024: “Women and Nation Building – The Foundation for Diversity, Equity & Inclusion” |
| 108 | 16 December | Panelists @ Majlis Pelancaran Kertas Putih Teens, Tech, and Trust: Navigating Social Media in Malaysia |



Complaints Handling and Advisory

The Content Forum remains steadfast in its commitment to the fair, timely, and effective resolution of complaints, reinforcing our role as a trusted guardian of ethical content practices. Guided by the principles of transparency, accountability, and impartiality, our dedicated team approaches every complaint with professionalism; ensuring that each case is handled with care, clarity, and consistency.

Beyond resolving individual grievances, we use complaints data to identify recurring trends and systemic issues, enabling us to recommend improvements and raise content standards across the industry. This proactive approach not only helps prevent future breaches but also supports our goal of fostering a more responsible and informed digital ecosystem.

As of 31 December 2024, the Content Forum received 763 complaints via our online portal and email—an encouraging reflection of the public's growing trust in our self-regulatory mechanism and confidence in our ability to uphold ethical content standards.

| Members of the Public | Members of the Industry | KK/MCMC/Others | CMCF Executive Office | Total Cases (Year To-Date) |
|-----------------------|-------------------------|----------------|-----------------------|----------------------------|
| 761 | 2 | 0 | 0 | 763 |

The breakdown of the complaints received by the Content Forum in 2024 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 | 3 | 29 | 1 | 668 | 62 | 763 |
| Social Media | | | | | | |
| Instagram | 0 | 0 | 0 | 0 | 0 | 0 |
| Facebook | 0 | 0 | 0 | 0 | 0 | 0 |
| Others | 0 | 0 | 0 | 0 | 0 | 0 |

The Content Forum's Involvement in Handling New Media Complaints via MCMC

Since 1 March 2022, the Content Forum has been responsible for managing complaints related to New Media received through MCMC's Integrated Complaints Management System (ICMS). From 1 March to 31 December 2022, the Content Forum managed a total of 18,622 complaints. In the following year, from 1 January to 31 December 2023, the number of complaints managed increased to 19,370 cases.

In 2024, CMCF processed a total of 18,398 complaints. While the initial report recorded 19,794 cases, a thorough review was conducted to filter out complaints that fell outside our jurisdiction. The final figure demonstrates our continued commitment to ensuring accuracy, efficiency, and accountability in the new media complaints process.



Total Complaints Received

CASES HANDLED BY THE COMPLAINTS BUREAU

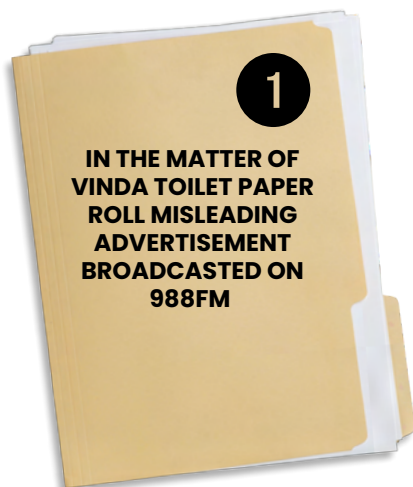
The Complaints Bureau of the Content Forum serves as an impartial body dedicated to resolving content-related complaints in a fair, transparent, and timely manner. It plays a vital role in upholding the principles of self-regulation by ensuring that content complies with the Content Code while promoting accountability and ethical standards across the industry.

In 2024, the Complaints Bureau reviewed a total of nine (9) cases referred to the Complaints Bureau Chairman. Of these, four (4) cases were dismissed, one (1) is pending a decision, and four (4) resulted in a sanction, reprimand, or advisory order.

| No. | Case Details | Status |
|-----|---|-------------------------------------|
| 1 | In The Matter of Vinda Toilet Paper Roll Misleading Advertisement Broadcasted On 988fm | Complaints Bureau Order – Dismissed |
| 2 | In The Matter of Delux Security Door Advertisement on Melody FM | Complaints Bureau Order – Dismissed |
| 3 | In The Matter of Hurix's Gastro Aid Syrup Advertisement Broadcasted on Astro My Fm | Complaints Bureau Order – Dismissed |
| 4 | In The Matter of a Teaser Video – 'Lelaki Itu' TV Drama Series Posted by Tv3 on the X Platform | Complaints Bureau Order – Dismissed |
| 5 | In the Matter of The Complaint Bureau's Order on News Portal Reporting on Immigrants and Refugees | Complaints Bureau Order – Dismissed |
| 6 | In The Matter of Content on .my Platform – Gay Male Escort Services, Sugarbook & Gambling And Gaming (3 cases combined) | Advisory Order |
| 7 | In The Matter of Content on .my Platform – Israeltv.my | Advisory Order |

Below are summaries of the cases and the full orders can be obtained via our website at www.contentforum.my.

COMPLAINTS BUREAU ORDERS



On 8 August 2024, the Complaints Bureau received **a complaint regarding an advertisement for Vinda toilet paper**, which was aired on the 988FM Chinese radio station. The complainant alleged that the advertisement was misleading and inappropriate due to its use of ghosts and fear appeal. Specifically, the complaint stated that the ad suggested people should stay at home to avoid ghosts and stock up on toilet paper, which the complainant believed was an attempt to instill fear for commercial gain.

Upon investigation, the Complaints Bureau requested an official English translation of the advertisement. The translation revealed that the ad did not refer to supernatural ghosts in a literal sense but instead played on the cultural concept of "Flower Heart Ghosts", a Chinese metaphor for unfaithful individuals (playboys/playgirls). The advertisement humorously

suggested that during the Hungry Ghost Festival, these "ghosts" were out looking for romance, and to avoid being heartbroken, people should stay home—where they would naturally need more toilet paper.

The Bureau recognized that Chinese traditions and beliefs regarding ghosts are deeply rooted in history, influenced by Confucian teachings and ancestral worship practices. Ghosts are a recurring theme in Chinese literature, folklore, films, and advertisements, often used in satirical or comedic ways rather than to invoke actual fear. Even outside of Chinese culture, major brands such as BMW have used ghost themes in advertisements without controversy.

Given this cultural context, the Bureau determined that the advertisement was a creative and humorous marketing strategy, not a deceptive or fear-inducing message. As such, the complaint was dismissed.

On 8 October 2024, **a complaint was received regarding a Delux Security Door advertisement** aired on the Chinese-language radio station, Melody FM. Although the advertisement was also broadcast on Malay and English stations, the complaint specifically targeted the Chinese version due to a particular phrase used.

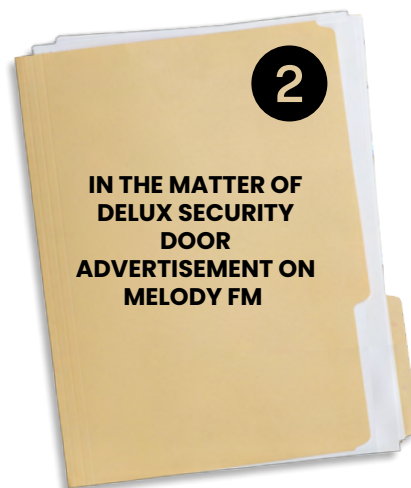
The advertisement featured a classroom scenario where students playfully discussed the word "pry," mentioning examples such as prying open locks, windows, and relationships. The complainant argued that using a child to make an analogy between human relationships, which is considered an adult topic, and the security door's strength was inappropriate.

In response, Melody FM defended the advertisement, stating that the phrase was used in a light-hearted and educational manner without carrying any mature or suggestive connotations. They also emphasized that the advertisement complied with the Content Code, particularly in the portrayal of children.

Since there were two different translations of the Chinese phrase, the Complaints Bureau refrained from ruling on its exact interpretation. However, the core issue revolved around values and ethics—whether certain statements should be made by children in advertisements. The Bureau acknowledged that this matter is not clearly defined in the Content Code and may require expert input, particularly from child psychology research.

Scientific studies indicate that children aged 7 to 11 can understand human relationships. Therefore, the argument that children cannot comprehend or comment on such topics is not entirely valid. The Bureau concluded that values and ethics in advertising require careful handling and expert guidance.

Ultimately, the complaint was dismissed, but advertisers were advised to exercise caution when addressing sensitive topics involving children in advertisements.



The Complaints Bureau reviewed **a complaint regarding Hurix's Gastro Aid Syrup advertisement** aired on Astro MY FM on March 6, 2024. The complainant found the repeated burping sounds (four times) in the ad uncomfortable and disgusting, arguing it negatively affected the audience. The Bureau transcribed and analyzed the ad's content, noting that it aimed to address flatulence and promote the syrup as a solution.

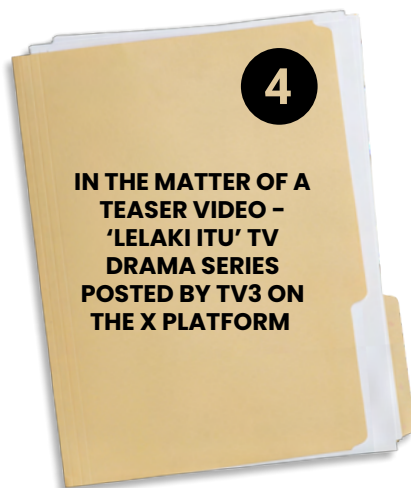
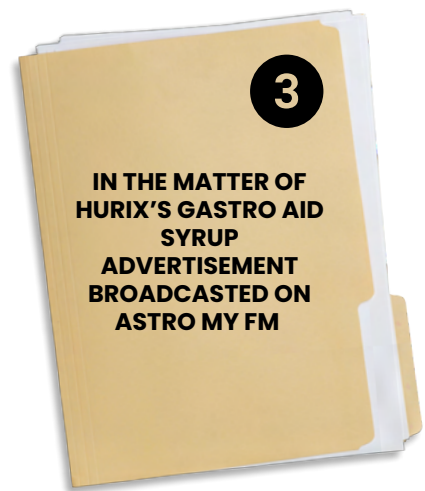
The Bureau considered Part 3, Paragraph 4.3(b) of the Content Code, which requires advertisements not to contain offensive content based on prevailing standards of decency. It considered whether the advertisement should be looked upon from the medical perspective instead of from social perspective.

The complainant did not dispute the medicinal properties but only the burping sounds. The Bureau found that while burping can be socially offensive, in this context, it served to highlight a medical symptom, offering educational value and public awareness about the stomach ailment.

Additionally, the advertisement had approval from the Ministry of Health (MOH), ensuring its compliance with medical advertising standards. The Complaints Bureau believes that the MOH, when approving the advertisement had found the advertisement to be in compliance with the requirements of their governing Act. That is, the product advertised was not a false advertisement and that there was honestly and truthfulness in the contents advertised.

The Bureau highlighted that it has to accept the decision of the MOH without question, unless, there is a good reason to differ. It emphasized that this approval made the content non-offensive, even if some might find it unpleasant.

Consequently, the complaint was dismissed.



The Complaints Bureau reviewed **a complaint relating to a television drama series "Lelaki Itu"**, where the broadcast platform posted a teaser video of an episode on the X platform. The complaint highlighted concerns about a scene depicting sexual violence, deemed inappropriate for general audiences, especially during prime time, potentially violating the Content Code's standards of decency.

The Bureau did not look at the contents of the drama series but mainly focused on the teaser per se i.e. the advertisement. It noted that self-regulation is a process where content provider monitors their own content by functioning within the framework of the Content Code regulations. The decision should be based on society's immediate concerns if the content is within the grey area. Self-regulation is not about finding fault and imposing sanctions or trying to restrict content. Rather, self-regulation strives to encourage civil behaviour as prescribed under the Content Code.

To encourage self-regulation, the Bureau must give the Content Forum members room to exercise self-regulation for the greater good of all. However, this is conditional upon compliance with the proviso on the importance of the essence of time. TV3 had provided evidence that they had taken immediate steps to remove the offending post upon receiving complaints.

In this case, although the Complaints Bureau had leaned towards leniency in relieving TV3 from that alleged breach, it noted that the members of the public must understand and appreciate that their complaint, however, did not go in vain. The complainant had contributed to society in regulating the industry players by raising their awareness on the possibility of any breach. That complaint is an act of public social responsibility.

Being satisfied with TV3's conduct in withdrawing the advertisement on the same day that the complaint was extended to TV3, the complaint was dismissed.



The Complaints Bureau received **a complaint regarding the coverage of an immigration raid** in Pandan Mewah from SEDARJAT where 89 individuals of Myanmar nationality were arrested. The complaint raised serious concerns that the media reports dehumanised and criminalised the individuals involved, many of whom were seeking asylum. SEDARJAT argued that the reports failed to provide a balanced perspective by excluding the voices of the migrant and refugee communities and by using inflammatory terms such as “kebanjiran” (flooding), “menenggelamkan” (drowning), and “colonising,” which were deemed derogatory and misleading. Additionally, the complainant highlighted that the reports did not use or clarify terms such as “refugee” or “asylum seeker,” thereby failing to contextualise the legal and humanitarian status of those arrested.

In evaluating the complaint, the Complaints Bureau recognised that the issues raised were closely tied to fundamental rights enshrined in both domestic and international frameworks, including the Universal Declaration of Human Rights and the Federal Constitution. These included the right to dignity and equality under Article 1 of the UDHR and Article 8 of the Constitution, as well as the right to freedom of speech and to be heard under Article 10. The Bureau referenced the 1987 case of John Peter Berthelsen v Director General of Immigration, which underscored the right to be heard in matters of deportation. Despite the compelling nature of the complaint, the Bureau determined that it did not have the jurisdiction to make a ruling, as the subject matter involved constitutional interpretation and human rights, which fall outside the scope of the Content Forum’s authority.

Given these considerations, the Complaints Bureau recommended that the complaint be referred to the Human Rights Commission of Malaysia (SUHAKAM), which possesses the jurisdiction and investigatory powers necessary to assess alleged human rights violations. Alternatively, the matter could be brought before the Federal Court, which has the authority to deliberate on constitutional issues and set binding legal precedents. As such, the Bureau decided to dismiss the complaint on grounds of jurisdiction and to defer the issuance of any advisory order until a ruling is made by either SUHAKAM or the Federal Court.

However, the Bureau noted that two of its members held a dissenting opinion. They believed that the language and framing used in the media reports—distinct from the broader constitutional issues—fell within the scope of the Content Code and should have been reviewed independently. In their view, the Bureau was still obligated to determine whether the language used in the reporting breached journalistic standards of fairness, accuracy, and sensitivity. Despite this minority opinion, the majority decision stood, and the complaint was formally dismissed.

COMPLAINTS BUREAU ADVISORY ORDERS

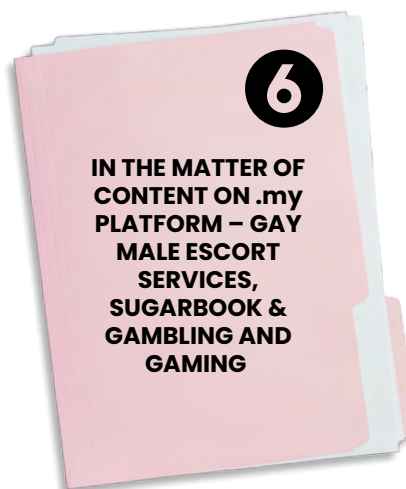
The Complaints Bureau received a request from MYNIC on July 4, 5, and 9, 2024, **seeking an Advisory Order regarding the removal of three websites**. MYNIC raised concerns that the first website might be promoting gambling, the second could be facilitating gay male escort services, and the third, Sugarbook, was associated with a social services network. Upon reviewing the matter, the Complaints Bureau found that all three websites had already been taken down, although MYNIC had not officially informed the Bureau of this action. It was believed that MYNIC itself had executed the removal. While the owners of the first two websites did not raise any objections, the owner of Sugarbook, through legal counsel, contacted MYNIC seeking clarification on why the website had been taken down.

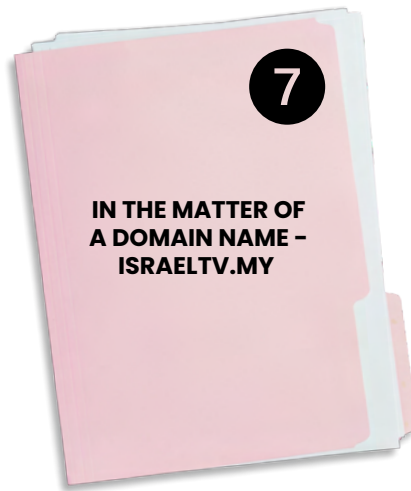
In examining the legal implications of MYNIC's actions, the Complaints Bureau noted that in 2021, the Malaysian Communications and Multimedia Commission (MCMC) had previously taken action against Sugarbook under Section 233 of the CMA 98. MCMC's decision at the time was based on concerns that the platform could be facilitating activities deemed offensive to public interest, including the rise of online love scams and potential illegal activities. Exercising its regulatory authority, MCMC had taken down the site as a preventive measure.

As a registered member of the Content Forum, MYNIC may have acted in accordance with the principles of self-regulation outlined in the Content Code when it removed the three websites. The Content Code encourages industry players to regulate online content proactively. However, since MYNIC had already removed the websites before seeking an Advisory Order, the Complaints Bureau considered the request a *fait accompli*, meaning that the matter had already been concluded in practice. Nevertheless, this did not preclude the affected party—particularly Sugarbook—from challenging MYNIC's decision, either before the Complaints Bureau or in the Civil Court, to determine the legality, regularity, and factual correctness of the removal.

The Complaints Bureau further clarified that while no organization is exempt from legal scrutiny, any final order issued by the Bureau itself cannot be challenged in Civil Court. This is explicitly provided for under Section 98(2) of the Communications and Multimedia Act 1998, which states that compliance with a registered voluntary industry code serves as a legal defense against any legal action. The intention behind this provision is to reinforce the role of self-regulation among industry players and uphold the authority of the Content Code. However, this protection applies only after the Complaints Bureau has made a final decision on a particular complaint. If a dispute is taken directly to the Civil Court instead, Section 98(2) does not apply.

Additionally, the Complaints Bureau emphasized that an Advisory Order is not a legally binding decision but rather a non-binding opinion that serves as guidance. Unlike a final order, which is issued after a full deliberation involving both parties, an Advisory Order is based on limited facts and perspectives. Given these considerations, the Complaints Bureau decided that it would not be issuing an Advisory Order in this case.





MYNIC, a member of the Content Forum, sought **an Advisory Order from the Complaints Bureau regarding the potential impact of the Palestinian-Israeli conflict on trade between Malaysia and Israel, specifically on multimedia platforms** under the Malaysian Communications and Multimedia Act and the Content Code. The concern arose from Hong Xing Yao Sdn Bhd, a Malaysian company, which advertised its products in Israel using the domain name 'ISRAELTV.MY' registered with MYNIC. The company provided Israeli content services, including radio, video on demand, recordings, and live broadcasts.

MYNIC's function has nothing to do with any of the contents published by net users, except that it provides the conduit for internet users. Because it is a member of the Content Forum, MYNIC abides by Malaysian laws in exercising self-regulation towards its registered client in Malaysia. Content published on the domain site registered with MYNIC falls under the purview of Malaysian laws and regulations, including the Communications and Multimedia Act (the Act) and the Content Code.

To address the issue, the Bureau looked at the national policy objectives of the Act, which strives to establish Malaysia as a major global centre and hub for the communications and multimedia information and content services." Additionally, the Bureau also referred to section 3(3) of the Act that specifies 'nothing in the Act shall be construed as permitting the censorship of the internet'.

In the Bureau's opinion, internet content should not be censored unless it violates Malaysian laws, including the Content Code. Business conducted online should align with the Act and the Content Code, promoting free enterprise without political or geopolitical interference. To translate the facts into law, the company was intending to provide services to its customer in Israel using a Malaysian domain site and at the same time generate value to the company in Malaysia. For this purpose, it was relying on the Act and the Content Code as the legal anchor and trust in providing the protection needed for free enterprise to operate on the internet in Malaysia.

The Bureau highlighted that in the circumstance of this case, unless there is a breach of any specific law of this country or any international law that is sanctioned by the Malaysian Parliament, geopolitical and geoeconomic (when States interfere in economic relations) decision should not hinder a lawful business enterprise conducted over the internet.

The Bureau advised that it is essential to adhere to the core values of the Act and the Content Code, supporting free enterprise and avoiding the entanglement of legal provisions with politics or geopolitics.

MCMC Report



In 2024, MCMC identified five strategic focus areas as the Key Performance Indicators (KPIs) for the Content Forum. These areas underscore our role in shaping responsible media content, strengthening self-regulation, and deepening public and industry engagement in an evolving digital landscape.

At the heart of this framework is **Codes Development**, our mandate to establish, maintain and continuously enhance the Content Code and its supporting instruments governing electronically disseminated content. This includes developing sub-codes, guidelines, and best practices that keep pace with new legislation, technological changes and societal expectations, ensuring the Code remains both relevant and practical.

The second focus area, **Advocacy and Awareness**, reflects our efforts to drive public understanding and industry accountability. Through media engagements, strategic publications—such as press releases, editorials, and industry articles—the Content Forum raises awareness and fosters a deeper understanding of content regulation. Additionally, targeted training programs for members, industry players, and the public reinforce best practices, while strategic partnerships with key stakeholders bolster self-regulation and responsible content governance.

The third focus area, **Complaints Handling and Advisory Services**, emphasizes our commitment to resolving content-related complaints swiftly, fairly, and professionally. As the primary body managing Tier 1 New Media complaints for MCMC along with our own complaints-handling processes, the Content Forum ensures each case is addressed with care, while also offering expert guidance to prevent future breaches and improve overall industry practices.

A strong commitment to regulatory compliance defines the fourth focus area, **Proper Administration**. By upholding the highest standards of governance, the Content Forum ensures full compliance with the requirements of the Registrar of Societies (R.O.S.), reinforcing operational integrity, accountability, and professionalism.

The final focus area, **Reporting**, is dedicated to transparency and informed decision-making. Regular reporting mechanisms provide timely insights into the Content Forum's performance and initiatives, with quarterly reports capturing key developments and weekly statistical updates on complaints offering real-time oversight.

In recognition of our efforts across these five pillars, the Content Forum achieved **an overall performance score of 92% in 2024**—a reflection of our continued commitment to upholding content standards, strengthening public trust, and supporting the nation's vision for a safer and more responsible digital ecosystem.

92%
OVERALL KPI
PERFORMANCE SCORE

Overview of KPI Achievements

KPI 1: Code and Policy Development

In 2024, the Content Forum reaffirmed its commitment to enhancing content regulation in Malaysia by setting an operational target to convene four (4) working group meetings and publish two (2) new regulatory guidelines. This objective was not only met but exceeded, with five working group sessions successfully conducted. These meetings served as critical platforms for policy review, allowing for the refinement of regulatory instruments that ensure ethical and responsible content governance in an increasingly complex digital environment.

A key achievement was the publication of the Guidelines for the Marketing and Advertising of Intoxicating Liquor, launched on 30 October 2024. These guidelines were carefully developed in consultation with industry stakeholders and civil society, providing clear, standardised principles for the responsible advertising of alcoholic products—particularly in digital and content-driven spaces.

Public engagement remains integral to our regulatory development. A notable initiative in 2024 was a nationwide public consultation held from 28 January to 13 March, which invited feedback from a broad range of stakeholders. This process reinforces the Forum’s commitment to inclusivity, transparency, and responsiveness in policy formulation.

Significant progress was also made on the Guidelines for the Ethical Reporting and Sharing of Suicide-Related Content. This initiative reflects a multi-stakeholder approach, developed in close collaboration with the MOH, mental health experts, media practitioners, and individuals with lived experience. As the scope of the guidelines was broadened to include mental health considerations and the holistic media’s role in shaping public discourse around suicide, the publication has been rescheduled to the second quarter of 2025. As such, the Content Forum attained the rating of 4 – Good.

In parallel, the Content Forum actively contributed to the development of international and national-level policies through its involvement in several high-impact regulatory initiatives.

By virtue of our membership in the International Council for Advertising Self-Regulation (ICAS), we contributed to policy developments and research studies on a variety of topics of global concern including non-tobacco nicotine products ads, requirement for advertisers to submit a ‘self-declaration certificate’ before publishing or broadcasting any ads, ads for children’s TV shows based on products and a study on self-regulation for outdoor advertising.

Local efforts included providing feedback and technical input on the Online Safety Bill, led by the Legal Affairs Division of the Prime Minister’s Department; the amendments to the CMA 98; and the drafting of the Code of Ethics for AI, spearheaded by the MCMC. The Content Forum also supported the development of a new regulatory framework introducing a licensing requirement for social media and internet messaging service providers, another key initiative by MCMC.

The Content Forum extended its expertise to cross-sectoral policy development, notably contributing to the Ministry of Health’s Nutrition Policy Option to Combat Obesity in Malaysia. This engagement reflects our broader commitment to responsible content governance as per the industry global practices that aligns with national well-being objectives, particularly in relation to advertising and content standards within the food and beverage industry.

Collectively, these initiatives reinforce our role in advancing ethical content creation, and coherent policy development in Malaysia’s evolving digital and regulatory landscape. Through these initiatives, the Content Forum continues to play a central role in building a sustainable, forward-looking regulatory framework. We remain committed to introducing ethical, inclusive, and evidence-based guidelines, to ensure that content standards evolve in tandem with societal expectations, technological shifts, and Malaysia’s broader digital aspirations.

KPI 2: Advocacy and Awareness

In 2024, the Content Forum continued to demonstrate strong leadership in advocacy and public awareness, significantly surpassing its performance targets and reinforcing its role as a central voice in the promotion of responsible content practices.

In the area of media engagement, we set an initial target of eight press releases and four articles. These figures were more than doubled, with a total of twenty one (21) press releases and eight (8) articles published. The breadth of media outreach not only strengthened the Content Forum's visibility but also enhanced public understanding of content-related issues.

Education and training efforts were similarly impactful. With a target of twelve (12) activities, the Forum successfully delivered eighteen (18) sessions, engaging 1,340 participants. These sessions equipped industry players, students, and members of the public with practical knowledge of the Content Code and fostered stronger adoption of ethical content standards across diverse sectors.

Strategic partnerships and collaborations also saw meaningful expansion. Against a target of six (6) engagements, the Forum completed ten (10) significant collaborations with stakeholders including government agencies, media organisations, industry associations, and academic institutions. These partnerships amplified the reach and depth of our advocacy, reinforcing collective efforts to promote ethical, inclusive, and sustainable content governance.

As such, the Content Forum attained the highest performance rating of 5 –Excellent under this KPI.

Through these achievements, the Content Forum continued to elevate its role as an advocate for digital responsibility, ensuring that content regulation remains relevant, collaborative, and responsive to evolving societal and technological challenges.

KPI 3: Effective Complaints Handling and Advisory services

In 2024, the Content Forum continued to demonstrate excellence in complaints management and advisory services, exceeding all key performance targets and reinforcing its reputation as a responsive and effective self-regulatory body.

Prompt acknowledgment of complaints remained a core priority. With a target of 100%, the Forum successfully acknowledged all 763 complaints received through its portal and email within one working day, ensuring complainants were engaged swiftly and transparently.



In terms of resolution efficiency, the Forum set a benchmark to resolve 90% of complaints within three working days and exceeded expectations with a resolution rate of 99%, addressing 754 out of 763 cases within this timeframe.

For more complex cases requiring in-depth review, the target was to resolve 80% within 30 days. This goal was also surpassed, with 89% of such cases resolved within the set period. Only one case extended beyond the 30-day window due to the need for translation of supporting materials.

The Forum also delivered strong results in managing Tier 1 online content complaints under the ICMS portal. With a target of resolving 80% of these cases, the Forum achieved 89%, successfully resolving 16,333 out of 18,398 complaints—underscoring its capability in managing high-volume content issues with speed and diligence. As such, the Content Forum attained the rating of 4 – Good.

Through these outcomes, the Content Forum further cemented its role as a trusted guardian of content standards, upholding public confidence and contributing to a more balanced, fair, and well-regulated digital ecosystem.

KPI 4: Proper Administration – In Compliance with R.O.S Standards

In 2024, the Content Forum upheld its strong commitment to governance, transparency, and regulatory compliance, fully meeting the administrative standards set by the R.O.S. Demonstrating its commitment to proper governance, the Forum successfully convened one Annual General Meeting (AGM), one Extraordinary General Meeting (EGM), and completed a comprehensive annual audit for the 2023 financial year.

In addition to these key milestones, to ensure continued strategic oversight and sound policy direction, the Content Forum also held twelve (12) Council meetings throughout the year, fostering effective decision-making and alignment across leadership and operations.

With full compliance achieved across all administrative targets, the Content Forum attained the highest rating of 5 - Excellent, reinforcing its reputation as a well-governed, accountable, and professionally managed self-regulatory body.

KPI 5: Reporting

In 2024, the Content Forum upheld a strong culture of accountability and transparency by consistently meeting its reporting obligations in a timely and systematic manner. A detailed monthly report is tabled at each Council meeting, with a corresponding report also submitted to MCMC to ensure consistent oversight and alignment with regulatory expectations.

As part of its governance framework, the Content Forum also submits quarterly performance reports that provide clear updates on key activities, achievements, and progress across strategic focus areas, along with financial reports—both forecasted and actual—to ensure transparency and accountability in resource management.

In addition to quarterly reporting, the Forum also maintained weekly statistical submissions on complaints, offering ongoing insights into complaint trends, resolution timelines, and areas for improvement. These reports played a vital role in supporting data-driven decision-making and ensuring continuous oversight of complaint management.

With full compliance achieved across all reporting requirements, the Content Forum earned the highest rating of 5 - Excellent, reaffirming its commitment to transparent operations and effective stakeholder engagement.



Public Relations Report

Content standards key

Organisation emphasising on good governance

regulation and licensing requirements. Their involvement ensures they have a voice in setting standards that align with these legal obligations," he noted.

As an industry self-regulatory body, she said it has a proven track record of successful self-regulation throughout the years, particularly in ensuring that its members adhere to evolving content standards and best practices.

This includes addressing critical issues such as hate speech, representation of persons with disabilities, safe portrayal of children in content and many more.

Meanwhile, Ram Dorel, founder and CEO of Astor, a long-standing member of the forum, said: "Being part of the Content Forum provides

provides a clear path for addressing violations.

"The ability to mediate conflicts and find solutions that benefit all parties is also invaluable. Additionally, the 'Complaints Bureau' offers a trusted platform for resolving disputes, providing an accessible and transparent process that reinforces industry integrity."

"The self-regulation route also serves the consumers and the industry better in this age of rapid changes and media proliferation. Other form of regulatory measures may not be able to act or react as quickly and effectively without taking a route that is restrictive or worse – impact consumers' freedom," Navin said.

Crucial role of civic groups

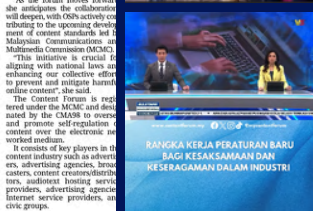
Civic groups, advocating for the public interest, also play a crucial role in this ecosystem.

Dr Kamraj Kaur from the National Council of Women's Organisations said the forum is an essential platform to champion essential changes in content management, such as the recent provisions in the Content Code that address online gender-based violence.

"This initiative is crucial in aligning with national laws and enhancing our collective effort to prevent and mitigate harmful online content," she said.

"The Content Forum is registered under the MCMC and designated by the CMAA to oversee and promote self-regulation of content over the electronic networked medium.

It consists of key players in the content industry such as advertisers, advertising agencies, broadcasters, content creators/distributors, audience testing service providers, advertising agencies, internet service providers, and civic groups.



Throughout 2024, the Content Forum remained committed to fostering meaningful engagement with media stakeholders across both traditional and digital platforms. Understanding the media's influential role in shaping public discourse, we prioritised strategic relationship-building with editors, journalists, producers, and writers—ensuring our initiatives, messages, and policies were communicated clearly, credibly, and consistently.

Regular dialogues and targeted media training sessions were conducted to deepen media professionals' understanding of the Content Code, the principles of self-regulation, and the evolving regulatory landscape. These engagements not only enhanced the accuracy and relevance of media coverage but also built long-term goodwill and trust within the press community.

To broaden public awareness, the Content Forum actively developed and disseminated a wide range of communications materials, including press releases, opinion editorials, and public service announcements. These materials addressed timely issues such as self-regulation, digital safety, misinformation, sharenting, and ethical content creation, providing the public with accessible and informative perspectives on critical content matters.

Our outreach strategy was designed to maximise reach across multiple platforms. This included traditional channels such as print, television, and radio, as well as digital and social media platforms; enabling us to stay relevant in today's fast-moving media environment and engage with audiences where they are most active.

Looking ahead, the Content Forum remains steadfast in its commitment to strengthening media collaboration, enhancing public understanding, and driving informed national conversations around content responsibility and governance. As we continue to evolve, public relations will remain a cornerstone of our broader strategy to build a content ecosystem that is transparent, ethical, and responsive to the needs of both the industry and society.

- Press release, op-eds, articles or letter to the editor submitted and published: **29**
- Total media coverage in print, digital and on broadcast platforms: **760**
- PR value generated without any monetary investment: **RM25,886,724.11**

Finance Report



In 2024, the Content Forum remained firmly committed to prudent financial management and responsible utilisation of resources, ensuring that every ringgit spent translated into meaningful outcomes. Our ability to stretch limited funds while delivering high-impact results reflects a strategy grounded in collaboration, efficiency and value creation.

The MCMC sustained its financial support for the Content Forum with a grant of RM3,050,000, consistent with the amount allocated in 2023. This grant represented 96.8% of the Content Forum's total income, forming the core of our operational budget.

In addition, revenue from membership subscription and entrance fees contributed RM81,570 and RM5,000 respectively, reflecting an overall increase of 3.92% compared to 2023, supported by an 18% growth in membership, from fifty six (56) to sixty six (66) members.

In 2024, the Content Forum operated with a lean team of fourteen (14) full-time staff, maintaining the same headcount as in the previous year, with total staff costs amounting to RM1,871,010. By year-end, there were two resignations, bringing the team to twelve (12) members, with continuity and core functions maintained across all focus areas.

Despite operating with modest resources, the Content Forum delivered over 100 high-impact programmes and initiatives throughout the year, as detailed earlier in this report. Notably, the CMCFxKLSWO Women's Day Conference — one of our flagship events—was executed at a carefully managed cost of RM28,558, made possible through a strategic partnership with KLSWO. This exemplifies our fiscally responsible approach, where collaboration and resource optimisation enable us to achieve significant outcomes without incurring high expenditure.

At year-end, the Content Forum recorded a slight variance of RM35,470 over the approved budget. This reflected strategic spending to support high-impact initiatives aligned with our objectives. Despite this minor overage, we remained firmly committed to financial discipline, achieving and in many cases, exceeding, our KPIs, while maintaining sound fiscal management.

The Content Forum's approach has always been to maximise value through partnerships, scale public education efforts through shared platforms and maintain strong governance across all spending decisions.

As we move forward, the Content Forum remains dedicated to upholding the highest standards of accountability and stewardship, ensuring that every initiative delivers both strategic value and societal benefit—within a sustainable and responsibly managed financial framework.

| Actual Expenditure for FY2024 | | Q1 | Q2 | Q3 | Q4 |
|---------------------------------|---------|---------|---------|---------|----|
| Key Activities | RM | RM | RM | RM | RM |
| Operations for Executive Office | 854,930 | 695,130 | 624,180 | 521,590 | |
| Operation for KPI | 112,340 | 122,340 | 79,840 | 75,120 | |
| TOTAL | 967,270 | 817,470 | 704,020 | 596,710 | |

3,085,470

Notes



CONTACT US

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