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Rafiq Razali Vows to Tackle AI-Driven Content Risks as He Begins Second Term at Content Forum

KUALA LUMPUR, 16 APRIL 2025 —The Communications and Multimedia Content Forum of Malaysia (Content Forum) has reappointed Rafiq Razali as its Chairman for a second term following its Annual General Meeting held yesterday. Rafiq will continue to lead the Content Forum for another two years, building on the strong foundation laid during his first term, which began in January 2024.

As Chairman, Rafiq will lead the Content Forum's renewed push to address pressing issues such as AI-generated content and deepfakes, while continuing efforts to strengthen safeguards for minors, promote content inclusivity, bridge governance gaps across emerging platforms, and empower the public with the tools to navigate today's complex digital content landscape.

With ethical and adaptive content governance as a central focus, a key priority this term is the review and revision of the Content Code—supported by a nationwide feedback initiative to ensure it remains relevant and responsive to emerging challenges. This update is especially timely in light of recent amendments to the Communications and Multimedia Act 1998 (CMA 98), along with other laws such as the Penal Code and the upcoming Online Safety Bill. The revised Content Code is intended to complement and refine these legal provisions by building content standards that are both holistic and practical—striking a careful balance between innovation and safety.

Under his continued leadership, the Content Forum is strengthening its position as a proactive industry voice in navigating Malaysia's fast-changing digital landscape. Rafiq's deep experience in digital transformation and content strategy—honed during his time at REV Media Group and other ventures—enables him to bring both agility and vision to the Content Forum's long-term agenda.

"As the digital content world expands at such a rapid speed, we must ensure that our frameworks evolve just as quickly. Strengthening self-regulation allows us to strike the right balance between innovation and accountability, especially as we confront new frontiers like AI-generated content and the growing reliance on social media—not just as platforms for self-expression, but as key channels for news, advertising, education, and even public discourse," said Rafiq.

In 2024, the Content Forum strengthened its role as a leading advocate for ethical content governance through impactful initiatives focused on education, empowerment and industry collaboration. Over 300 'edufluencers' were trained in partnership with the Ministry of Education, alongside more than 100 national athletes and coaches through the Ministry of Youth and Sports, ensuring these influential voices are equipped to engage responsibly online. The Content Forum also contributed to the *Creators IRL* initiative, which brought together content creators and influencers to explore their role in promoting online safety and digital responsibility through hands-on workshops and dialogues.



The Content Forum continued to deepen industry engagement with new members, including major digital platforms, and collaborated with TikTok on the #ThinkTwice campaign to promote safer online behaviour, reaching over 26 million views and engaging more than 417,000 participants. Other key efforts included launching the *Guidelines for the Marketing of Intoxicating Liquor* to support responsible advertising, and the *Short Film Animation Competition*, which drew over 100 student submissions advocating for ethical content creation through animation.

“We are looking forward to continuing our work under Rafiq’s leadership as he begins his second term as Chairman,” said Mediha Mahmood, CEO of the Content Forum. “It’s about continuity with purpose—Rafiq’s steady guidance has helped shape a more inclusive and future-facing content landscape. As we move ahead, our focus remains on making self-regulation a natural part of the content process—something embraced from the outset to encourage greater accountability, creativity, and trust across the ecosystem.”

With renewed leadership and a progressive agenda, the Content Forum remains committed to fostering an ecosystem that is inclusive, accountable, and adaptable to the challenges of Malaysia’s digital age.

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ABOUT THE CONTENT FORUM

The Communications and Multimedia Content Forum of Malaysia (Content Forum) is an industry forum registered under the Malaysian Communications and Multimedia Commission (MCMC) and designated by the Communications and Multimedia Act 1998 (CMA'98) to oversee and promote self-regulation of content over the electronic networked medium. The Content Forum consists of key players in the content industry, i.e., advertisers, advertising agencies, broadcasters, content creators/distributors, audiotext hosting service providers, advertising agencies, internet service providers, and civic groups.

Aimed at facilitating self-regulation, which provides an additional layer of consumer protection that complements the legal framework, the Content Forum is committed to governing and promoting the creation, distribution, and consumption of electronic-networked content.

As an industry self-regulatory body, the Content Forum comprises key members of the communications and multimedia content industry, including broadcasters, advertisers, content creators, internet access service providers, and civic groups. This dynamic and robust representation of industry practitioners ensures that content standards continue to be developed with the objective of establishing a level playing field in the industry.

The Content Forum is responsible for the implementation and enforcement of the Malaysian Communications and Multimedia Content Code (“the Content Code”). The Content Code was prepared by the Content Forum and first registered with MCMC on 1st September 2004. The Content Code is the principal source for industry self-regulation as it contains governing standards and best practises for content dissemination within the communications and multimedia industry



in Malaysia. The main objective of the Content Code is to outline procedures of self-regulation that provides the platform for creativity, innovation and healthy growth of a fast-evolving industry.

The Content Forum houses a Complaints Bureau that is empowered to address all complaints relating to content disseminated over electronic networks. The Complaints Bureau is empowered to investigate possible breaches of the Content Code, mediate disputes, adjudicate cases, publish orders, and impose sanctions where necessary. The Complaints Bureau accepts complaints from industry players and the general public. Additionally, it plays an advisory role to any party that requires guidance on electronic content matters.

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