



**PUBLIC CONSULTATION PAPER ON
THE MALAYSIAN COMMUNICATIONS AND
MULTIMEDIA CONTENT CODE REVIEW 2025**

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GLOSSARY AND INTERPRETATION

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| CMA | means the Communications and Multimedia Act 1998. |
| CMCF | means the Communications and Multimedia Content Forum of Malaysia. |
| CC 2022 | means the existing Malaysian Communications and Multimedia Content Code. |
| CCR 2025 | means the revised version of the Content Code, a draft of which is set out in the attachment of this PC Paper. |
| Code Subject | means persons who are subject to the Code. |
| MCMC | means the Malaysian Communications and Multimedia Commission. |
| PC | means this Public Consultation. |
| PC Paper | means this Public Consultation Paper. |

BACKGROUND

The Content Forum (CMCF) is conducting a Public Consultation (PC) to review and update the Content Code 2022 (CC 2022). The Content Code (the Code) is a set of guidelines that shapes how content is created, shared, and consumed within Malaysia's communications and multimedia industry. First introduced in 2004 to support self-regulation under the Communications and Multimedia Act 1998, the Code has since served as the industry's reference point for responsible and ethical content practices.

The Code's purpose is straightforward, that is to encourage industry self-regulation, promote accountability in content sharing, safeguard consumers, and at the same time provide room for creativity, innovation, and growth.

This review is essential to ensure the Code remains relevant in today's rapidly evolving digital landscape. The PC Paper is structured into three parts:

- A. an overview of the review and its objectives,
- B. the proposed amendments, informed by early feedback and issues raised in past reviews, and
- C. details on how the public can share their views.

All feedback will be carefully reviewed and considered in the final report. CMCF strongly encourages industry players, stakeholders, and the public to participate. Your input will help shape a Content Code that strikes the right

balance between innovation and responsibility, while protecting consumers and strengthening trust in Malaysia's content ecosystem.

A. INTRODUCTION

1. Legislative Context

- 1.1 CMCF was established under the Communications and Multimedia Act 1998 (CMA 1998), Section 212, as the designated industry body for self-regulation of content. Section 213 specifically provides for the creation of a Content Code, including model procedures for handling offensive or indecent content and public complaints. Section 98(2) of the Act provides that compliance with a registered voluntary industry code is a legal defence against any prosecution or action relating to matters dealt with in that code.
- 1.2 First registered in 2004, the Content Code continues to serve as Malaysia's official self-regulatory framework for electronic-networked content, carrying both industry guidance and legal recognition.

2. Purpose and Objectives of the PC

- 2.1 The Content Code was last significantly revised in 2022, with the revamped Code coming into effect on 30 May 2022. That update aligned industry self-regulation with global best practices and evolving societal needs, introducing enhanced protections for children and persons with disabilities, new rules against misrepresentation and abuse of religion in advertising, and strengthened provisions on online abuse, gender-based violence, and false content. Since then, the communications and multimedia landscape has continued to evolve rapidly, alongside recent

legislative changes, including amendments to the Communications and Multimedia Act 1998. It is therefore timely to undertake another review.

- 2.2 Emerging challenges such as AI-generated content now require dedicated provisions, while issues like online harm and misinformation—first addressed in the 2022 revamp—demand more focused attention as their scale, complexity, and impact on society have continued to grow. This makes it essential that the Code continues to evolve to remain effective in protecting users and guiding industry practice, while also staying aligned with the latest legislative changes.
- 2.3 In this regard, the current review provides an important opportunity to evaluate how well the existing provisions are working, to identify any gaps, and to ensure the revised Code remains practical, future-ready, and reflective of society’s expectations.

3. Issues for comments

- 3.1 This paper highlights new content matters proposed for inclusion in the Content Code. Feedback from industry participants, stakeholders, and the public is essential to ensure these updates respond effectively to current needs and community expectations.
- 3.2 CMCF welcomes comments on:
- a) the proposed revisions to the Content Code;
 - b) the specific questions raised in this Public Consultation Paper; and

- c) any other issues related to the CCR 2025 that may help strengthen consumer protection in the communications and multimedia industry.

3.3 A draft copy of the revised Code is provided as reference to this PC Paper. We encourage respondents to read the Code in its entirety, as the provisions are best understood in full context. This will also help ensure that feedback builds on the proposed revisions and consultation points, rather than revisiting areas that are already well covered in the Code, making contributions more impactful to the review process.

B. THE CONTENT CODE REVIEW

The following sections outline the key areas identified for revision in the Content Code Review 2025. Each area reflects developments in law, technology, and community expectations, and has been refined to strengthen consumer protection while supporting responsible industry growth. These proposed changes are presented below for consideration and feedback.

1. LEGAL ALIGNMENT AND CLARITY

The review seeks to align the Code more closely with the recent amendments to the Communications and Multimedia Act 1998 (CMA). This alignment ensures consistency with the law, provides clearer guidance to the industry, and helps minimise ambiguity in both interpretation and enforcement.

1.1 Indecent Content

1.1.1 The CCR 2025 has expanded the examples of the illustrations of art, to include contemporary performances or films exploring themes like body image or self-acceptance in a non-sexual, artistic manner. It has also adopted the CMA provision whereby content portraying private parts for legitimate educational, artistic or scientific purposes, which are not gross, is not considered as indecent or obscene.

1.2 Obscene Content

1.2.1 In CCR 2025, “Obscene Content” has been redefined for clarity in

alignment with the amendments to the CMA. The general rule remains that materials which has the tendency to deprave or corrupt persons who are likely to see, hear or read it will be considered as obscene. It has been revised to introduce more specific and objective wording by directly linking obscenity to the “explicit or offensive representation of sexual activity or sexual conduct.” It also shifts the benchmark from subjective community standards to a clearer test—whether such content is “likely to cause offence to a reasonable adult.” It further lists down considerations in determining obscenity including:-

- a. the nature and explicitness of the depiction;
- b. the context, setting, and purpose of the Content;
- c. whether the Content is presented in a manner intended to sexually arouse or gratify;
- d. the likely audience, including the potential access by Children; and;
- e. any relevant Malaysian laws, including the Penal Code, the Sexual Offences Against Children Act 2017, and other applicable legislation.

- 1.2.2 In the revised Code, the term “child pornography” has been replaced with “child sexual abuse material (CSAM).” This change reflects international best practice and Malaysian legal standards, including the Sexual Offences Against Children Act 2017. The updated terminology emphasises the criminal nature of such material as a form of child abuse, rather than implying consent or association with

legitimate pornography.

1.3 Menacing Content

- 1.3.1 The CC 2022 defines menacing content as content which causes annoyance, threatens harm or evil, encourages or incites crime, or leads to public disorder. Since the term annoyance has not been defined, it lacks legal clarity and has been seen to appear subjective. The CCR 2025 has revised the definition as – “Menacing Content includes material that causes harassment, intimidation or distress; causes or threatens serious harm to individuals or communities; encourages or incites the commission of crime; or leads to public disorder. Such Content is prohibited. Examples include threats of acid attacks, doxxing of personal information, false bomb threats, or incitement to racial violence.”
- 1.3.3 In CC 2022, the prohibition on hate propaganda covered content that advocates or promotes violence, genocide, or hatred against identifiable groups. In the proposed revision, this provision has been strengthened in two ways.
- a. First, the word “enable” has been added to recognise that harmful content is not limited to direct advocacy or promotion. Content that facilitates or creates opportunities for violence or hatred – even indirectly – can also contribute to serious harm. This ensures the Code is better equipped to address the complex ways in which hate propaganda can spread, especially in digital spaces.

- b. Second, the definition of an “identifiable group” has been clarified and expanded. It now explicitly includes groups distinguished by race, ethnicity, religion, nationality, gender, sexual orientation, disability, or other status. This addition ensures greater inclusivity, provides clearer protection for vulnerable communities, and reflects global best practices in addressing hate speech.

1.4 Grossly Offensive Content

- 1.4.1 All references to “offensive content” have been revised to “grossly offensive content,” in line with recent amendments to the CMA. This refinement narrows the scope of regulation to focus on material that a reasonable person would regard as seriously offensive, rather than content that may simply be disagreeable or in poor taste. While the original provisions focused on crude language and depictions of violence, the revised provisions take a more comprehensive approach. They strengthen protection against harmful content, clarify the limits of permissible speech, and provide practical guidance for enforcement and compliance. The change provides clearer thresholds for enforcement and stronger protection for freedom of expression.
- 1.4.2 The scope of **‘hate speech’** has been expanded to explicitly include ‘discriminatory content.’ This ensures that the Code not only addresses content that incites hatred or violence, but also content that demeans, marginalises, or promotes hostility against individuals or groups based on protected characteristics such as race, ethnicity,

religion, descent, national origin, gender, age, sexual orientation, disability, or other status. The revised provision makes clear that discriminatory content may arise from misinformation, distortions, or partial truths that create division or hostility.

1.4.3 At the same time, space is preserved for legitimate criticism, satire, or commentary made in the public interest, provided it does not intentionally incite hostility or target individuals solely on the basis of protected characteristics. The inclusion of assessment factors

1.4.4 Another key addition is the **inclusion of assessment factors**, such as context, intent, dissemination, and likelihood of harm. These provide clearer guidance for both content creators and regulators in distinguishing between harmful hate speech and permissible expression.

1.5 False Content

1.5.1 In the CCR 2025, the definition of “False Content” has been refined for greater clarity and stronger safeguards. Previously, the Code defined false content as material or information that is incomplete or false and likely to mislead. Under the CCR 2025, this provision now captures a wider range of harmful practices by defining false content as information that is untrue, misleading, confusing, incomplete, or fabricated, including matters that do not exist. Such content is prohibited where it is likely to cause harm, mislead, or disadvantage individuals, organisations, or the public.

- 1.5.2 The revised provision also places clear responsibility on Code Subjects to adopt measures outlined in the Code to limit the spread of untruths that could create public fear or panic or threaten public order and national security.
- 1.5.3 Considerations for determining whether content is false has been listed down to include: –
- a. the nature and context of the Content;
 - b. whether the Content is presented as fact;
 - c. whether the Content omits material facts necessary to prevent it from being misleading;
 - d. the reasonably foreseeable effect of the Content on its intended audience; and
 - e. any clear contextual cues indicating satire, parody or fiction, including labelling, format, placement or presentation.
- 1.5.4 The provision also clarifies that that content is not considered false solely because it has been fully or partially generated using Artificial Intelligence (AI), unless the substance of the content meets the criteria for False Content under the Code. However, it further clarified that this exemption does not apply where such content is presented as fact, is likely to cause harm by inciting violence or hostility or amounts to hate propaganda; or constitutes advertising or marketing communications, which are required to be assessed under Part 3 of the Code.

2. ARTIFICIAL INTELLIGENCE (AI) AND EMERGING TECHNOLOGIES

Recognising the rapid growth of emerging technologies, particularly AI, the CCR 2025 introduces a new section dedicated to this area. The aim is not only to address current gaps but also to prepare for future challenges as AI increasingly shapes how content is created, distributed, and consumed. The provisions emphasise labelling, accountability, and transparency, while also considering the potential impact of AI-driven systems on users—especially children—so that the Code remains responsive and relevant in the evolving digital landscape.

2.1 AI and Content Standards

2.1.1 The CCR 2025 introduces, for the first time, a dedicated framework for the use of AI in content creation and dissemination. This reflects the growing influence of AI on media, creativity, and public communication, and the need to uphold accountability, transparency, and trust in the digital ecosystem. Under the proposed provisions, all content generated, curated, or disseminated using AI is subject to the same principles of truth, responsibility, and human accountability as content created by humans. Where such content is accessible to children, the additional safeguards in the children’s content provisions also apply

2.1.2 A key requirement is the **labelling** of AI-generated content when it is shared for public consumption or to large groups. This ensures

audiences are not misled and can make informed judgments about what they see, hear, or read.

2.1.3 The provision requires that any content generated, produced, remade, created or edited by AI and subsequently published, disseminated, distributed, sold or shared for public consumption or large groups of viewers shall include a clear identification or label that informs its viewers or consumers that the content was generated, produced, remade, created or edited by AI.

2.1.4 **Limited exceptions** to the disclosure requirement apply where:

- the content is for private consumption or shared to an extremely small group of individuals (this exemption will cease to apply if content that was previously for private consumption or a small group of individuals is then shared to the public or to a larger group of individuals; or
- AI's contribution is minor (such as, but not limited to summarisation, translation, or copy-editing) and does not materially affect the substance, tone, or message of the content.

2.1.5 Online services that allow users to upload or share content must also provide a **function for users to self-label AI-generated material**. This empowers transparency at the source, without stifling innovation or expression.

2.1.6 The revised provisions also make clear what AI-generated content must not do. **Harmful applications** such as the promotion of CSAM,

encouragement of self-harm, manipulation of audiences in exploitative ways, creation of disinformation, or amplification of hate and discrimination are explicitly prohibited. Likewise, the unauthorised replication of copyrighted works, likenesses, or voices using AI for profit must comply with Malaysian copyright and trademark laws.

2.1.7 **Accountability** remains with the human user who shares or publishes AI-generated content. The fact that material originated from AI cannot be used as a defence. This reinforces the principle that human responsibility and oversight are central to ethical digital practices.

2.1.8 Finally, recognising the potential for AI systems to influence public opinion and behaviour on a large scale, the Content Forum may invite Code Subjects deploying significant AI systems to take part in voluntary annual impact assessments. These assessments will help monitor emerging risks and ensure that innovation continues to serve the public interest.

2.2 **Cybersecurity Risks and Online Scams in Emerging Technologies**

2.2.1 The CCR 2025 also addresses the growing use of online platforms and digital tools to perpetrate scams and cyberattacks. The revised provisions explicitly prohibit content that is used, designed, or intended to promote, attempt, or carry out cybersecurity attacks or scams, including financial scams. This includes practices such as doxxing, phishing, “quishing” (QR-code phishing), malware distribution, romance scams, and fraudulent investment schemes.

2.2.2 At the same time, the Code makes clear that content aimed at raising awareness or educating the public about the risks of scams or cyberattacks is not prohibited. This ensures that prevention campaigns, digital literacy initiatives, and awareness-raising efforts can continue to play an important role in safeguarding users.

2.3 Combatting Child Sexual Abuse Materials (CSAM)

2.3.1 The Code reaffirms that Child Sexual Abuse Material (CSAM) is strictly prohibited and illegal under Malaysian law, including the Sexual Offences Against Children Act 2017. Such content must never be published, sold, or distributed in any form.

2.3.2 Recognising the importance of proactive measures, the CCR 2025 encourages Content Applications Service Providers and other platforms hosting user-generated content to implement tools that can automatically detect CSAM, and to train staff to respond promptly when such material is reported.

2.3.3 The provisions also clarify that content intended to raise awareness about CSAM, such as educational campaigns, is not prohibited, provided that any materials used are not excessive or explicit in nature. This ensures a clear balance between protecting children from exploitation and enabling constructive public discourse on the issue.

2.2 Additional Protections for Child-Accessible Content

2.2.1 In addition, where the content is accessible to children, the provisions under Paragraph 8 of the Code – Children’s Content shall also apply.

2.3 Safeguarding Against Online Scams

- 2.3.1 The CCR 2025 addresses on the issue of cybersecurity and scam. Content that is used, designed, or intends to promote, attempt or carry out cybersecurity attacks or scams (including financial scams) are prohibited and shall not be posted or published online, unless for educational purposes.

3. ADVERTISING AND CONSUMER PROTECTION

Consumer protection and advertising practices are further strengthened in the revised Code. The updated provisions clarify disclosure requirements, especially for AI-generated content and influencer marketing, while also modernising rules to reflect evolving marketing practices and regulatory expectations. These changes aim to ensure transparency, build consumer trust, and promote fair competition in the digital marketplace, positioning Malaysia's advertising ecosystem in line with global best practices.

3.1 Expanded Scope of Coverage

- 3.1.1 The revised provisions clarify the scope of advertising standards under the Code. This part of the Code applies to advertisements communicated over any networked medium and displayed on devices capable of processing content electronically, including television, radio, and digital media, where such advertisements are **targeted at the Malaysian market**. The responsibilities on Part 3, in term of producing and transmitting advertisement has also been expanded to include Online Marketplace Operators.

- 3.1.2 To remove ambiguity, the revised text makes clear that this scope covers advertisements that originate from, or are intended for, Malaysian audiences, regardless of whether the advertiser is located within or outside Malaysia. At the same time, the Code does not apply to advertisements that are not distributed over a networked medium or are not targeted at the Malaysian market.
- 3.1.3 These refinements ensure that advertising rules remain effective in a borderless digital marketplace, while providing clarity for advertisers, platforms, and consumers alike.

3.2 Testimonials

- 3.2.1 The CCR 2025 introduces an additional safeguard for testimonial or endorsement that reference **professional expertise or qualifications**. In such cases, advertisers are required to take reasonable steps to verify the accuracy of these claims and ensure they are supported by appropriate recognition from the relevant professional or regulatory bodies. This measure is intended to prevent misleading representations and to strengthen public confidence in advertising practices.
- 3.2.2 In the CC 2022, advertisements that use testimonials from individuals living outside Malaysia were required to clearly state the person's full address and country of residence. Testimonials without this information were not permitted. Under the proposed revisions in the CCR 2025, this requirement has been simplified. Advertisers will no

longer need to disclose the individual's full address; it will now be sufficient to state **only the country of residence** in the advertisement.

3.3 All-in Prices

- 3.3.1 In CC 2022, prices must be displayed as the total price payable for a product or service so that consumers are not left guessing the total to be paid. In CCR 2025, a new clarification has been added to require businesses to clearly state any charges that cannot be calculated in advance, along with an explanation of how these charges will be determined.

3.4 Guarantees

- 3.4.1 The use of the word "guarantee" or any term of similar meaning has been extended to cover sponsorships, training, or other arrangements that include claims of guaranteed employment. Such claims must reflect an actual, unconditional commitment from the advertiser. The basis for the guarantee, including all material terms and conditions, must also be accurate, verifiable, and clearly disclosed to the consumer in advance.

3.5 Transparency in Advertisements and Sponsorships

- 3.5.1 The CCR 2025 clarifies that the provisions on advertising and marketing communications apply broadly to all forms of advertisements and marketing content, regardless of platform, medium, format, or emerging digital channel. This ensures consistent

standards across traditional media, online platforms, and new technologies.

3.5.2 The CCR 2025 strengthens the requirement for clear and transparent disclosure of paid or sponsored content. The revised provision now makes it explicit that advertising and marketing communications—including those involving third parties engaged to review, endorse, provide testimonials, promote products or services, or conduct affiliate marketing—must comply with the Code where the content is controlled by the advertiser.

3.5.3 To prevent consumers from being misled, such content must be **clearly and prominently identified** as paid or sponsored content. The requirement for disclosures to use upfront labels are expanded to include equivalent platform-appropriate terms.

3.5.4 To align with global practices and strengthen public confidence, more robust safeguards are introduced to preserve editorial independence, particularly in the context of influencer-created content and advertisements that resemble authentic articles. While the CC 2022 required paid content to be clearly disclosed, it did not formally safeguard the autonomy of editors and journalists.

3.5.5 The revised Code now makes it explicit that **editorial independence** must be preserved at all times. Sponsored, paid, or commercially influenced content must be clearly distinguished from editorial material, and must not compromise the integrity, accuracy, or impartiality of editorial decisions. This addition ensures that

commercial pressures do not erode trust in editorial content and reinforces the credibility of media and journalism.

3.6 Children and advertising

- 3.6.1 In the revised Code, the provisions on children and advertising have been expanded to align with recognised **international and national standards for the protection of children**. This ensures that advertising practices consider the impact on children and adhere to established frameworks addressing harmful marketing, including age-inappropriate content, digital media, and products such as food and beverages.
- 3.6.2 The CCR 2025 strengthens protections for children by expanding the **prohibition on harmful imitation**. Previously, the Code stated only that children should not be encouraged to copy unsafe practices. The revised provision now makes clear that content must also avoid encouraging conduct, language, or themes that are developmentally inappropriate or unsuitable for a child's age. This ensures that protections extend beyond physical safety to also cover psychological, emotional, and developmental wellbeing, reflecting international best practice in child online safety.
- 3.6.3 The CCR 2025 also introduces clearer safeguards for how children may be featured in advertisements, ensuring their **welfare and dignity** are fully protected. These provisions set out practical principles for advertisers to follow, closing gaps in the CC 2022 and

reflecting international standards on child protection in media and marketing.

3.6.4 Under the revised Code, advertisers are prohibited from portraying or encouraging children in situations that are **unsafe, developmentally inappropriate, or exploitative**. Specifically, advertisements must not show children handling potentially dangerous products without adult supervision, or engaging alone in activities that would ordinarily require oversight. Content must also avoid inappropriately depicting children in illegal or harmful contexts, such as gambling, drinking alcohol, smoking, or using tobacco and nicotine products, including e-cigarettes and emerging novel products.

3.6.5 To support healthy lifestyles, children must not be shown indulging in excessive eating or drinking. Similarly, advertisers **must not exploit emotions** by sensationalising or stereotyping children, particularly those who are disabled, marginalised, or vulnerable. Safeguards also prohibit the use of vulgar, obscene, or age-inappropriate language by children, as well as depictions of them performing dangerous or hazardous acts without regard for safety.

These provisions are designed to strike a balance between creative expression in advertising and the overarching responsibility to ensure that children are represented in ways that are safe, respectful, and aligned with their best interests.

3.7 Data Privacy and User Protection

3.7.1 The CCR 2025 introduces a requirement for advertisers to ensure that any personal data used in the creation or distribution of advertisements is processed in accordance with the Personal Data Protection Act 2010, particularly following the general principles and the notice and choice principle.

4. ONLINE PLATFORM RESPONSIBILITIES

The CCR 2025 places greater emphasis on the responsibilities of online platforms, recognising their central role in shaping how content is shared and experienced. The revised provisions set out clearer obligations on content takedown processes, monitoring and management of harmful material, labelling of AI-generated content, and the safeguarding of user privacy.

The CCR 2025 also expands the definition of Code Subjects under this Part to explicitly include not only providers of online content, but also those who provide access to such content, whether through present or future technologies, on both fixed and mobile platforms. This broader scope **ensures the Code remains technology-neutral and future-proof, applying consistently across emerging services and innovations**, while strengthening accountability and supporting a safe and trustworthy digital environment.

4.1 Respecting User Content Preferences

4.1.1 The CCR 2025 reinforces the principle of user control, emphasising that end-users should have the ability to filter or manage the content

they access. This reflects the importance of empowering users to shape their own online experiences. At the same time, the Code recognises that the tools and methods available to enable such control may vary across different technologies and services and may not always be feasible in every context.

- 4.1.2 By embedding this principle, the Code also supports wider goals of digital literacy and parental empowerment, helping families and individuals make safer and more informed choices online.

4.2 Child-Sensitive Safety and Human Rights in Content Delivery

- 4.2.1 The CCR 2025 introduces a new provision requiring Code Subjects to give greater attention to child-sensitive safety in content delivery systems. Providers are encouraged to adopt human rights-based principles, assess potential risks, apply proportionate safeguards, and, where possible, practice voluntary transparency. This ensures that platforms and services accessible to children are managed responsibly, with safety and wellbeing placed at the forefront.

4.3 Editorial Responsibility of Online Content Aggregators (OCAs)

- 4.3.1 The CCR 2025 clarifies that Online Content Aggregators (OCAs) are only subject to Part 2 (Guidelines on Content) when they exercise editorial control over the actual substance of content. Functions such as aggregation, purchase, moderation, recommendation, or hosting alone do not amount to editorial rights.

4.4 Data Privacy and Protection

- 4.4.1 A new addition in the CCR 2025 ensures stronger safeguards for users' privacy. Any processing of personal data must follow the requirements of the PDPA 2010, including the principles of general responsibility, notice and choice, and disclosure. This provision reinforces accountability in how personal data is handled.
- 4.4.2 The CCR 2025 clarifies that IASPs, OCAs, Link Providers and OCHs are not required to block access to any material unless mandated by law or directed by the Complaints Bureau through the complaint's procedure under the Code. It also makes clear that where there is any inconsistency between a Complaints Bureau directive and applicable laws, the law will take precedence. This provides greater certainty on when blocking is required and reinforces that legal obligations remain the highest authority.

4.5 Content Monitoring

- 4.5.1 The CCR 2025 clarifies the responsibilities of Code Subjects with regard to monitoring content. To avoid undue burdens and protect freedom of expression, the revised provisions reaffirm the status quo that there shall be no general obligation to proactively monitor all content shared on platforms. However, platforms are expected to act responsibly where harmful content is apparent, or where effective tools are reasonably available to address it.
- 4.5.2 This approach strikes a balance between safeguarding users and ensuring that platforms are not over-extended in ways that could undermine innovation or lead to over-censorship. The Code also

makes clear that any measures taken by Code Subjects must respect users' right to privacy, ensuring that safety and protection are advanced without compromising fundamental rights.

- 4.5.3 The provisions also highlight the shared responsibility in creating a safer online environment: parents and guardians have an important role in guiding children's online use, while government agencies and civil society organisations are key partners in raising awareness and educating the public about online safety tools and protection measures.

4.6 Proportionate Responsibilities of Online Platforms

- 4.6.1 The CCR 2025 refines the provisions on measures that Internet Access Service Providers (IASPs), Online Content Aggregators (OCAs), Link Providers, and Online Content Hosts (OCHs) are required to undertake. Previously, these Code Subjects were simply excluded from a range of obligations. The revised Code now provides greater clarity by stating that such measures must be undertaken where mandated by applicable laws.

- 4.6.2 The CCR 2025 makes clear that while platforms are not under a general obligation to proactively monitor or search all content shared by users, including AI-generated or manipulated material, there is a clear duty on platforms to act when harmful or unlawful content becomes apparent, whether through user reports, trusted flaggers, or effective detection tools. In such cases, platforms are expected to take timely and proportionate action consistent with their role, ensuring

that harmful material does not remain unchecked. This recognises the practical limits of technology and the risks of overreach while ensuring that platforms remain accountable for responding to risks that are reasonably within their knowledge or capability to address.

4.6.3 The revised provisions explicitly safeguard user privacy and legal rights. Platforms may only disclose user data when authorised by law or directed by the relevant authorities. This ensures that investigations and enforcement can proceed effectively while protecting individuals against arbitrary or unlawful intrusion. In anchoring disclosure to lawful authority, the Code provides both users and industry with clarity and assurance on the limits of data handling.

4.6.4 The CCR 2025 reiterates the principle under Section 3(3) of the CMA that platforms are not subject to a blanket requirement of pre-publication censorship. At the same time, the Code affirms the value of proactive moderation tools, including automated systems, which many platforms already deploy to detect and reduce harmful content before it spreads. Such measures are encouraged where effective and proportionate, and they complement the obligation on platforms to respond swiftly and responsibly when unlawful or harmful content is identified.

These adjustments anchor platform responsibilities firmly within Malaysia's legal framework, giving regulators the authority to act where necessary while providing industry with clarity and certainty. The Code sets a proportionate standard that strengthens regulatory oversight, upholds user

protection, and reinforces the shared responsibility of industry, government, and the public in maintaining a safe and trustworthy online environment.

5. PROTECTION OF CHILDREN

Protecting children in the digital environment is a central priority of the CCR 2025 and this principle is added to the preamble of the Code where expectations are to respect, protect and promote content practices that uphold children's rights and safeguard them from harm. The revised Code introduces stronger safeguards to shield children from harmful or age-inappropriate content, reinforces the duty for Code Subjects to act responsibly, and sets clearer rules around consent when children are featured in content. These measures are designed not only to prevent exploitation and harm, but also to ensure that children are represented in ways that respect their rights, dignity, and wellbeing.

5.1 Strengthening Child Protection Across the Code

5.1.1 The CCR 2025 strengthens the General Principles of the Code by expressly recognising that the best interests of the child shall be a primary consideration in the design, delivery, and management of content and services likely to be accessed by children. This provision reflects a **child-rights approach** consistent with Malaysia's commitments under the UN Convention on the Rights of the Child (CRC).

5.1.2 Importantly, the principle is not limited to protection alone. It calls for an appropriate balance between safeguarding children from harm

and upholding their rights to access information, freedom of expression, and privacy. This ensures that children are not excluded from the benefits of the digital environment, while remaining shielded from exploitation, abuse, or inappropriate material.

5.1.3 The inclusion of this principle sets a clear standard for industry, signalling that children’s wellbeing must be built into the design and operation of digital content and services from the outset, rather than treated as an afterthought.

5.1.4 To enhance protections for children, the CCR 2025 **expands the scope of coverage** to include not only content designed for children, but also content that is primarily directed at or likely to appeal to children. It also added that such content should be in line with child protection laws, national age classification standards, and international best practices.

5.1.5 The CCR 2025 has refined the opening line in Part 2, Paragraph 8.0 (Children’s Content) to clarify that this part applies to content specifically designed for and targeted at children, including content rated U or PG-13, or similar classifications where the themes, presentation, or characters are likely to appeal to children.

5.2 Refined Terminology and Broader Content Coverage

5.2.1 The CCR 2025 updates certain terms to provide clearer guidance on children’s content and to better reflect current understanding of child protection. References to “*child pornography*” have been replaced

with the term “*child sexual abuse material (CSAM)*”, in line with international best practice and Malaysian law, to emphasise the abusive and criminal nature of such material.

5.2.2 The scope of children’s content has also been broadened. Provisions no longer apply only to content designed specifically for children, but also **to content that is directed at, appealing to, or likely to be accessed by children**. This ensures protections extend to a wider range of media, including general content that may attract young audiences. This change reflects the reality of today’s digital environment, where children frequently engage with general platforms or gaming apps that are not developed solely for young audiences but are widely accessed by them.

5.2.3 The CCR 2025 strengthens the provisions on depictions of **violence** in content likely to be accessed by children. Previously, the Code only stated that “any depiction of violence in children’s content” should be treated with care. The revised text now provides clearer guidance to ensure children are not exposed to harmful or misleading portrayals of violence.

5.2.4 Under the updated provision, any depiction of violence in children’s content must reflect both the emotional and physical consequences for victims and perpetrators, presented in a manner appropriate for a child audience. This ensures that children understand violence has real consequences, rather than normalising or trivialising harmful behaviour.

5.2.5 The revised provision also makes explicit that children’s content must not contain material that encourages or provides instructions for acts of serious violence against others. This addition closes a gap in the earlier Code and provides stronger safeguards against harmful imitation.

5.2.6 The CCR 2025 introduces **new categories of harmful content** that must not appear in material directed at, appealing to, or likely to be accessed by children. These additions strengthen protections by addressing risks that were not explicitly covered in the previous Code.

5.2.7 Under the revised provisions, children’s content must not promote drug use, depict or normalise sexual harassment, or contain discriminatory content, including themes that reinforce harmful stereotypes. The Code also prohibits any content that invites or encourages children to be abusive or discriminatory towards others.

These new safeguards address growing concerns about the influence of media on children’s attitudes and behaviours and seek to prevent the normalisation of harmful conduct at an early age. The expanded list of prohibited content strengthens protection against not only physical risks but also psychological, emotional, and social harms that may result from negative portrayals and behaviours.

5.3 Standards for Creating and Producing Children’s Content.

The CCR 2025 introduces a new provision setting clear standards for Code Subjects who create, produce, or commission children’s content. This

ensures that content developed for or likely to be accessed by children reflects not only legal requirements but also best practices in child development and media responsibility.

5.3.1 Under this provision, Code Subjects must comply with relevant child protection laws and, to the extent reasonably practicable, take into account classification standards and international best practices. They are expected to take reasonable steps to:

- a. **Ensure age-appropriateness** – Themes, visuals, and language must be suitable for the intended age group, avoiding material that could confuse, distress, or mislead children.
- b. **Avoid glorification of harmful behaviour** – Content must not trivialise or glamorise violence, dangerous behaviour, or unsafe practices that children might imitate.
- c. **Promote positive values** – Where relevant, content should incorporate messages that encourage resilience, empathy, inclusion, and other constructive values that support healthy development.
- d. **Seek expert input** – In areas requiring specialised knowledge, Code Subjects are encouraged to consult child development specialists or refer to recognised child protection or media guidelines issued by reputable international or national bodies

5.4 Platform Responsibilities in Relation to Children’s Content

5.4.1 The CCR 2025 introduces a new provision recognising the role of platforms in supporting the safe delivery of children’s content, even

when they are not directly involved in creating it. This provision ensures that platforms contribute to child protection in ways that are reasonable and consistent with their role and technical capabilities.

These measures may include:

- a. **Community standards** – Establishing and enforcing clear rules relating to the protection of children, ensuring that harmful or exploitative material is not tolerated.
- b. **Moderation protocols** – Applying proportionate moderation measures for content that has been reported or flagged as harmful to children.
- c. **Visibility tools** – Using visibility filters or similar tools to reduce children’s exposure to unsuitable material.
- d. **Accessible reporting** – Providing easy-to-use channels for parents, guardians, children, and other relevant parties to report content or features that may be harmful or exploitative.

5.5 Children’s Data and Privacy

The CCR 2025 introduces new safeguards for the handling of children’s personal data in recognition of growing concerns about online profiling, targeted advertising, and data-driven services. The revised provisions ensure that children’s privacy and best interests are prioritised, while also providing clear guidance to industry.

5.5.1 Under the new rules, children’s personal data may only be profiled or processed for commercial purposes if two (2) conditions are met:

- a. profiling features are enabled by the user; and
- b. verifiable consent has been obtained from a parent or legal guardian, ensuring responsible handling and protection of children’s privacy.

5.5.2 Verifiable consent may be obtained through, but is not limited to, clear consent requests, parental control settings, or secure mechanisms such as age-verification or parental consent processes. This ensures that consent is meaningful, transparent, and capable of being audited.

5.5.3 In addition, it is encouraged to **implement child-appropriate privacy settings as a default**, and to ensure that any data collected is limited, proportionate, and consistent with the best interests of the child. These requirements reflect international best practices and align with principles of data minimisation and accountability.

5.6 Measures to Prevent and Respond to Child Sexual Abuse Material (CSAM)

The CCR 2025 introduces a dedicated provision to strengthen industry responses to the production, distribution, and consumption of Child Sexual Abuse Material (CSAM), including AI-generated images. This reflects both national legal requirements and international best practice, recognising CSAM as one of the most serious forms of online harm.

5.6.1 The revised Code encourages Code Subjects to adopt robust and proactive measures to prevent the misuse of their services for CSAM.

These measures include:

- a. **Clear policies and terms of service** – Platforms should include explicit statements in their terms and conditions prohibiting the exploitation or abuse of children, including the production, access, storage, or sharing of CSAM. These policies should also commit platforms to cooperating with law enforcement where such material is reported or discovered.
- b. **Detection and blocking systems** – Platforms are encouraged to implement technical tools, proportionate to their capabilities, to detect and block access to known CSAM. This may include the use of recognised URL or hash lists and other internationally accepted detection technologies.
- c. **Accessible reporting mechanisms** – Code Subjects should provide user-friendly channels for reporting suspected CSAM, including options for anonymous reporting. Such reporting tools should also link to emergency numbers for cases where children may be in immediate danger or require urgent intervention.
- d. **Prompt response to reports** – Platforms are expected to act swiftly upon receiving user reports or notifications from trusted flaggers. Interim measures, such as temporarily removing or restricting access to reported content, should be taken while further assessment is underway.

- e. **Timely cooperation with authorities** – Platforms should cooperate fully with relevant authorities such as the police and the Malaysian Communications and Multimedia Commission (MCMC), in accordance with applicable laws. Where feasible, Code Subjects are encouraged to appoint a designated liaison or focal point to handle CSAM-related matters and facilitate coordination.

5.6.2 These measures are framed as best-practice guidance, to be applied in ways that respect user rights, comply with legal requirements, and take into account the varied technical capacities of different Code Subjects across the digital ecosystem. The intent is to provide clear, practical expectations for industry while supporting a whole-of-society approach to eliminating CSAM.

5.7 Future Sub-Code on Children’s Online Safety

5.7.1 To complement the strengthened provisions in the CCR 2025, the Code now makes clear that further detailed measures on children’s online safety will be developed in a dedicated sub-Code. This sub-Code will be aligned with the *Online Safety Act* and is expected to cover issues such as age-gating, data protection, and parental consent in greater detail.

5.7.2 This forward-looking step ensures that protections for children remain responsive to new risks and evolving technologies, while providing industry with clear and practical standards for compliance. It also signals CMCF’s commitment to working with regulators, industry, and child-protection experts to ensure Malaysia’s online safety framework

is comprehensive, future-proof, and consistent with international best practice.

5.8 Child-Friendly Tools and Features

5.8.1 The CCR 2025 encourages Code Subjects that provide content, applications, or services likely to be accessed by children to make available tools that support screen time management and parental controls. Such tools should be simple to use, age-appropriate, and designed to help parents and guardians monitor, guide, or limit their children's access in ways that are consistent with the child's age, developmental needs, and family values.

5.9 Child-Sensitive Safety by Design

5.9.1 The CCR 2025 encourages Code Subjects to incorporate child-sensitive safety considerations into the design and management of content delivery systems, particularly those accessible to children. Where appropriate, providers are also encouraged to apply human rights-based principles to guide these practices.

5.9.2 Such considerations may include conducting internal evaluations of potential risks, implementing proportionate mitigation measures, and undertaking voluntary transparency initiatives that are suitable to the provider's capacity and service model. This approach embeds the principle of safety and rights by design, ensuring that children's best interests are taken into account from the outset, while allowing

flexibility for providers to adapt measures in ways that are practical and effective.

6. INCLUSIVITY, VULNERABLE COMMUNITIES, AND HUMAN RIGHTS

The CCR 2025 places stronger emphasis on inclusivity, non-discrimination, and respect for human rights. Protections have been expanded to address harmful or discriminatory portrayals, with particular attention to vulnerable communities—defined as groups or individuals who, due to personal, social, or economic circumstances, may face greater risks of harm, discrimination, or unequal treatment, including limited access to rights, resources, or protection. The revised Code also encourages the integration of human rights due diligence into the creation and dissemination of content.

6.1 References to International Laws and Conventions

In the CCR 2025, references are expanded beyond the Federal Constitution to also include international laws and conventions, particularly where these align with and complement Malaysian law. This approach ensures that national legal frameworks remain the foundation, while international norms are treated as useful reference tools that can support industry in adopting best practices for more inclusive and rights-respecting content.

6.2 Strengthen Representation of Persons-with-Disabilities in Content

6.2.1 The CCR 2025 introduces significant enhancements to strengthen the protection and representation of Persons with Disabilities (PWDs) in content. The revised provisions make clear that content must **respect**

the dignity, rights, and full participation of PWDs, and must avoid language, depictions, or practices that reinforce stereotypes, perpetuate stigma, or portray persons with disabilities in a derogatory or infantilising manner. Humour, ridicule, or negative portrayals of physical, mental, or sensory disabilities are expressly prohibited, regardless of intent.

6.2.2 The revisions also affirm that PWDs should be provided opportunities to be included in programming in a manner that upholds dignity and equality. This moves beyond a harm-prevention approach and actively supports positive and inclusive representation.

6.2.3 While the CC 2022 states that references to disability should use neutral terms, CCR 2025 strengthens it by calling for **respectful and inclusive terminology for PWD**, taking into account cultural and linguistic context, and in alignment with the Persons with Disabilities Act 2008 and international standards. Importantly, the shift in emphasis from “neutral” terminology to “respectful and inclusive” language reflects feedback from disability communities, which have highlighted that such ‘neutral terms’ often fail to affirm dignity or recognise lived experiences.

6.2.4 The CCR 2025 introduces a new provision to clarify the responsibilities of platforms that host user-generated content but are not directly involved in creating it. These platforms are now expected to take reasonable steps to address harmful misrepresentation where it is identified or reported.

6.3 Migrants, Refugees, Stateless and Non-Citizen Communities

- 6.3.1 The CCR 2025 introduces new provisions to strengthen protections for the fair and accurate representation of migrants, refugees, stateless persons, and other non-citizen communities. These groups are often subject to harmful stereotyping and dehumanising narratives, which can contribute to discrimination and social exclusion.
- 6.3.2 Under the revised Code, content must avoid **language or imagery** that is inflammatory, dehumanising, or that generalises or implies criminality. Terms such as “illegal migrant,” “pendatang haram,” or “PATI” may only be used with accurate and responsible contextualisation, and with recognition of underlying factors such as forced displacement, trafficking, or systemic barriers.
- 6.3.3 In addition, platforms that host user-generated content but are not directly involved in creating it are required to take reasonable steps to address harmful misrepresentation of these communities when it is identified or reported. This ensures that discriminatory or misleading portrayals are not left unchecked, even in spaces where platforms act primarily as intermediaries.
- 6.3.4 To reinforce these safeguards, “migration status” has also been explicitly added to the list of characteristics that must be respected and fairly represented across all content, including news reporting. This closes a gap in the earlier Code and provides stronger protection for some of the most vulnerable groups in society.

7. **MEDIA ETHICS AND CONTENT GOVERNANCE**

The CCR 2025 reinforces media ethics and content governance to strengthen trust and accountability in news and current affairs. The revised provisions place greater emphasis on ethical journalism, consent-based reporting, and balanced representation, with the aim of encouraging more responsible and respectful public discourse. These updates not only address current challenges but also prepare media standards for the evolving demands of a fast-changing digital environment, where accuracy, fairness, and accountability are more critical than ever.

7.1 **Responsible Broadcasting and Inclusivity**

7.1.1 In CCR 2025, the definition of **“Hate Propaganda”** has been revised to include “violence,” aligning the provision with journalistic principles and more accurately reflecting real-world risks. The term “identifiable group” has also been updated to provide a consistent list of protected characteristics, ensuring legal clarity, preventing overreach, and supporting balanced enforcement that respects freedom of expression.

7.1.2 In CCR 2025, the Code reinforces the responsibility of broadcasters to ensure their content does not contain abusive or discriminatory material. This extends across a wide range of **protected characteristics**, including race, religion, culture, ethnicity, national origin, migration status, gender, age, marital status, socio-economic status, political persuasion, educational background, geographic location, sexual orientation, and physical or mental ability, and

indigenous heritage. This strengthens the previous standard by emphasising inclusivity and recognising broader grounds on which individuals or communities may experience harm, stereotyping, or unfair treatment.

7.2 Responsible Journalism

7.2.1 CCR 2025 emphasises that broadcasters should use news and current affairs content not only to inform the public, but also to deepen understanding of **diverse perspectives** and provide context on issues affecting the community, enabling audiences to make informed judgments and draw their own conclusions.

7.2.2 Clearer safeguards for how individuals from vulnerable communities are **interviewed** and represented in media are also introduced. It is now expected for questions posed during interviews to be respectful, relevant, and free from stereotypes or assumptions. Ethical framing must also take into account the interviewee's context, background, and lived experiences, while avoiding any language or approach that reinforces bias or harmful stereotypes.

7.3 Strengthened Consent Requirements for Content Creation

7.3.1 The CCR 2025 introduces clearer and stronger provisions on consent to ensure that individuals and groups are treated with dignity and respect when featured in content. These provisions establish consent as a central ethical standard, while also tailoring requirements to reflect the particular vulnerabilities of certain groups.

7.3.2 In this review, clearer guidance is provided:

- **General consent** – Code Subjects are expected to obtain free, prior, and informed consent from individuals featured in their content. An exception is recognised where there is an overriding public interest in publication, even if consent is withheld.
- **Vulnerable communities** – Additional safeguards apply where content involves individuals from vulnerable communities. Code Subjects must take extra care to ensure that consent is meaningful, including making reasonable efforts to confirm that individuals understand their right to deny or withdraw consent at any time, their right to anonymity, and their right to review the content before publication. Where necessary, access to translation services, legal advice, or community support should also be provided.
- **Children** – Where children are featured, Code Subjects are required to obtain consent from both the child and the child’s parent or legal guardian, recognising the dual importance of respecting children’s agency while ensuring adult protection.

7.4 Copyright and Digital Piracy

7.4.1 The CCR 2025 introduces a dedicated section on copyright and digital piracy, recognising the growing challenges posed by unauthorised streaming, distribution, and reproduction of creative works in the digital content environment.

7.4.2 Under the revised provisions, Code Subjects are required to respect copyright ownership in all content and comply with the *Copyright Act 1987*, including any subsequent amendments or replacements. Within their capacity, they should also take reasonable measures to prevent the unauthorised use of copyrighted material, which may not be used in whole or in part without permission from the copyright owner unless expressly permitted by law.

7.4.3 Beyond compliance, the section encourages everyone to play a proactive role in fostering a healthier digital ecosystem. This includes:

- Supporting public awareness campaigns that highlight the harms of digital piracy;
- Implementing proportionate technical and operational measures to detect, prevent, or mitigate piracy on their platforms;
- Strengthening cooperation with industry stakeholders to address copyright infringement in a coordinated manner; and
- Promoting legal content consumption by raising awareness of legitimate sources and the benefits of accessing content lawfully.

8. CODE STRUCTURE, ENFORCEMENT, AND ACCESSIBILITY

The CCR 2025 enhances the overall structure and accessibility of the Content Code to ensure it is clearer, more user-friendly, and more effective in practice. Updates include improved definitions, streamlined processes, simplified language, and strengthened complaint mechanisms. In addition,

greater emphasis is placed on public education and media literacy, recognising the importance of helping all stakeholders – from industry to consumers – understand and apply the Code with confidence.

8.1 DEFINITIONS

8.1.1 The following are new definitions which have been introduced in the CCR 2025:

“Aggregates” means the act of collecting, compiling, or combining Content from multiple sources for the purpose of making it available, in whole or in part, through a single platform, service or medium, and includes activities carried out by Online Content Aggregators as defined in this Code.

“Artificial Intelligence (AI)” means systems or models, whether software- or hardware-based, that are designed to operate with varying levels of autonomy and that, for explicit or implicit objectives, generate outputs such as predictions, content, recommendations, or decisions influencing physical or virtual environments, using data and/or machine-learning techniques.

“Commercial Content” means any Content disseminated, whether in exchange for payment or other consideration, for advertising, marketing, sponsorship or promotional purposes, including but not limited to Advertisements and Marketing Communications, regardless of platform or format.

“Digital Piracy” means the unauthorised reproduction, distribution,

sale, communication, streaming, or making available of copyrighted or protected works in digital form, including via the Internet, peer-to-peer networks or other electronic means, in contravention of applicable laws and in breach of the provisions of this Code relating to copyright and prohibited Content.

“Editorial Control” means the responsibility for and authority over the creation, development, selection, arrangement, or presentation of Content, including decisions on its form or substance, whether in whole or in part, but excluding purely technical, automated, or passive processes that do not involve substantive decision-making about the Content.

“Influencing Consumer Behaviour” means any activity, representation, or communication, whether explicit or implicit, intended or likely to affect a Consumer’s perception, decision-making, or actions in relation to the selection, purchase, use or endorsement of products or services, including such activities carried out by Advertisers, Influencers, Content Creators and other Code Subjects under Part 3 of this Code.

“Online Marketplace Supplier” means any person or entity, whether within or outside Malaysia, who is registered with, listed on, or otherwise offers goods or services for sale through an Online Marketplace Operator to consumers in Malaysia, whether acting on their own behalf or on behalf of another party.

“Online Safety Act” means the Online Safety Act 2025. Any references

to the Online Safety Act will include any subsequent amendments made to the said Act.

“Person” means a natural person or any legal person, including a body corporate, partnership, association, cooperative, statutory body, or other entity recognised under the laws of Malaysia.

“Vulnerable Communities” means groups or individuals who, due to personal, social, or economic circumstances, may be at greater risk of harm, discrimination, or unequal treatment, including limited access to rights, resources, or protection.

- 8.1.2 Revisions have been made to the following definitions to ensure accuracy and clarity.

“Advertiser” means any person who utilises the Network and Digital Media to display Advertisements or Marketing Communications including but not limited to advertising agencies, brand owners, manufacturers, content providers, sales promoters, broadcasters, direct marketers, influencers, content creators and online sellers. This includes those who, directly or indirectly, transmit or disseminate such Content for the purposes of promoting a brand, or product, or service, or influencing Consumer behaviour, whether in return for payment, other consideration, or commercial benefit.

“Child Sexual Abuse Material (CSAM)” (previously defined as Child Pornography) means any representation in whole or in part, whether visual, audio or written or the combination of visual, audio or written,

by any means including but not limited to electronic, mechanical, digital, optical, or magnetic means, or manually crafted, or the combinations of any means that falls under the definition provided by the **Sexual Offences Against Children Act 2017**. Any references to the Sexual Offences Against Children Act 2017 will include any subsequent amendments made to the said Act.

“Digital Media” refers to any Content, whether legal or illegal, that can be transmitted over the internet or computer networks. This can include text, audio, video and graphics as well as communications over the networked electronic media via telecommunication networks, broadcasting networks, and online services including but not limited to mobile phones, digital pads, wearable devices, and interactive game consoles that allows the receiving party to interact with the platform, service or application. This definition is intended to be technology-neutral and may be interpreted in alignment with prevailing Malaysian legal and regulatory frameworks, including future developments.

“Online Content Hosting Provider” means a provider in its capacity of merely providing Access to Content which is neither created nor aggregated by itself, but which is hosted on its facilities. This may include Social Media providers and Online Marketplace Operators.

“Online Marketplace” means any electronic trade platform that is conducted through electronic means by any supplier.

Online Marketplace Operator means any person who makes

available or operates an online marketplace for the purpose of trading or advertising.

Online Marketplace Supplier means any person who conducts a trade or advertisement through an online marketplace.

“User” means a person who accesses or uses Online Content, whether as an end-user, subscriber, consumer or participant, and includes any individual or entity as recognised under applicable Malaysian laws relating to digital communications.

8.2 Complaint Resolution and Commission Referral

8.2.1 The CCR 2025 **extends and clarifies the timeframe** within which complaints may be lodged with the Complaints Bureau. Previously, the Code only allowed complaints to be made within two months of the occurrence.

Under the revised provisions:

- Complaints may now be accepted up to **12 months** after the material first appeared, provided the material remains publicly accessible and the complaint raises issues of ongoing harm, accuracy, or privacy.
- The Complaints Bureau may also accept **late complaints** where there are reasonable grounds, such as cases involving minors, credible public-interest concerns, or other good cause.

- 8.2.2 The CCR 2025 introduces a new provision empowering the Complaints Bureau, with the approval of the Council, to **refer unresolved or serious matters to the MCMC** for further action under the Act. This referral mechanism is intended for exceptional cases, particularly those involving issues of public safety, national interest, or egregious commercial misconduct.
- 8.2.3 The change provides an additional safeguard within the self-regulatory framework, ensuring that serious breaches which fall beyond the scope of the Bureau's powers can be escalated to the regulator for appropriate enforcement. It reinforces the complementary roles of self-regulation and statutory regulation, while maintaining the independence of the Bureau in addressing complaints in the first instance.
- 8.2.4 The CCR 2025 introduces a new measure to strengthen transparency and industry accountability. The Content Forum may now **publish compliance advisories and anonymised summaries** of repeated or serious breaches of the Code. These advisories are intended to provide guidance for industry stakeholders, highlighting areas of concern and promoting better practices across the sector.
- 8.2.5 Importantly, compliance advisories are not punitive and do not carry legal consequences. Instead, they serve as an educational and preventive tool, encouraging voluntary compliance and reinforcing a culture of responsibility and trust within the industry.

8.3 Complaints Bureau Chairman Eligibility and Appointment

- 8.3.1 The CCR 2025 refines the eligibility criteria for the appointment of the Chairman of the Complaints Bureau. Previously, the Code required the Chairman to be a retired judge, judicial officer, or an individual deemed fit by the Council.
- 8.3.2 The revised provision broadens the pool of eligible candidates to include individuals with substantial legal, judicial, or regulatory experience, or such other qualifications as the Council may deem fit. This change ensures that the Bureau can continue to benefit from strong leadership while providing greater flexibility to appoint candidates with relevant expertise beyond the judiciary.
- 8.3.3 The adjustment reflects the evolving nature of content regulation, where a wider range of professional backgrounds may be valuable in addressing complex issues of law, policy, and industry practice, without compromising the integrity or independence of the Bureau.

8.4 Procedural Safeguards and Redress

- 8.4.1 CCR 2025 explicitly reaffirms safeguards that strengthens fairness and accountability in the administration of the Code. The revised provisions require the Complaints Bureau to uphold procedural fairness in all cases, including ensuring that:
- All parties have the right to be heard before a decision is made;
 - Appeal or review mechanisms are available as provided under the Code; and

- Parties are given sufficient information to understand the nature of any complaint, finding, or order.

8.4.2 In addition, the revised provision clarifies that where a party remains dissatisfied after the conclusion of the appeals process under the Code, nothing prevents that party from seeking redress under applicable laws, including by way of judicial review.

8.5 Scope and Coverage of the Code

8.5.1 The CCR 2025 clarifies the scope of the Code to ensure its application is clearly understood. The Code continues to apply to all content made available in the content industry through the networked medium, as defined in the Code and under the Act.

8.5.2 The revised provision now makes explicit that the Code applies **where such content is accessed by viewers, listeners, or users in Malaysia**. This clarification removes ambiguity by confirming that protections under the Code extend to content consumed in Malaysia, regardless of the origin of the content or the location of the provider.

8.6 Legal Status of the Code

8.6.1 CCR 2025 reaffirms the legal status of the Content Code under Section 98(2) of the Act, where compliance with the Code serves as a defence against any prosecution, action, or proceeding of any nature, whether in court or otherwise.

8.6.2 The revised provision provides further clarity for evidentiary purposes by confirming that a written order or decision of the Complaints

Bureau—whether it records a finding of no breach, notes remedial compliance, or disposes of a complaint on the basis of compliance—may be adduced as **evidence of compliance with the Code**. This gives greater certainty and assurance to parties who have engaged with the Complaints Bureau process in good faith.

8.6.3 New provision clarifies that where **overlapping obligations** exist under Malaysian law, compliance with those legal obligations shall take precedence. This reflects the principle that statutory requirements are binding, while the Content Code functions as a self-regulatory framework that complements, rather than overrides, national legislation. The clarification is intended to strengthen confidence in self-regulation by showing that the Code operates in harmony with the law, supporting both regulatory objectives and industry responsibility.

8.6.4 The CCR 2025 **affirms the general principles of the *Online Safety Act 2024***, reflecting the shared objective of safeguarding users from online harms and promoting a safe, responsible, and balanced digital environment. To ensure consistency with the statutory framework, matters covered under the Act, and other online safety issues not already addressed in the Code, will be further developed in a dedicated Sub-Code. This Sub-Code will provide more detailed guidance while ensuring alignment with the requirements of the *Online Safety Act 2024*.

C. FEEDBACK REQUEST AND TABLE OF RESPONSES

CMCF WOULD LIKE TO SEEK VIEWS ON THE KEY PROPOSED COMPONENTS OF CCR 2025

You can choose to answer this main set of questionnaires, or if you prefer, use the plain language version available in the next section.

Responses (Primary)

Legal Alignment and Clarity

Penyelarasan dan Kejelasan Undang-undang

| No. | Question / Soalan | Feedback / Maklum Balas |
|-----|---|---|
| 1. | <p>Grossly Offensive/Jelik Melampau</p> <p>In line with the amendments to Section 233 of the Communications and Multimedia Act, the term ‘offensive’ has been replaced with ‘grossly offensive’. Grossly offensive content refers to material that most reasonable people would regard as deeply offensive. Content that is merely in poor taste or annoying to some does not fall within this category.</p> <p>Example:</p> | <p><input type="checkbox"/> Agree / Setuju</p> <p><input type="checkbox"/> Not Agree / Tidak Setuju</p> <p>Feedback / Maklum Balas:</p> |

| | | |
|--|---|--|
| | <p><u>Grossly Offensive:</u> A post showing graphic violence with racial slurs against a minority group.</p> <p><u>Not Grossly Offensive:</u> A joke about someone's cooking that some may find rude.</p> <p><i>Selaras dengan pindaan Seksyen 233 Akta Komunikasi dan Multimedia, istilah 'jelic' telah digantikan dengan 'jelic melampau'. Kandungan jelic melampau merujuk kepada bahan yang secara munasabah dianggap sangat menyinggung perasaan oleh kebanyakan orang berfikiran rasional. Kandungan yang sekadar tidak sedap dipandang atau menjengkelkan bagi sesetengah pihak tidak termasuk dalam kategori ini.</i></p> <p><u>Jelic Melampau:</u> Kandungan yang menunjukkan keganasan grafik dengan cercaan kaum terhadap satu kumpulan minoriti.</p> <p><u>Bukan Jelic Melampau:</u> Gurauan tentang masakan seseorang yang mungkin dianggap kasar oleh sesetengah pihak.</p> | |
|--|---|--|

| | | |
|------------------|--|---|
| <p>2.</p> | <p>Offensive in Context/Konteks Jelik</p> <p>For avoidance of doubt, the Code will allow action against content that may not be grossly offensive on its face but is offensive in context where it causes material harm. For example, malicious content targeting a student leading to widespread online bullying and emotional harm.</p> <p><i>Untuk mengelakkan kekeliruan, Kod ini akan membenarkan tindakan diambil terhadap kandungan yang mungkin bukan jelik melampau pada zahirnya tetapi menjengkelkan dalam konteks yang membawa mudarat jelas. Sebagai contoh, kandungan berunsur jahat yang menyasarkan seorang pelajar sehingga mencetuskan buli siber meluas dan tekanan emosi.</i></p> | <p><input type="checkbox"/> Agree / Setuju</p> <p><input type="checkbox"/> Not Agree / Tidak Setuju</p> <p>Feedback / Maklum Balas:</p> |
|------------------|--|---|

| | | |
|----|---|--|
| 3. | <p>Menacing Content/Kandungan Mengancam</p> <p>Menacing content includes material that causes harassment, intimidation, or distress; threatens serious harm; incites crime; or leads to public disorder. Examples include threats of acid attacks, doxxing, false bomb threats, or incitement to racial violence.</p> <p><i>Kandungan mengancam merangkumi bahan yang menyebabkan gangguan, ugutan atau tekanan; mengancam mudarat serius; menghasut jenayah; atau mencetuskan kekacauan awam.</i></p> <p><i>Contohnya termasuk ancaman serangan asid, pendedahan maklumat peribadi (doxxing), ancaman bom palsu, atau hasutan kepada keganasan perkauman.</i></p> | <input type="checkbox"/> Agree / Setuju <input type="checkbox"/> Not Agree / Tidak Setuju Feedback / Maklum Balas: |
|----|---|--|

Artificial Intelligence (AI) and Emerging Technologies

Kecerdasan Buatan (AI) dan Teknologi Baharu

| No. | Question / Soalan | Feedback / Maklum Balas |
|-----|---------------------------|---|
| 4. | AI Labels/Label AI | <input type="checkbox"/> Agree / Setuju |

| | | |
|----|---|---|
| | <p>Content generated or edited by AI and shared publicly should always include a clear label, except where it is for private use, where it is clearly artistic or fictional, or where AI only plays a minor role such as summarisation.</p> <p><i>Kandungan yang dijana atau disunting oleh AI dan dikongsi secara umum patut sentiasa mempunyai label yang jelas, kecuali jika ia untuk kegunaan peribadi, jelas berbentuk seni atau fiksiyen, atau apabila penggunaan AI hanya memainkan peranan kecil seperti membuat ringkasan.</i></p> | <p><input type="checkbox"/> Not Agree / Tidak Setuju</p> <p>Feedback / Maklum Balas:</p> |
| 5. | <p>AI and False Content/ AI dan Kandungan Palsu</p> <p>AI-generated content is not automatically false; it is only considered false if it meets the Code's criteria for false content.</p> <p><i>Kandungan yang dijana AI tidak secara automatik dianggap palsu; ia hanya dianggap palsu jika memenuhi kriteria kandungan palsu di bawah Kod ini.</i></p> | <p><input type="checkbox"/> Agree / Setuju</p> <p><input type="checkbox"/> Not Agree / Tidak Setuju</p> <p>Feedback / Maklum Balas:</p> |

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| <p>6.</p> | <p>Platform Tools for AI/ Fungsi (tools)</p> <p>Platform untuk AI</p> <p>Platforms that allow users to upload or share content should provide a function for users to label their content if it was generated or edited by AI.</p> <p><i>Platform yang membenarkan pengguna memuat naik atau berkongsi kandungan patut menyediakan fungsi untuk pengguna melabel kandungan mereka sekiranya ia dijana atau disunting oleh AI.</i></p> | <p><input type="checkbox"/> Agree / Setuju</p> <p><input type="checkbox"/> Not Agree / Tidak Setuju</p> <p>Feedback / Maklum Balas:</p> |
| <p>7.</p> | <p>AI and Copyright/ AI dan Hakcipta</p> <p>Any reproduction, modification, or replication of copyrighted material for profit AI should only be allowed in compliance with Malaysian copyright and trademark laws, including the Copyright Act 1987.</p> <p><i>Sebarang penghasilan semula, pengubahsuaian atau replikasi bahan berhakcipta untuk tujuan keuntungan menggunakan AI hanya patut dibenarkan</i></p> | <p><input type="checkbox"/> Agree / Setuju</p> <p><input type="checkbox"/> Not Agree / Tidak Setuju</p> <p>Feedback / Maklum Balas:</p> |

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| | <i>selaras dengan undang-undang hak cipta dan cap dagangan di Malaysia, termasuk Akta Hakcipta 1987.</i> | |
| 8. | <p>Responsibility for AI Content/ Tanggungjawab terhadap Kandungan AI</p> <p>People who share, upload, or post AI-generated content remain responsible for that content. The fact that it was created by AI should not be a defence, since the act of sharing is still carried out by them.</p> <p><i>Sesiapa yang berkongsi, memuat naik atau menyiarkan kandungan yang dijana oleh AI tetap bertanggungjawab terhadap kandungan tersebut. Hakikat bahawa kandungan itu dijana oleh AI tidak boleh dijadikan alasan, kerana tindakan berkongsi, memuat naik atau menyiarkan masih dilakukan oleh mereka.</i></p> | <input type="checkbox"/> Agree / Setuju <input type="checkbox"/> Not Agree / Tidak Setuju Feedback / Maklum Balas: |

Advertising and Consumer Protection

Pengiklanan dan Perlindungan Pengguna

| No. | Question / Soalan | Feedback / Maklum Balas |
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| <p>9.</p> | <p>Advertising Scope/Skop Pengiklanan</p> <p>Advertising rules should apply to advertisements shown on television, radio, and digital media when they target the Malaysian market, including ads from abroad aimed at Malaysian audiences.</p> <p><i>Peraturan iklan harus terpakai kepada iklan yang disiarkan di televisyen, radio, dan media digital apabila ia menyasarkan pasaran Malaysia, termasuk iklan dari luar negara yang ditujukan kepada penonton Malaysia.</i></p> | <p><input type="checkbox"/> Agree / Setuju</p> <p><input type="checkbox"/> Not Agree / Tidak Setuju</p> <p>Feedback / Maklum Balas:</p> |
| <p>10.</p> | <p>Testimonials and Endorsements/ Testimoni dan Sokongan</p> <p>Advertisements that use testimonials or endorsements mentioning professional expertise or qualifications should take reasonable steps to verify that such claims are accurate and recognised by the relevant professional or regulatory bodies.</p> <p><i>Iklan yang menggunakan testimoni atau sokongan yang menyebut kepakaran atau kelayakan profesional patut mengambil</i></p> | <p><input type="checkbox"/> Agree / Setuju</p> <p><input type="checkbox"/> Not Agree / Tidak Setuju</p> <p>Feedback / Maklum Balas:</p> |

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| | <p><i>langkah yang munasabah untuk mengesahkan bahawa dakwaan tersebut adalah tepat dan diiktiraf oleh badan profesional atau pengawalselia yang berkaitan.</i></p> | |
| 11. | <p>Guaranteed Claims/ Tuntutan Dijamin</p> <p>If an ad says “guaranteed employment” (for example in training or sponsorship), the guarantee must be real and unconditional.</p> <p><i>Iklan yang menggunakan perkataan “dijamin” (contohnya dalam latihan atau penajaan) mesti benar-benar mempunyai jaminan yang sah dan tanpa syarat.</i></p> | <p><input type="checkbox"/> Agree / Setuju</p> <p><input type="checkbox"/> Not Agree / Tidak Setuju</p> <p>Feedback / Maklum Balas:</p> |
| 12. | <p>Children in Ads/Kanak-kanak didalam iklan</p> <p>Advertisements featuring children should follow strict safeguards: they must not show children using or promoting dangerous products without supervision, engaging in illegal or age-inappropriate activities, indulging in harmful behaviours, or being exploited for emotional effect.</p> | <p><input type="checkbox"/> Agree / Setuju</p> <p><input type="checkbox"/> Not Agree / Tidak Setuju</p> <p>Feedback / Maklum Balas:</p> |

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| | <p><i>Iklan yang memaparkan kanak-kanak perlu mematuhi garis panduan ketat: ia tidak boleh menunjukkan kanak-kanak menggunakan atau mempromosikan produk berbahaya tanpa pengawasan, terlibat dalam aktiviti yang menyalahi undang-undang atau tidak sesuai dengan umur, melakukan tabiat berbahaya, atau dieksploitasi untuk kesan emosi.</i></p> | |
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Online Platform Responsibilities

Tanggungjawab Platform Dalam Talian

| No. | Question / Soalan | Feedback / Maklum Balas |
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| 13. | <p>User Control/ Kawalan Pengguna</p> <p>Platforms should respect and enable end-users' ability to filter or control the content they access. While the specific tools or methods may differ across technologies, services, or platforms, the principle of giving users meaningful control must be upheld.</p> <p><i>Platform patut menghormati dan</i></p> | <p><input type="checkbox"/> Agree / Setuju</p> <p><input type="checkbox"/> Not Agree / Tidak Setuju</p> <p>Feedback / Maklum Balas:</p> |

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| | <p><i>memastikan pengguna akhir mempunyai keupayaan untuk menapis atau mengawal kandungan yang mereka akses. Walaupun alat atau kaedah berbeza mengikut teknologi, perkhidmatan atau platform, prinsip memberi kawalan yang bermakna kepada pengguna mesti ditegakkan.</i></p> | |
| <p>14.</p> | <p>Child-Friendly Tools/ Fungsi (Tools) Mesra Kanak-Kanak</p> <p>Platforms and services that are likely to be accessed by children should provide easy-to-use, age-appropriate tools such as screen time management and parental controls, to help parents or guardians guide, monitor, or limit their children's access to content.</p> <p><i>Platform dan perkhidmatan yang berkemungkinan diakses oleh kanak-kanak patut menyediakan alat yang mudah digunakan dan sesuai dengan umur seperti kawalan masa skrin dan kawalan ibu bapa, bagi membantu ibu bapa atau penjaga membimbing,</i></p> | <p><input type="checkbox"/> Agree / Setuju</p> <p><input type="checkbox"/> Not Agree / Tidak Setuju</p> <p>Feedback / Maklum Balas:</p> |

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| | <i>memantau atau mengehadkan akses anak-anak kepada kandungan.</i> | |
| 15. | <p>Blocking Content/ Sekatan Kandungan</p> <p>Platforms should only block user access to content when required by law or when directed by the Complaints Bureau under the Code's procedures, with the law prevailing if there is any inconsistency.</p> <p><i>Platform hanya patut menyekat akses pengguna kepada kandungan apabila dikehendaki oleh undang-undang atau apabila diarahkan oleh Biro Aduan mengikut prosedur Kod, dengan undang-undang mengatasi jika terdapat percanggahan.</i></p> | <p><input type="checkbox"/> Agree / Setuju</p> <p><input type="checkbox"/> Not Agree / Tidak Setuju</p> <p>Feedback / Maklum Balas:</p> |

Protection Of Children

Perlindungan Kanak-kanak

| No. | Question / Soalan | Feedback / Maklum Balas |
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| 16. | Children's Content/ Kandungan Kanak-Kanak | <p><input type="checkbox"/> Agree / Setuju</p> <p><input type="checkbox"/> Not Agree / Tidak</p> |

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| | <p>Those who create or produce children’s content should comply with child protection laws, follow recognised classification standards and best practices, and take reasonable steps to ensure content is age-appropriate, avoids glorifying violence, and promotes positive values.</p> <p><i>Mereka yang mencipta atau menghasilkan kandungan kanak-kanak patut mematuhi undang-undang perlindungan kanak-kanak, mengikut piawaian klasifikasi serta amalan terbaik yang diiktiraf, dan mengambil langkah munasabah untuk memastikan kandungan sesuai dengan umur, tidak mengagungkan keganasan, dan memupuk nilai positif.</i></p> | <p>Setuju</p> <p>Feedback / Maklum Balas:</p> |
| 17. | <p>Platform Support for Protection/ Sokongan Platform untuk Perlindungan</p> <p>Platforms that do not directly create children’s content should still take reasonable steps within their technical</p> | <p><input type="checkbox"/> Agree / Setuju</p> <p><input type="checkbox"/> Not Agree / Tidak Setuju</p> <p>Feedback / Maklum</p> |

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| | <p>ability to support child protection, such as enforcing community standards, moderating reported content, and providing filters or reporting channels.</p> <p><i>Platform yang tidak secara langsung menghasilkan kandungan kanak-kanak tetap patut mengambil langkah munasabah mengikut kemampuan teknikal mereka untuk menyokong perlindungan kanak-kanak, seperti menguatkuasakan piawaian komuniti, memantau kandungan yang dilaporkan, serta menyediakan penapis atau saluran aduan.</i></p> | Balas: |
| 18. | <p>Children’s Data/ Data Kanak-Kanak</p> <p>Children’s personal data can only be used for commercial purposes with clear parental or guardian consent, and platforms should provide child-appropriate privacy settings to protect children’s rights.</p> <p><i>Data peribadi kanak-kanak hanya boleh</i></p> | <p><input type="checkbox"/> Agree / Setuju</p> <p><input type="checkbox"/> Not Agree / Tidak Setuju</p> <p>Feedback / Maklum</p> <p>Balas:</p> |

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| | <p><i>digunakan untuk tujuan komersial dengan kebenaran jelas daripada ibu bapa atau penjaga, dan platform perlu menyediakan tetapan privasi yang sesuai untuk kanak-kanak bagi melindungi hak mereka.</i></p> | |
| 19. | <p>Child Sexual Abuse Material/ Bahan Penderaan Seksual Kanak-Kanak (CSAM)</p> <p>Strong measures are needed to prevent and respond to Child Sexual Abuse Material (CSAM), including AI-generated images. These measures may involve clear terms of use, detection and blocking tools, accessible child-friendly reporting channels, prompt removal of harmful content, and timely cooperation with law enforcement.</p> <p><i>Langkah tegas perlu diambil untuk mencegah dan menangani Bahan Penderaan Seksual Kanak-kanak (CSAM), termasuk imej yang dijana AI. Langkah ini boleh merangkumi syarat penggunaan</i></p> | <p><input type="checkbox"/> Agree / Setuju</p> <p><input type="checkbox"/> Not Agree / Tidak Setuju</p> <p>Feedback / Maklum Balas:</p> |

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| | <p><i>yang jelas, alat pengesanan dan penyekatan, saluran aduan yang mesra kanak-kanak, penyingkiran segera kandungan berbahaya, serta kerjasama pantas dengan pihak berkuasa.</i></p> | |
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Inclusivity, Vulnerable Communities, and Human Rights

Inklusiviti, Komuniti Rentan dan Hak Asasi Manusia

| No. | Question / Soalan | Feedback / Maklum Balas |
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| 20. | <p>Diversity Commitment/ Komitmen Kepelebagaian</p> <p>The revised Code strengthens its commitment to diversity by explicitly including that content standards should require fair and respectful representation of all groups, including those defined by migration status and indigenous heritage.</p> <p><i>Kod yang dipinda mengukuhkan komitmennya terhadap kepelebagaian dengan secara jelas memasukkan bahawa piawaian kandungan perlu mewajibkan representasi yang adil dan</i></p> | <p><input type="checkbox"/> Agree / Setuju</p> <p><input type="checkbox"/> Not Agree / Tidak Setuju</p> <p>Feedback / Maklum Balas:</p> |

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| | <i>berhemah terhadap semua kumpulan, termasuk yang ditakrifkan melalui status migrasi dan warisan orang asal.</i> | |
| 21. | <p>Language for Disabilities/ Bahasa untuk Orang Kurang Upaya (OKU)</p> <p>Content should use accurate, respectful, and inclusive language when referring to Persons with Disabilities, in line with cultural context, the Persons with Disabilities Act 2008, and international standards.</p> <p><i>Kandungan patut menggunakan bahasa yang tepat, berhemah, dan inklusif apabila merujuk kepada Orang Kurang Upaya (OKU), selaras dengan konteks budaya, Akta Orang Kurang Upaya 2008, dan piawaian antarabangsa.</i></p> | <input type="checkbox"/> Agree / Setuju <input type="checkbox"/> Not Agree / Tidak Setuju Feedback / Maklum Balas: |
| 22. | <p>Representation of Vulnerable Communities/ Perwakilan Komuniti Rentan</p> <p>Content should represent migrant, refugee, stateless, and other vulnerable</p> | <input type="checkbox"/> Agree / Setuju <input type="checkbox"/> Not Agree / Tidak Setuju Feedback / Maklum |

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| | <p>communities fairly and accurately. It should avoid language or imagery that is dehumanising, inflammatory, or suggests criminality.</p> <p><i>Kandungan perlu mewakili komuniti migran, pelarian, golongan tanpa kerakyatan, dan kumpulan rentan lain secara adil dan tepat. Ia perlu mengelakkan bahasa atau imej yang menghina, mengapi-apikan, atau menggambarkan seolah-olah penglibatan dalam jenayah.</i></p> | Balas: |
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Code Structure, Enforcement, and Accessibility

Struktur, Penguatkuasaan dan Kebolehcapaian Kod

| No. | Question / Soalan | Feedback / Maklum Balas |
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| 23. | <p>Complaint Timeline/Tempoh Aduan</p> <p>The Complaints Bureau may now accept complaints up to 12 months after publication, if the material is still publicly accessible and raises issues of ongoing harm, accuracy, or privacy. It may also</p> | <p><input type="checkbox"/> Agree / Setuju</p> <p><input type="checkbox"/> Not Agree / Tidak Setuju</p> <p>Feedback / Maklum Balas:</p> |

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| | <p>accept late complaints on reasonable grounds, such as cases involving minors or matters of strong public interest.</p> <p><i>Biro Aduan kini boleh menerima aduan sehingga 12 bulan selepas kandungan diterbitkan, jika ia masih boleh diakses secara umum dan menimbulkan isu mudarat berterusan, kesahihan atau privasi. Biro juga boleh menerima aduan lewat atas alasan munasabah, seperti kes melibatkan kanak-kanak atau perkara yang mempunyai kepentingan awam yang kukuh.</i></p> | |
| 24. | <p>Fair Process/Proses yang Adil</p> <p>The Complaints Bureau shall ensure fairness by ensuring all parties have the right to be heard, access to sufficient information, and the ability to appeal or request a review under the Code. If a party is still dissatisfied after these steps, they retain the right to seek redress under the law, including judicial review.</p> | <p><input type="checkbox"/> Agree / Setuju</p> <p><input type="checkbox"/> Not Agree / Tidak Setuju</p> <p>Feedback / Maklum Balas:</p> |

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| | <p><i>Biro Aduan akan menegakkan keadilan dengan memastikan semua pihak mempunyai hak untuk didengar, akses kepada maklumat yang mencukupi, serta peluang untuk membuat rayuan atau semakan di bawah Kod. Jika pihak masih tidak berpuas hati selepas langkah ini, mereka patut mengekalkan hak untuk mendapatkan penyelesaian di bawah undang-undang, termasuk semakan kehakiman.</i></p> | |
| <p>25.</p> | <p>Transparency/Ketelusan</p> <p>To strengthen transparency and trust in the industry, the Content Forum may publish compliance advisories and anonymised summaries of repeated or serious breaches of the Code. These advisories are issued as guidance for industry stakeholders and do not carry legal consequences.</p> <p><i>Bagi mengukuhkan ketelusan dan kepercayaan industri, Forum Kandungan boleh menerbitkan nasihat pematuhan</i></p> | <p><input type="checkbox"/> Agree / Setuju</p> <p><input type="checkbox"/> Not Agree / Tidak Setuju</p> <p>Feedback / Maklum Balas:</p> |

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| | <p><i>serta ringkasan tanpa nama mengenai pelanggaran berulang atau serius terhadap Kod. Nasihat ini dikeluarkan sebagai panduan untuk pihak industri dan tidak membawa akibat undang-undang.</i></p> | |
| 26. | <p>Any other feedback on proposed revisions that were not addressed in the list above:</p> <p><i>Sebarang maklum balas lain berkaitan cadangan penyemakan semula yang tidak terdapat di dalam senarai di atas:</i></p> | |

Responses (Plain Language)**Legal Alignment and Clarity*****Penyelarasan dan Kejelasan Undang-undang***

| No. | Question / Soalan | Feedback / Maklum Balas |
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| 1. | <p>Grossly Offensive/Jelik Melampau</p> <p>The law now uses the term 'grossly offensive' instead of just 'offensive'. This means only content that most people would see as very insulting or extreme is included. Something just rude or annoying does not count.</p> <p>Undang-undang kini menggunakan istilah 'jelik melampau' dan bukannya 'jelik'. Ini bermaksud hanya kandungan yang dianggap sangat keterlaluan atau amat menghina oleh kebanyakan orang akan tergolong di dalam definisi ini. Sesuatu yang sekadar kasar atau menjengkelkan tidak dikira sebagai 'jelik melampau'.</p> <p>Example:</p> <ul style="list-style-type: none"> - Grossly Offensive: A post with graphic | <p><input type="checkbox"/> Agree / Setuju</p> <p><input type="checkbox"/> Not Agree / Tidak Setuju</p> <p>Feedback / Maklum Balas:</p> |

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| | <p>violence and racial insults.</p> <p>- Not Grossly Offensive: A rude joke about your cooking.</p> <p>Contoh:</p> <p>-Jelik Melampau: Satu hantaran dengan keganasan grafik dan hinaan perkauman.</p> <p>-Bukan Jelik Melampau: Satu jenaka kasar tentang masakan anda.</p> | |
| 2. | <p>Offensive in Context/Konteks Jelik</p> <p>Even if something is not 'grossly offensive' on the surface, action can still be taken if it is harmful in context. For example, a nasty post about a student that leads to bullying and emotional harm.</p> <p>Walaupun sesuatu itu tidak kelihatan 'jelik melampau' pada zahirnya, tindakan masih boleh diambil jika ia mendatangkan mudarat dalam konteks tertentu.</p> <p>Contohnya, satu hantaran buruk mengenai seorang pelajar yang membawa kepada buli dan tekanan emosi.</p> | <p><input type="checkbox"/> Agree / Setuju</p> <p><input type="checkbox"/> Not Agree / Tidak Setuju</p> <p>Feedback / Maklum Balas:</p> |
| 3. | <p>Menacing Content/Kandungan</p> | <p><input type="checkbox"/> Agree / Setuju</p> |

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| | <p>Mengancam</p> <p>Menacing content includes threats, harassment, or content that scares people, promotes crime, or causes public disorder. Examples: threats of acid attacks, publishing private information, fake bomb threats, or urging racial violence.</p> <p>Kandungan yang bersifat mengancam merangkumi ugutan, gangguan, atau kandungan yang menakutkan orang, menggalakkan jenayah, atau menyebabkan kekacauan awam. Contoh: ugutan serangan asid, menyiarkan maklumat peribadi, ugutan bom palsu, atau menghasut keganasan perkauman.</p> | <p><input type="checkbox"/> Not Agree / Tidak Setuju</p> <p>Feedback / Maklum Balas:</p> |
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Artificial Intelligence (AI) and Emerging Technologies

Kecerdasan Buatan (AI) dan Teknologi Baharu

| No. | Question / Soalan | Feedback / Maklum Balas |
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| 4. | <p>AI Labels/Label AI</p> <p>Content made or edited by AI and shared publicly should be clearly labelled, except if</p> | <p><input type="checkbox"/> Agree / Setuju</p> <p><input type="checkbox"/> Not Agree / Tidak Setuju</p> |

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| | <p>it's for personal use, clearly artistic/fictional, or AI is only used for small tasks like summarising.</p> <p>Kandungan yang dihasilkan atau disunting oleh AI dan dikongsi secara terbuka perlu dilabel dengan jelas, kecuali jika ia untuk kegunaan peribadi, jelas bersifat seni/fiksiyen, atau AI hanya digunakan untuk tugas kecil seperti membuat ringkasan.</p> | <p>Feedback / Maklum Balas:</p> |
| 5. | <p>AI and False Content/ AI dan Kandungan Palsu</p> <p>AI content is not automatically false. It is only false if it meets the Code's definition of false content.</p> <p>Kandungan AI tidak secara automatik dianggap palsu. Ia hanya dikira palsu jika memenuhi takrif kandungan palsu seperti yang ditetapkan dalam Kod.</p> | <p><input type="checkbox"/> Agree / Setuju</p> <p><input type="checkbox"/> Not Agree / Tidak Setuju</p> <p>Feedback / Maklum Balas:</p> |
| 6. | <p>Platform Tools for AI/ Fungsi (tools) Platform untuk AI</p> <p>Platforms should provide tools so users can label content that was made or edited with AI.</p> | <p><input type="checkbox"/> Agree / Setuju</p> <p><input type="checkbox"/> Not Agree / Tidak Setuju</p> <p>Feedback / Maklum</p> |

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| | Platform perlu menyediakan fungsi (tools) supaya pengguna boleh melabel kandungan yang dihasilkan atau disunting dengan AI. | Balas: |
| 7. | <p>AI and Copyright/ AI dan Hakcipta</p> <p>Using AI to copy or change copyrighted material for profit should only be allowed if it follows Malaysian copyright and trademark laws.</p> <p>Penggunaan AI untuk menyalin atau mengubah bahan mempunyai hak cipta bagi tujuan keuntungan hanya dibenarkan jika ia mematuhi undang-undang hak cipta dan cap dagangan Malaysia.</p> | <input type="checkbox"/> Agree / Setuju <input type="checkbox"/> Not Agree / Tidak Setuju Feedback / Maklum Balas: |
| 8. | <p>Responsibility for AI Content/</p> <p>Tanggungjawab terhadap Kandungan AI</p> <p>People who share AI-generated content are still responsible for it. Saying 'AI made it' is not an excuse.</p> <p>Individu yang berkongsi kandungan yang dijana AI tetap bertanggungjawab terhadapnya. Mengatakan 'AI yang buat' bukanlah alasan</p> | <input type="checkbox"/> Agree / Setuju <input type="checkbox"/> Not Agree / Tidak Setuju Feedback / Maklum Balas: |

Advertising and Consumer Protection***Pengiklanan dan Perlindungan Pengguna***

| No. | Question / Soalan | Feedback / Maklum Balas |
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| 9. | <p>Advertising Scope/Skop Pengiklanan</p> <p>Advertising rules apply to TV, radio, and online ads if they target Malaysians, even if they come from overseas.</p> <p>Peraturan iklan terpakai untuk iklan di TV, radio, dan dalam talian jika menyasarkan rakyat Malaysia, walaupun ia datang dari luar negara.</p> | <p><input type="checkbox"/> Agree / Setuju</p> <p><input type="checkbox"/> Not Agree / Tidak Setuju</p> <p>Feedback / Maklum Balas:</p> |
| 10. | <p>Testimonials and Endorsements/</p> <p>Testimoni dan Sokongan</p> <p>Ads using professional claims must take reasonable steps to check that the claims are true and recognised by proper authorities.</p> <p>Iklan yang menggunakan dakwaan golongan profesional mesti mengambil langkah yang munasabah untuk memastikan dakwaan tersebut benar dan diiktiraf oleh pihak berkuasa yang</p> | <p><input type="checkbox"/> Agree / Setuju</p> <p><input type="checkbox"/> Not Agree / Tidak Setuju</p> <p>Feedback / Maklum Balas:</p> |

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| | berwibawa. | |
| 11. | <p>Guaranteed Claims/ Tuntutan Dijamin</p> <p>If an ad says 'guaranteed' (like guaranteed jobs), the guarantee must be real and unconditional.</p> <p>Jika sesuatu iklan menyatakan 'dijamin' (seperti jaminan pekerjaan), jaminan itu mesti sah dan tanpa syarat.</p> | <p><input type="checkbox"/> Agree / Setuju</p> <p><input type="checkbox"/> Not Agree / Tidak Setuju</p> <p>Feedback / Maklum Balas:</p> |
| 12. | <p>Children in Ads/Kanak-kanak didalam iklan</p> <p>Ads with children must follow strict rules: they cannot show children using dangerous products without supervision, doing illegal or inappropriate things, promoting harmful habits, or being used just to trigger emotions.</p> <p>Iklan yang melibatkan kanak-kanak mesti mematuhi peraturan ketat: ia tidak boleh menunjukkan kanak-kanak menggunakan produk berbahaya tanpa pengawasan, melakukan perkara yang menyalahi undang-undang atau tidak sesuai, mempromosikan tabiat berbahaya, atau</p> | <p><input type="checkbox"/> Agree / Setuju</p> <p><input type="checkbox"/> Not Agree / Tidak Setuju</p> <p>Feedback / Maklum Balas:</p> |

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| | digunakan semata-mata untuk membangkitkan emosi. | |
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Online Platform Responsibilities

Tanggungjawab Platform Dalam Talian

| No. | Question / Soalan | Feedback / Maklum Balas |
|-----|--|---|
| 13. | <p>User Control/ Kawalan Pengguna</p> <p>Platforms should allow users to filter or control what they see, giving them real choices.</p> <p>Platform perlu membenarkan pengguna menapis atau mengawal apa yang mereka lihat, dengan memberikan mereka pilihan.</p> | <p><input type="checkbox"/> Agree / Setuju</p> <p><input type="checkbox"/> Not Agree / Tidak Setuju</p> <p>Feedback / Maklum Balas:</p> |
| 14. | <p>Child-Friendly Tools/ Fungsi (Tools) Mesra Kanak-Kanak</p> <p>Platforms that children may use should provide tools like parental controls and screen time management.</p> <p>Platform yang mungkin digunakan oleh kanak-kanak perlu menyediakan ciri seperti kawalan ibu bapa dan pengurusan</p> | <p><input type="checkbox"/> Agree / Setuju</p> <p><input type="checkbox"/> Not Agree / Tidak Setuju</p> <p>Feedback / Maklum Balas:</p> |

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| | masa skrin. | |
| 15. | Blocking Content/ Sekatan Kandungan Platforms should only block content if required by law or ordered by the Complaints Bureau under the Code. Platform hanya boleh menyekat kandungan jika dikehendaki oleh undang-undang atau diarahkan oleh Biro Aduan di bawah Kod. | <input type="checkbox"/> Agree / Setuju <input type="checkbox"/> Not Agree / Tidak Setuju Feedback / Maklum Balas: |

Protection Of Children

Perlindungan Kanak-kanak

| No. | Question / Soalan | Feedback / Maklum Balas |
|------------|--|--|
| 16. | Protection of Children/ Perlindungan Kanak-Kanak Creators of children's content must follow child protection laws, ensure content is age-appropriate, avoids glorifying violence, and promotes positive values. Pencipta kandungan berkaitan kanak-kanak mesti mematuhi undang-undang | <input type="checkbox"/> Agree / Setuju <input type="checkbox"/> Not Agree / Tidak Setuju Feedback / Maklum Balas: |

| | | |
|------------|--|--|
| | perlindungan kanak-kanak, memastikan kandungan sesuai mengikut umur, tidak mengagungkan keganasan, dan mempromosikan nilai positif. | |
| 17. | <p>Platform Support for Protection/ Sokongan Platform untuk Perlindungan</p> <p>Even if platforms don't create children's content, they should help protect children by enforcing rules, moderating harmful content, and giving filters/reporting options.</p> <p>Walaupun platform tidak mencipta kandungan kanak-kanak, ia perlu membantu melindungi kanak-kanak dengan menguatkuasakan peraturan, moderasi kandungan berbahaya, serta menyediakan pilihan untuk menapis dan melaporkan kandungan</p> | <input type="checkbox"/> Agree / Setuju <input type="checkbox"/> Not Agree / Tidak Setuju Feedback / Maklum Balas: |
| 18. | <p>Children's Data/ Data Kanak-Kanak</p> <p>Children's personal data should only be used for business with clear consent from parents/guardians, and privacy settings must protect children.</p> | <input type="checkbox"/> Agree / Setuju <input type="checkbox"/> Not Agree / Tidak Setuju Feedback / Maklum Balas: |

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| | Data peribadi kanak-kanak hanya boleh digunakan untuk tujuan perniagaan dengan persetujuan jelas daripada ibu bapa/penjaga, dan tetapan privasi mesti melindungi kanak-kanak. | |
| 19. | <p>Child Sexual Abuse Material/ Bahan Penderaan Seksual Kanak-Kanak (CSAM)</p> <p>Strong action is needed to prevent and remove CSAM, including AI-generated images. This includes clear rules, detection/blocking tools, child-friendly reporting, quick removal, and cooperation with law enforcement.</p> <p>Tindakan tegas diperlukan untuk mencegah dan menghapuskan CSAM, termasuk imej yang dijana oleh AI. Ini termasuk peraturan yang jelas, fungsi (tools) pengesanan/penyekatan, sistem laporan mesra kanak-kanak, penghapusan segera, dan kerjasama dengan pihak penguatkuasa undang-undang.</p> | <input type="checkbox"/> Agree / Setuju <input type="checkbox"/> Not Agree / Tidak Setuju Feedback / Maklum Balas: |

Inclusivity, Vulnerable Communities, and Human Rights***Inklusiviti, Komuniti Rentan dan Hak Asasi Manusia***

| No. | Question / Soalan | Feedback / Maklum Balas |
|------------|--|---|
| 20. | <p>Diversity Commitment/ Komitmen Kepelebagaian</p> <p>The Code now clearly requires fair and respectful representation of all groups, including migrants and indigenous people.</p> <p>Kod kini menetapkan keperluan untuk perwakilan yang adil dan hormat terhadap semua kumpulan, termasuk migran dan masyarakat Orang Asli/peribumi.</p> | <p><input type="checkbox"/> Agree / Setuju</p> <p><input type="checkbox"/> Not Agree / Tidak Setuju</p> <p>Feedback / Maklum Balas:</p> |
| 21. | <p>Language for Disabilities/ Bahasa untuk Orang Kurang Upaya (OKU)</p> <p>Content must use respectful and inclusive language for Persons with Disabilities, following cultural context, Malaysian law, and global standards.</p> <p>Kandungan mesti menggunakan bahasa yang sopan dan inklusif terhadap Orang Kurang Upaya, selaras dengan konteks</p> | <p><input type="checkbox"/> Agree / Setuju</p> <p><input type="checkbox"/> Not Agree / Tidak Setuju</p> <p>Feedback / Maklum Balas:</p> |

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| | budaya, undang-undang Malaysia, dan piawaian antarabangsa. | |
| 22. | <p>Representation of Vulnerable Communities/ Perwakilan Komuniti Rentan</p> <p>Content should show migrant, refugee, stateless, and other vulnerable communities fairly, without demeaning or criminalising them.</p> <p>Kandungan perlu memaparkan komuniti migran, pelarian, ketiadanegaraan, dan komuniti rentan lain secara adil, tanpa merendahkan atau menjenayahkan mereka.</p> | <input type="checkbox"/> Agree / Setuju <input type="checkbox"/> Not Agree / Tidak Setuju Feedback / Maklum Balas: |

Code Structure, Enforcement, and Accessibility

Struktur, Penguatkuasaan dan Kebolehcapaian Kod

| No. | Question / Soalan | Feedback / Maklum Balas |
|------------|--|--|
| 23. | <p>Complaint Timeline/Tempoh Aduan</p> <p>The Complaints Bureau can now accept complaints up to 12 months after publication, if the content is still online and</p> | <input type="checkbox"/> Agree / Setuju <input type="checkbox"/> Not Agree / Tidak Setuju |

| | | |
|------------|---|---|
| | <p>harmful. Late complaints can also be accepted in special cases, like those involving children or public interest.</p> <p>Biro Aduan kini boleh menerima aduan sehingga 12 bulan selepas kandungan diterbitkan, jika kandungan itu masih wujud atas talian dan memudaratkan. Aduan lewat juga boleh diterima dalam kes khas, seperti yang melibatkan kanak-kanak atau kepentingan awam.</p> | <p>Feedback / Maklum Balas:</p> |
| 24. | <p>Fair Process/Proses yang Adil</p> <p>The Complaints Bureau must be fair—everyone has the right to be heard, access information, and appeal decisions. If still unhappy, people can go to court.</p> <p>Biro Aduan mesti berlaku adil—semua pihak berhak untuk didengar, mengakses maklumat, dan membuat rayuan terhadap keputusan. Jika masih tidak berpuas hati, individu boleh membawa kes ke mahkamah.</p> | <p><input type="checkbox"/> Agree / Setuju</p> <p><input type="checkbox"/> Not Agree / Tidak Setuju</p> <p>Feedback / Maklum Balas:</p> |
| 25. | <p>Transparency/Ketelusan</p> <p>The Content Forum may publish guidance</p> | <p><input type="checkbox"/> Agree / Setuju</p> <p><input type="checkbox"/> Not Agree / Tidak</p> |

| | | |
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| | <p>and anonymised summaries of repeated or serious breaches. These are just for awareness and have no legal consequences.</p> <p>Forum Kandungan boleh menerbitkan panduan dan ringkasan kes tanpa menyiarkan nama pihak yang terlibat mengenai pelanggaran kod yang berulang atau serius. Langkah ini hanya untuk tujuan kesedaran dan tidak mempunyai akibat undang-undang.</p> | <p>Setuju</p> <p>Feedback / Maklum Balas:</p> |
| 26. | <p>Any other feedback on proposed revisions that were not addressed in the list above:</p> <p><i>Sebarang maklum balas lain berkaitan cadangan penyemakan semula yang tidak terdapat di dalam senarai di atas:</i></p> | |

D. SUBMISSION AND CMCF's CONTACT DETAILS**PUBLIC CONSULTATION PAPER****THE MALAYSIAN COMMUNICATIONS AND MULTIMEDIA
CONTENT CODE REVIEW**

| | |
|----------------------|--|
| NAME: | |
| ORGANIZATION: | |
| EMAIL: | |

Please submit your responses to the questions in the box via email to haveyoursay@contentforum.my any time before the closing date of the Public Consultation exercise.

Tick if you consent to having your responses quoted and attributed to you in CMCF's future publications.

☐ I agree for my responses to be quoted in publications by CMCF

For any queries and further information about this PC Paper or the revised Code, please contact us at haveyoursay@contentforum.my

ATTACHMENT:

Content Code 2025 Draft



THE MALAYSIAN COMMUNICATIONS AND MULTIMEDIA

CONTENT CODE 2025

Draft for Public Consultation

For ease of reference, only substantial changes have been tracked in this draft. Non-substantial edits—such as editorial refinements, minor sentence restructuring, formatting, streamlining of texts, and updates to statute names or legislative references—have not been marked. Readers are encouraged to focus their feedback on the tracked revisions, as these reflect the substantive updates under review.

This page has been intentionally left blank as a placeholder for the preface.

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Website: www.contentforum.my/

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PART 1: INTRODUCTION

1.0 Preamble

1.1 BEARING IN MIND the national policy objectives of and for the communications and multimedia industry and the need to establish agreed standards of behaviour in respect of industry members and to:

- (a) Promote a civil society where information-based services will provide the basis of continuing enhancements to quality of work and life.
- (b) Regulate the long-term benefit of the end user.
- (c) Promote a high level of consumer confidence in service delivery.
- (d) Grow and nurture local information resources and cultural representations that facilitate the national identity and global diversity.
- (e) Facilitate constructive public discourse and civic engagement by contributing local information resources towards the goal of building a more tolerant, plural, and cohesive society in Malaysia
- ~~(f)~~ Establish Malaysia as a major global centre and hub for communications and multimedia information and Content services.
- ~~(f)~~(g) Ensure that nothing in this Code shall be construed as permitting censorship of the Internet, as provided under **Section 3(3) of the Communications and Multimedia Act 1998.**

1.2 BEING AWARE of the prohibition against Content, which is indecent, obscene, false, menacing, or grossly offensive in character with intent to annoy, abuse, threaten or harass any person. For avoidance of doubt, this does not preclude action against content that is offensive in context where it causes material harm.

1.3 ACKNOWLEDGING THE NEED of the viewers and listeners to be provided with news and reporting to create an informed public bearing in mind the need to ensure and preserve the country's harmony, growth and civic engagement spaces.

1.4 RECOGNISING THE NEED to disseminate and to provide information and entertainment to meet the diverse needs of the Malaysian viewers and listeners in all Content relating to business, politics, recreation, information, culture and education.

1.5 REALISING THAT VIEWERS as consumers should have the freedom to view contents of their choice. That choice must be balanced against public interest for which as a compromise, guidelines may be formulated to classify contents and suitability.

1.6 RECOGNISING THAT CHILDREN are uniquely vulnerable, and in light of the impact that content has on their well-being and development, there is an added responsibility to respect, protect and promote content practices that uphold children's rights and safeguard them from harm.

1.6.1.7 AND WHILST RECOGNISING the right of the consumer to choose, it is AGREED that their choices should be exercised with care and that the responsibility could be shared by the individuals, parents, teachers, and guardians.

2.0 General Principles

2.1 IT IS DECLARED AND ACCEPTED that the following general principles shall apply to all that which is displayed on or communicated, including where facilitated by Artificial Intelligence (AI) systems and algorithms, and which is subject to the Act.

2.2 In creating and offering news, reports, entertainment and advertisements, content providers shall bear in mind the need for a balance between the desire of viewers, listeners and users to have a wide range of Content options and access to information, including where delivered or prioritised through automated or AI-powered recommendation systems, on the one hand and the necessity to preserve law, order and morality on the other. The Content Forum is not intended to act as a clearing house for the approval of any Content including and not limited to Advertisements.

2.3 The principle of ensuring that Content shall not be indecent, obscene, false, menacing or grossly offensive shall be observed, by taking reasonable steps, without prejudicing content that constitutes fair comment or reporting on matters of public interest, provided such content is in accordance with the law.

2.4 Women and men shall be portrayed with fair and equitable demographic diversity taking into account age, civil status, race, ethno-cultural origin, physical appearance, background, religion, occupation, socio-economic condition and leisure activities, while actively pursuing a wide range of interests.

2.4.2.5 The best interests of the child shall be a primary consideration in the design, delivery and management of Content and services likely to be accessed by Children, with due regard to ensuring an appropriate balance between their right to protection and their rights to access information, freedom of expression and privacy.

2.5.2.6 Attention will be given to include and respect diversity such as may be expressed through differences due to, but are not limited to, cognitive or physical ability, culture, ethnicity, religion, socio-economic status, gender, age, national origin, migration status, political persuasion, marital status, educational background, geographic location, and indigenous heritage.

2.6.2.7 Code Subjects shall endeavour to provide Content that, as far as possible, caters to the various tastes and expectations of Malaysian viewers and listeners, recognising the varied tastes

of the Malaysian public.

2.8 Code Subjects shall ensure, to the best of their ability, that their Content contains no abusive or discriminatory material or comment on matters of, but not limited to, race, religion, culture, ethnicity, national origin, migration status, gender, age, marital status, socio economic status, political persuasion, educational background, geographic location, sexual orientation or physical or mental ability, acknowledging that every person has a right to full and equal recognition and enjoy certain fundamental rights and freedom as contained in the Federal Constitution, ~~and~~ other relevant statutes, and international laws and conventions to which Malaysia is a party or has acceded.

2.72.9 Commercial Content disseminated by any person or entity for advertising, marketing or promotional purposes shall observe the principles of responsibility, transparency and accountability as set out in this Code, regardless of platform, format or the nature of the business model.

3.0 Objectives of the Code

3.1 The overriding purpose of this Code is to recommend guidelines relating to the provision of Content through self-regulation by the industry in a practical and commercially feasible manner and at the same time foster, promote and encourage the growth and development of the industry.

3.2 In doing so, it is noted and acknowledged that the following specific objectives shall guide the parties affected, governed by, administering and subject to the Code:

- a) Meeting and supporting the national policy objectives set out in the Act.
- b) Ensuring effective self-regulation of the development, production, and dissemination of Content.
- c) Empowering users of Content to make an informed selection of the Content they consume.
- d) Recognise and keeping updated with international as well as national standards, trends, and sensitivities in applying and reviewing this Code.
- e) Ensuring compliance through a regular process of monitoring.

4.0 Scope and Coverage

4.1 This Code shall apply to all Content made available in the Content industry in the networked medium and as defined in this Code and under the Act, where such Content is accessed by viewers, listeners, or users in Malaysia.

4.2 This Code shall apply to all Content Application Service Providers (CASP) in particular but is not limited to:

- a) Each member of the Content Forum;
- b) Each person who has submitted their agreement to the Content Forum that they shall be bound by this Code; and
- c) Each person whom the Commission has directed in accordance with **Section 99 of the Act**.

4.3 This Code may be reproduced in various vernacular versions but in the event of any doubt, discrepancy and inconsistency, the English version shall prevail.

5.0 Definitions and Interpretation

5.1 For the purposes of this Content Code, the following words, and phrases, unless otherwise specified hereunder, bear and have the same meaning as in the **Communications and Multimedia Act 1998**.

Act means the **Communications and Multimedia Act 1998**. Any references to the Act will include any subsequent amendments made to the said Act.

Advertiser means any person who utilises the Network and Digital Media to display Advertisements or Marketing Communications including but not limited to advertising agencies, brand owners, manufacturers, content providers, sales promoters, broadcasters, direct marketers, influencers, content creators and online sellers. This includes those who, directly or indirectly, transmit or disseminate such Content for the purposes of promoting a brand, or product, or service, or Influencing Consumer Behaviour, whether in return for payment, other consideration, or commercial benefit.

Advertisement or Advertising Content means any Content of a public nature, whether for the sale or purchase or provision of products or services or constituting of an invitation to participate in an activity and conveyed by or through any signage, image or sound disseminated through a Network or Digital Media.

Access means its ordinary meaning i.e., a means of entering; a means or a right of using, reaching, or entering. It is not the definition in **Section 6 of the Act**.

Aggregates means the act of collecting, compiling, or combining Content from

multiple sources for the purpose of making it available, in whole or in part, through a single platform, service or medium, and includes activities carried out by Online Content Aggregators as defined in this Code.

Applications Service Provider means a person who provides applications service; these are persons who provide particular functions such as voice services, data services, content-based services, electronic commerce, and other transmission services. In particular, the **Communications and Multimedia (Licensing) Regulations 2000** lists as Application Service Providers, persons who provide the functions or capabilities delivered to end users which include any or all of the following application services:

- i. Public Switched Telephone Network telephony for the delivery of voice and data communications;
- ii. Public Cellular telephony services;
- iii. Public Internet protocol telephony;
- iv. Public payphone service;
- v. Public switched data service for non-services that involve circuit switching of data emanating from one specific network facility to another;
- vi. Audiotext Hosting Service enables a caller to receive pre-recorded message or interact with a programme to receive information;
- vii. Directory services;
- viii. Internet access services;
- ix. Messaging services;
- x. Internet messaging services;
- ~~ix~~-xi. Social media services; or
- xii. Such other applications services which are not exempt under the Act.

Artificial Intelligence (AI) means systems or models, whether software- or hardware-based, that are designed to operate with varying levels of autonomy and that, for explicit or implicit objectives, generate outputs such as predictions, content, recommendations, or decisions influencing physical or virtual environments, using data and/or machine-learning techniques.

Chairman means the Chairman of the Complaints Bureau.

Child or Children refers to a person or persons below the age of eighteen (18) years.

Child Sexual Abuse Materials (CSAM) means any representation in whole or in part, whether visual, audio or written, by any means including but not limited to electronic, mechanical, digital, optical, or magnetic means, or manually crafted, or the combinations of any means that falls under the definition provided by the **Sexual Offences Against Children Act 2017**. Any references to the **Sexual Offences Against Children Act 2017** will include any subsequent amendments made to the said Act.

Code means this Content Code as may be revised from time to time.

Code Subjects means persons who are subject to the Code.

Commercial Content means any Content disseminated, whether in exchange for payment or other consideration, for advertising, marketing, sponsorship or promotional purposes, including but not limited to Advertisements and Marketing Communications, regardless of platform or format.

Commission means the Malaysian Communications and Multimedia Commission established under the **Malaysian Communications and Multimedia Commission Act 1998**. Any references to the **Malaysian Communications and Multimedia Commission Act 1998** will include any subsequent amendments made to the said Act.

Complaints Bureau means a division under the Content Forum that receives, considers, mediates, adjudicates and makes rulings on matters, such as complaints and grievances, relating to alleged breaches of the Code, as described in Part 8 of the Code.

Consumer is a person who receives, acquires, uses, or subscribes to content relating to communications and multimedia within the meaning of the Act.

Content means any sound, text, still picture, moving picture or other audio-visual representation, tactile representation, or any combination of the preceding, which is capable of being created, manipulated, stored, retrieved, or communicated electronically. For the purpose of Part 5, Content does not include:

- a) Ordinary private and/or personal electronic mail other than bulk or spammed electronic mail;
- b) Content transmitted solely by facsimile, voice telephony, VOIP and which is intended for private consumption;
- c) Content which is not accessible to the public whether freely, by payment of a fee or by registration, including but not limited to Content made available by way of a closed Content Application Service or a limited Content Applications Service under **Sections 207 and 209 of the Act** respectively; or

e)d). Content transmitted solely by a private messaging feature of any Applications Service or Content Applications Service, involving one or more Users, which is intended for private consumption, other than bulk or spammed messages, as provided for under the **Online Safety Act**.

Content Application Service Provider means a person who provides a content applications service. Examples of content applications services include:

- i. Direct To Home (DTH) subscription broadcasting, whether via satellite or cable;
- ii. Terrestrial Free-to-Air TV and Radio; and
- iii. Internet Web casting and Streaming Videos.

Content Forum means the Communications and Multimedia Content Forum of Malaysia (*Forum Kandungan Komunikasi dan Multimedia Malaysia*) designated by the Commission under **Section 212 of the Act**.

Corporate Social Responsibility (CSR) means corporate initiatives concerning community development, the environment, and human rights.

Council means the Council set up for the management of the affairs of the Content Forum.

Digital Media refers to any Content, whether legal or illegal, that can be transmitted over the internet or computer networks. This can include text, audio, video and graphics as well as communications over the networked electronic media via telecommunication networks, broadcasting networks, and online services including but not limited to mobile phones, digital pads, wearable devices, and interactive game consoles that allows the receiving party to interact with the platform, service or application. This definition is intended to be technology-neutral and may be interpreted in alignment with prevailing Malaysian legal and regulatory frameworks, including future developments.

Digital Piracy means the unauthorised reproduction, distribution, sale, communication, streaming, or making available of copyrighted or protected works in digital form, including via the Internet, peer-to-peer networks or other electronic means, in contravention of applicable laws and in breach of the provisions of this Code relating to copyright and prohibited Content.

Direct Sale means the sale of products or services which a person conducts either by himself or through any person authorised by him by receiving an offer for a sale electronically.

Editorial Control means the responsibility for and authority over the creation, development, selection, arrangement, or presentation of Content, including decisions on its form or substance, whether in whole or in part, but excluding purely technical, automated, or passive processes that do not involve substantive decision-making about the Content.

Influencer is defined as person(s) or group(s) who either on a personal capacity share their own independent opinions or are engaged and paid by Advertisers (either in cash or other consideration) to advertise products or services on their own social media channels due to their social media influence on Consumers.

Influencing Consumer Behaviour means any activity, representation, or communication, whether explicit or implicit, intended or likely to affect a Consumer's perception, decision-making, or actions in relation to the selection, purchase, use or endorsement of products or services, including such activities carried out by Advertisers, Influencers, Content Creators and other Code Subjects under Part 3 of this Code.

Internet Access Service Provider means a service provider who provides Users with Access to the Internet including but not limited to the World Wide Web.

Link Provider means a person who provides links to other sites.

Marketing Communications includes Advertisements as well as other techniques, such as promotions, sponsorships, direct marketing interactive marketing, public relations and publicity, personal selling, word-of-mouth marketing, and live phone-in shows, and should be interpreted broadly to mean any communications produced directly by or on behalf of Advertisers intended primarily to promote brands, products or services or to influence Consumer behavior, carried or delivered by a Network or Digital Media.

Network means any communications network, internet, and online network.

Network Facility means any element or combination of elements of physical infrastructure used principally for or in connection with, the provision of network services, but does not include customer equipment.

Online means a networked environment wired and wireless, which is available through a connection to a network service where Content is available to the public for access for a fee or otherwise.

Online Content Aggregator means a person who aggregates and/or purchases Content.

Online Content Developer means a Code Subject who develops files of Content for the Code Subject or on behalf of others to be made accessible Online.

Online Content Hosting Provider means a provider in its capacity of merely providing access to content, which is neither created nor aggregated by itself, but which is hosted on its facilities. This may include Social Media providers and Online Marketplace Operators.

Online Marketplace means any electronic trade platform that is conducted through

electronic means by any supplier.

Online Marketplace Operator means any person who makes available or operates an online marketplace for the purpose of trading or advertising.

Online Marketplace Supplier means any person who conducts a trade or advertisement through an online marketplace.

Online Safety Act means the **Online Safety Act 2025**. Any references to the **Online Safety Act** will include any subsequent amendments made to the said Act.

Online Service Provider means a provider of online services or network access, or the operator of facilities thereof, including but not limited to an internet service provider, news providers, entertainment providers, and e-government service providers.

Person means a natural person or any legal person, including a body corporate, partnership, association, cooperative, statutory body, or other entity recognised under the laws of Malaysia.

Persons with Disabilities include those who have long term physical, mental, intellectual, or sensory impairments which in interaction with various barriers may hinder their full and effective participation in society, as defined under the **Persons with Disabilities Act 2008**. Any references to the **Persons with Disabilities Act 2008** will include any subsequent amendments made to the said Act.

Prohibited Content means such content as is expressed to be prohibited under this Code.

Provide in relation to Content in Part 5 means for a Code Subject to make available Online Content where the Code Subject has:

- a. full knowledge of the substance of the Content; and
- b. control over the substance of such Content.

To the extent it does not conflict with the above definition, the following activities are excluded from the ambit of the above definition:

- a. the enabling of Access including but not limited to, by way of providing connectivity or links to such Content;
- b. the aggregation of such Content; and
- c. the hosting of Content Online.

Public Service Announcement (PSA) means a message to raise awareness amongst the masses or changing the attitude of the public towards a key social issue that is broadcasted or disseminated to the public by mass media (television, radio, Digital

Media and Social Media). For all intents and purposes, this definition will be confined within the context of this Code only.

Reasonable Accommodation means necessary and appropriate modifications and adjustments, that are not imposing a disproportionate or undue burden where needed in a particular case, to ensure persons with disabilities the enjoyment or exercise of the quality of life and wellbeing on an equal basis with persons without disabilities, as defined under the ***Persons with Disabilities Act 2008***.

Social Media includes mobile, digital, online platforms and applications that allow the creation and exchange of user-generated content (either organic or paid) by individuals, communities, and corporations.

User means a person who accesses or uses Online Content, whether as an end-user, subscriber, consumer or participant, and includes any individual or entity as recognised under applicable Malaysian laws relating to digital communications.

Video-on-Demand ("VOD") refers to a system where a User, subscriber or viewer is enabled to access, at a time chosen by such User, any Content in electronic form, which is transmitted over a computer resource and is selected by the User.

Virtual Influencer refers to computer generated characters or avatars who have realistic characteristics, features, and personalities of humans, and behave in a similar manner as influencers.

Vulnerable Communities means groups or individuals who, due to personal, social, or economic circumstances, may be at greater risk of harm, discrimination, or unequal treatment, including limited access to rights, resources, or protection.

Webpage / Website means the network of websites accessible on the Internet using including, but not limited to, the Hypertext Transfer Protocol ('http') files of Content accessible on the World Wide Web by a requested URL.

Young Children refers to a person or persons below the age of twelve (12) years.

6.0 Legal status of the Code

6.1 In accordance with **Section 95(2) of the Act**, this Code shall only be effective upon registration by the Commission; (see *appendix 1*).

6.2 Compliance with this Code is voluntary, subject to **Section 99 of the Act** and the provision of this Code.

6.3 Compliance with this Code shall be a defence against any prosecution, action or proceeding of any nature, whether in court or otherwise as stated under **Section 98 (2) of the Act**. For evidentiary purposes, and without prejudice to any rights or obligations under any written law, a written order or decision of the Complaints Bureau that records a finding of no breach, records remedial compliance, or otherwise disposes of a complaint on the basis of

compliance, can be adduced as evidence of compliance with the Code. The foregoing is non-exhaustive and does not derogate from any other means by which a person may prove compliance with the Code.

6.4 Notwithstanding this Code and apart from the relevant legislation under the Act, all applicable Malaysian Laws including but not limited to, sedition, pornography, defamation, data protection, protection of intellectual property and other related legislation are to be complied with. Where any person has overlapping obligations under such laws, compliance with those legal obligations shall take precedence, recognising that these are statutory requirements whereas the Code operates as an industry self-regulation framework.

6.5 The Content Code affirms the general principles of the **Online Safety Act 2024**, reflecting the need to safeguard users from online harms and to promote a safe, responsible, and balanced digital environment. Matters covered by the **Online Safety Act 2024** and relating to online safety in general (if not already included in this Code), shall be addressed in a dedicated Sub-Code, to provide further detail and to ensure consistency with the applicable statutory framework.

7.0 Interpretation

7.1 Where the intent or scope of this Code is in doubt, it must be interpreted in the light of the General Principles stated earlier and within the spirit of the Code as well as the strict letter of it.

7.2 No Code of this nature can be all-inclusive in view of changing circumstances. It should take into consideration the intention of the Act, which is for the industry to operate in an environment of self-regulation, liberalisation, and transparency.

8.0 Complaints

8.1 Any complaint received by a content provider or service provider should be resolved bearing in mind the spirit of this Code. However, if the complaint cannot be resolved it may be referred to the Complaints Bureau; (see *Part 8: Code Administration*).

PART 2: GUIDELINES ON CONTENT

1.0 General Requirements

1.1 **Section 211 of the Act** prohibits Content that is indecent, obscene, false, menacing, or grossly offensive in character with intent to annoy, abuse, threaten or harass any person.

1.2 Code Subjects should take reasonable measures to ensure that material disseminated does not include anything which offends good taste or decency; is offensive to public feeling, is likely to encourage crime or lead to disorder, or is abusive or threatening in nature.

1.3 The standards by which Content is measured, given the requirements, will be viewed in the context of the country's social, religious, political, and educational attitudes and observances, as well as the need to accommodate global diversity in a borderless world.

1.4 In order to assist Code Subjects as for the rules to be observed with respect to Content provided and to ensure compliance with the Act through self-regulation, the following guidelines and procedures are set out in this.

2.0 Indecent Content

2.1 Indecent Content is material which is offensive, morally improper and against current standards of accepted behaviour. The depiction of nudity is not allowed other than exceptions for non-sexual content nudity based on art, information and/or sciences. Such depictions shall not be excessive or explicit in nature. Content portraying private parts for legitimate educational, artistic or scientific purposes, which are not gross, is not indecent or obscene.

Illustrations of exceptions:

- a) In the context of art, Content such as travelogues with visuals of paintings and sculptures such as Greek statues, Renaissance paintings, or contemporary performances or films exploring themes like body image or self-acceptance in a non-sexual, artistic manner.
- b) In the context of information, Content such as programs on sex education.
- c) In the context of sciences, Content such as programmes on human biology.

3.0 Obscene Content

3.1 Obscene Content is material which, by reason of its explicit or offensive representation of sexual activity or sexual conduct, is likely to cause offence to a reasonable adult and has the tendency to deprave and corrupt those whose minds are open to such communication. In determining whether Content is obscene, regard may be had to:

- a. the nature and explicitness of the depiction;
- b. the context, setting, and purpose of the Content;

c. the likely audience, including the potential access by Children; and
d. any relevant Malaysian laws, including the **Penal Code**, the **Sexual Offences Against Children Act 2017**, and other applicable legislation.

Specific regards to be given to:

- (i) **Explicit Sex Acts/ Pornography**
Any portrayal of sexual activity that a reasonable adult considers explicit and pornographic is prohibited. The portrayal of sex crimes, including rape, attempted rape or statutory rape, as well as bestiality is not permitted including the portrayal of such sexual acts, through animation and whether consensual or otherwise.
- (ii) **Child Sexual Abuse Material (CSAM)**
CSAM shall have the meaning as defined under Part 1 of this Code with specific reference to **Section 4 of the Sexual Offences Against Children Act 2017**.
- (iii) **Sexual Degradation**
The portrayal of any individual as a mere sexual object, or to demean, exploit or discriminate them in such manner is prohibited.

4.0 Violence

4.1 Violence, whether psychological, physical, or incitement to violence shall be portrayed responsibly and not exploitatively. Code Subjects may portray and report violence which occurs through natural disasters, acts of terrorism, war, human conflict, whether factual or fictional, the antics of cartoon characters, (body) contact sports and more, subject to specific considerations as set out in Paragraph 4.2 below.

4.2 Portrayal or reporting of violence shall avoid being excessive, meaningless, gratuitous, humiliating, and/or instructional. Programs involving violence shall venture to present the consequences to its victims and perpetrators. Specific considerations are as follows:

- (i) **Offensive violence**
 - a. Violence which, whether physical, verbal, or psychological, may upset, alarm and offend viewers and may lead to undue fear among the audience and encourage imitation.
 - b. Meaningless, gratuitous, and blatant presentation of excessive sadistic practices and torture, imageries of injury and aggression, and of blood shall be avoided.
 - c. The portrayal of violence is reasonably permitted for the purpose of news reporting, discussion, or analysis and in the context of recognised sports events in the following instances:

- i. Use of appropriate editorial judgment in the reporting of audio and visual representation of violence, aggression, or destruction within their Content.
 - ii. Exercise of caution and discretion in the selection of, and repetition of Content, which depicts violence.
 - iii. Viewers shall be cautioned in advance of showing scenes of extraordinary violence, or graphic reporting on delicate subject matter with appropriate warnings to viewers in the case of gore or actual scenes of torture, killing or execution.
- (ii) Imitable violence
Portrayal or reporting of dangerous behaviour, which is easily imitated, shall be justified and viewers shall be cautioned.
- (iii) Sexual violence
Graphic representations of sexual violence, such as rape or attempted rape or other non-consensual sex, or violent sexual behaviour are not allowed.
- (iv) Violence and young, vulnerable audiences
The susceptibility of younger audiences, particularly those impressionable minds shall be considered. Particular care shall be exercised where Children may be exposed to, or be involved in, the depiction of violent behaviour.
- (v) Content that incites online abuse and gender-based violence.
Content that incites or provokes any act of abuse and gender-based violence that results in, or is likely to result in physical, sexual, or psychological harm or suffering is not allowed.

5.0 Menacing Content

5.1 Menacing Content includes material that causes harassment, intimidation or distress; causes or threatens serious harm to individuals or communities; encourages or incites the commission of crime; or leads to public disorder. Such Content is prohibited. Examples include threats of acid attacks, doxxing of personal information, false bomb threats, or incitement to racial violence.~~may include that which causes annoyance, threatens harm or evil, encourages or incites crime, or leads to public disorder and is prohibited.~~

5.2 Hate propaganda, which enables, advocates or promotes violence, genocide or hatred against an identifiable group, shall not be portrayed. Such material is considered menacing in nature and is not permitted. For the purposes of this provision, an identifiable group refers to any section of the public distinguished by race, ethnicity, religion, nationality, gender, sexual orientation, or disability, or other status.

5.3 Information which may be a threat to national security or public health and safety shall

not be presented.

Illustrations

- i) Making available instructions and guidance on bomb-making, illegal drug production or counterfeit products;
- ii) Disseminating false information with regards to outbreak of racial disturbances and religious tension;
- iii) Circulating false information and statements with regards to possible terrorist attacks;
- iv) Circulating or making available false information with regards to the outbreak of a deadly or contagious disease.
- v) Producing or disseminating Content that unjustifiably attributes, or implies the attribution of, societal problems to an identifiable group of people.
- vi) Posting threats of violence or harm directed at individuals or groups, including threats of assault, doxxing or cyberbullying;
- iv/vii) Content that targets individuals with repeated harassment or stalking behaviour, particularly where it causes severe emotional distress;
- i) Coordinated campaigns encouraging mass online harassment or collective targeting of specific individuals, especially Vulnerable Communities.
- viii)

5.4 All suicide-related content must be reported and shared ethically and responsibly based on available best practices and media guidelines, including the ***Guidelines for Reporting and Sharing of Suicide-Related Content*** published by the Content Forum and the Ministry of Health Malaysia on 15 April 2025.

6.0 Grossly Offensive Content

6.1 Grossly Offensive Content is material that, when put forward to reasonable members of the public, a majority of these members would find that material to be grossly offensive. Content that is considered to be in bad taste or causes small levels of annoyance will not be considered to be grossly offensive content. includes expletives and profanity that is offensive to many people. Grossly Offensive Content may include the following:

6.1

(i) Crude References

Words which are considered obscene, lacking refinement of taste, foul, offensive, coarse or profane are prohibited including crude references to sexual intercourse and sexual organs. It is, however, permissible to use such words in the context of their ordinary meaning and not when intended as crude language.

(ii)(i) Hate Speech and Discriminatory Content

Content shall not denigrate, defame, devalue, or incite hatred, hostility, discrimination or violence towards a person or group based on protected characteristics, including but not limited to race, ethnicity, religion, descent, national or ethnic origin, gender, age, sexual orientation, disability or other protected status.

Such Content may include material that relies on misinformation, distortion or partial truths with the reasonably foreseeable effect of promoting division, marginalisation or hostility towards such groups. In particular, descriptions involving the use of strong or crude language, explicit sexual references or obscene gestures directed at these groups are considered hate speech.

However, criticism, satire or public interest commentary that does not intentionally incite hostility, and does not target individuals or groups solely on the basis of protected characteristics, shall not be considered hate speech.

In assessing whether Content may constitute hate speech or discriminatory content, relevant factors may include:

- a. the social and political context;
- b. the communicator's authority or influence;
- c. the intent of the message;
- d. the language or form used;
- e. the extent of dissemination; and
- f. the likelihood of imminent harm.

(iii)(ii) Violence

Where the portrayal of violence is permitted with appropriate editorial discretion as in news reporting, discussion or analysis and in the context of recognised sports events, care shall be taken to consider the use of explicit or graphic language related to stories of destruction, accidents or sexual violence, which could be disturbing for general viewing. Violent content may be considered to be grossly offensive if it was depicted in an excessive way or if it was used to threaten or target minority groups or vulnerable groups.

6.2 Any communication made in good faith is not grossly offensive as long as the communication consists of statements of fact, that are true in substance and facts, and consists of statements of opinion.

7.0 False Content

7.1 Content or information which is untrue, misleading, confusing, incomplete, or a fabrication of non-existent matters, and which is likely to cause harm, mislead, or disadvantage any individual, organisation, or the public, ~~which contains false material or incomplete information and is likely to mislead,~~ must be avoided. Code Subjects shall observe measures

outlined in specific parts of this Code to limit the likelihood of perpetuating untruths that may cause public fear and/or panic or is prejudicial to public order or national security.

7.2 Reasonable measures to verify the truth of the Content shall be taken by Code Subjects with Editorial Control prior to communication.

7.3 In determining whether Content is false, consideration shall be given to—

- (a) the nature and context of the Content;
- (b) whether the Content is presented as fact;
- (c) whether the Content omits material facts necessary to prevent it from being misleading;
- (d) the reasonably foreseeable effect of the Content on its intended audience; and
- ~~(a)~~(e) any clear contextual cues indicating satire, parody or fiction, including labelling, format, placement or presentation.

7.4 Content is not considered false solely because it has been fully or partially generated using Artificial Intelligence (AI), unless the substance of the Content meets the criteria for False Content under this Code.

7.27.5 For the avoidance of doubt, this section does not apply to Content that is clearly satirical, parodic or fictional, where it would be understood by the ordinary reasonable user as such.

7.6 The exemption in 7.4 does not apply where such Content—

- (a) is presented as fact;
- (b) is likely to cause harm by inciting violence or hostility, amounts to hate propaganda under Section 5.2, or otherwise contravenes this Code; or
- ~~(a)~~(c) constitutes Advertising or Marketing Communications, which are assessed under Part 3 of this Code.

8.0 Children's Content

8.1 Content designed specifically for, primarily directed at or is likely to appeal to Children reaches impressionable minds and influences social attitudes and aptitudes. This includes, but is not limited to, Content with a "U" classification or equivalent, and may include "PG" or similar classifications where the themes, presentation, or characters are likely to appeal to children. Code Subjects shall closely supervise and monitor the selection, control of material, characteristics, and plot. Content targeted to a specific age group of Children shall be appropriate to the respective age group, in line with child protection laws, national age classification standards, and international best practices. Specific attention shall be paid to the aspects stated below.

i) Violence

- a) Children's Content portrayed by real-life characters, shall only include violence which is essential to the development of character and plot.
- b) Animated Content for Children may contain non-realistic violence but shall not depict violence as its central theme and shall not invite dangerous imitation.
- c) Any depiction of violence in Children's Content shall reflect the emotional and physical consequences of violence to both victims and perpetrators in a way appropriate for a child audience
- d) Children's Content shall not contain any content encouraging or providing instructions for acts of serious violence against another person.

ii) Safety, Security and Imitable Acts

- a) Content for Children shall deal carefully with themes which can threaten their sense of security when portraying, for example, domestic conflict, the death of parents or close relatives, or the death or injury of their pets, street crime, sexual harassment or the use of drugs.
- b) Content for Children shall deal carefully with themes which could encourage or invite Children to imitate acts which they see on screen, in particular acts that could cause them physical or mental harm such as the use of plastic bags as toys, use of matches, the use of dangerous household products as playable things, or dangerous physical acts such as climbing apartment balconies or rooftops.
- c) Content for Children shall deal carefully with themes that deal with stereotypes and discrimination and in any case shall not invite or encourage children to be abusive or discriminatory towards another person.

8.18.2 Code Subjects who create, produce, or commission Children's Content shall comply with child protection laws and, to the extent reasonably practicable, take into account classification standards and international best practices and take reasonable steps to:

- a) ensure themes, visuals, and language are age-appropriate;
- b) avoid the glorification or trivialisation of violence or dangerous behaviour;
- c) incorporate, where appropriate, messaging that fosters resilience, empathy, and positive values; and
- d) where relevant, consult child development specialists or refer to recognised child protection or child media guidelines issued by reputable bodies

8.28.3 Code Subjects who operate as platforms but are not directly involved in the creation of Children's Content, shall take reasonable steps consistent with their role to support compliance. Their responsibilities shall be limited to implementing reasonable measures in line with their technical capabilities. Such measures may include:

- a) establishing and enforcing community standards relating to the protection of children;
- b) applying moderation protocols for reported or flagged content; and
- c) using visibility filters or similar tools to limit children's exposure to unsuitable material.
- d) providing accessible channels for relevant parties to flag Content or features that may be harmful or exploitative to children.

8.4 Code Subjects may only profile or process a child's personal data for commercial purposes if:

- a) Profiling features are enabled by the user; and
- b) Verifiable consent has been obtained from the child's parent or legal guardian.

Verifiable consent may be obtained through, but is not limited to, clear consent requests, parental control settings, or links that lead to a secure age-verification or parental consent process.

Code Subjects are encouraged to implement child-appropriate privacy settings and ensure that any data collection is limited, proportionate, and consistent with the best interests of the child.

8.5 Code Subjects are encouraged to adopt robust measures to prevent and respond to the production, distribution, or consumption of Child Sexual Abuse Material (including AI-generated images). Such measures may include:

- a) A clear statement in terms and conditions that the use of services to exploit or abuse children, or to produce, access, store, make available, or share CSAM will not be tolerated, and that cooperation will be extended to law enforcement where such material is reported or discovered.
- b) Implementation of systems and procedures to detect and block access to known CSAM, including recognised URL or hash lists and other internationally recognised detection tools, in a manner proportionate to the Code Subject's technical capabilities.
- c) Provision of accessible reporting channels (including anonymous options) that are child-friendly, and linking to emergency numbers for reporting children in danger or in need of urgent intervention.
- d) Prompt action upon user reports or trusted flagger notifications, including temporary removal or restriction of access to reported content while assessments

are undertaken.

- e) Timely cooperation with relevant authorities such as the police and MCMC, including the sharing of information in accordance with applicable laws, and where feasible, the appointment of a designated liaison or focal point for CSAM matters.

These measures are intended as best-practice guidance and should be applied in ways that respect user rights, comply with applicable laws, and reflect the varied capacities of different Code Subjects in the digital ecosystem.

8.6 Further detailed measures on children's online safety, including age-gating, data protection, and parental consent, will be developed in a sub-Code aligned with the Online Safety Act.

9.0 Family Values

9.1 The principles of intellectual and emotional equality of both sexes and the dignity of all individuals are to be respected. Despite societal discrimination, Code Subjects shall be aware of the need to avoid and overcome biased portrayals. Women and men shall be portrayed as equals in all respects.

9.2 Code Subjects with Editorial Control shall take reasonable measures to ensure that the Content shall portray all persons as supporting participants in the family unit, home management and household tasks. They shall be portrayed as equal beneficiaries of family or single-person life, in both work and leisure activities and, as far as possible, under all types of thematic circumstances.

9.3 In the acquisition of or involvement in non-Malaysian Content, Code Subjects shall make every effort to evaluate Content having regard to family values in relation to this Code.

10.0 Persons with Disabilities

10.1 Code Subjects shall ensure that Content respects the dignity, rights and full participation of Persons with Disabilities, and avoids language, depictions or practices that reinforce stereotypes, perpetuate stigma or portray persons with disabilities in a derogatory or infantilising manner. Humour and ridicule that targets physical, mental, or sensory disabilities is prohibited regardless of intent. Persons with Disabilities may have every opportunity to be included in any programme in a manner that upholds dignity and equality.

10.2 References to disability shall be expressed by neutral terms using respectful language. Content shall, where relevant, reflect accurate, respectful and inclusive terminology for Persons with Disabilities, taking into account cultural and linguistic context, and in alignment with the Persons with Disabilities Act 2008 and international standards.

10.3 Code Subjects shall ensure that Persons with Disabilities has the right to equal access to information. Code Subjects shall endeavour to make reasonable accommodations to deliver any Content intended for the general public in accessible formats and technologies appropriate for

Persons with Disabilities. This shall include providing accessible broadcast services in news programmes, for example, captions or signer “in screen” offering a sign language version of the audio.

10.4 Code Subjects shall endeavour to take reasonable efforts to improve the accessibility of Content disseminated for Persons with Disabilities vis-à-vis the implementation of the appropriate access service.

~~10.2~~10.5 Code Subjects who operate as platforms for user-generated-content but are not directly involved in the creation of content shall take reasonable steps to address harmful misrepresentation where it is identified or reported.

11.0 Privacy

11.1 Code Subjects shall respect the privacy of individuals with due regard to the requirements under the **Personal Data Protection Act 2010**. There shall be no intrusion into an individual’s privacy except where required by law and/or necessary in the interest of the public. Any references to the **Personal Data Protection Act 2010** will include any subsequent amendments made to the said Act.

12.0 Migrants, Refugees, Stateless and Non-Citizen Communities

12.1 Code Subjects shall ensure fair and accurate representation of these communities and avoid language or imagery that is dehumanising, inflammatory, or that generalises or implies criminality. Terms such as “illegal migrant,” “*pendatang haram*,” or “PATI” should be used only with accurate and responsible contextualisation, recognising underlying factors such as forced displacement, trafficking, or systemic barriers.

12.2 Code Subjects who operate as platforms for user-generated-content but are not directly involved in the creation of content shall take reasonable steps to address harmful misrepresentation where it is identified or reported.

13.0 Consent

13.1 Code Subjects, in creating Content, should obtain free, prior and informed consent from any individuals featured in their Content, except in instances where it is of public interest to publish said Content, but consent is withheld.

13.2 When creating Content that features individuals from Vulnerable Communities, Code Subjects shall exercise additional care to obtain free, prior, and informed consent. This includes making all reasonable efforts to ensure the individual:

- a) understands their right to deny or withdraw consent at any time;
- b) is informed of their right to anonymity;
- c) is aware of their right to review the Content before publication; and

d) has access, where needed, to translation services, legal advice, or community support.

13.3 When creating Content and featuring Children in the Content, Code Subjects will require both the consent of the child and the child's parent or legal guardian.

14.0 Copyright and Digital Piracy

14.1 Code Subjects shall respect copyright ownership in all Content and comply with the **Copyright Act 1987**, including any subsequent amendments or replacements. Reasonable measures, within the capacity of the Code Subject, should be taken to prevent the unauthorised streaming, distribution, or reproduction of copyrighted material, and such material shall not be used, in whole or in part, without the permission of the copyright owner unless permitted by law.

14.2 Code Subjects are encouraged to:

- a) Support public awareness campaigns aimed at combating Digital Piracy;
- b) Implement reasonable and proportionate measures within their technical and operational capabilities to prevent and mitigate Digital Piracy on their platforms;
- c) Foster cooperation with industry stakeholders to address copyright infringement effectively; and
- d) Promote the consumption of legal digital content, including highlighting legitimate sources and raising awareness of the benefits of lawful content consumption.

15.0 Use of Artificial Intelligence (AI) in Content

15.1 Artificial Intelligence (AI), while driven by technology, operates under human direction and accountability. The creation, curation, promotion, or dissemination of Content using AI shall adhere to the same principles of transparency, accountability, and truth as apply to human-generated Content. Where such Content is accessible to children, the provisions in Para 8 – Children's Content shall also apply.

15.2 All use of AI in Content shall uphold truth, respect for human dignity, and preservation of public trust.

15.3 Content that is generated, produced, remade, created or edited by Artificial Intelligence (AI) and subsequently published, disseminated, distributed, sold or shared for public consumption or large groups of viewers shall include a clear identification or label that informs its viewers or consumers that the content was generated, produced, remade, created or edited by Artificial Intelligence (AI).

15.4 The identification and labelling requirement provided under Paragraph 15.2 does not apply to:

- a) Any content that is generated, produced, remade, created or edited for private consumption or shared to an extremely small group of individuals. This exemption will cease to apply if content that was previously for private consumption or a small group of individuals is then shared to the public or to a larger group of individuals; or
- b) The content was primarily generated, produced, remade, created or edited through non-AI means, while the use of Artificial Intelligence (AI) is limited to a minor role (such as, but not limited to, summarisation, translation, or copy-editing), during the generation, production, remaking, creation or editing process and does not materially affect the substance, tone, or message of the Content.

15.5 Code Subjects who provide another person with the ability to upload, share or post user generated content shall provide users with the function to identify or label their content as content that was generated, produced, remade, created or edited by Artificial Intelligence (AI).

15.6 Content generated, produced, remade, created or edited by Artificial Intelligence (AI) shall not:

- a) infringe on human dignity or human rights;
- b) intentionally deceive or manipulate audiences in a harmful, exploitative, or coercive manner;
- c) create or amplify false, misleading, or disinformation-based Content;
- d) promote abusive behaviour, discrimination or hatred on matters of, but not limited to race, religion, culture, ethnicity, national origin, migration status, gender, age, marital status, socio economic status, political persuasion, educational background, geographic location, sexual orientation or physical or mental ability;
- e) encourage illegal activities, such as drug use or Child Sexual Abuse Material (CSAM);
- f) encourage any person to harm or hurt themselves, such as self-harm or suicide.

15.7 Any reproduction, modification or replication of copyrighted material for profit (including a person's likenesses and voices) through Artificial Intelligence (AI) should only be carried out in line with copyright and trademark laws in Malaysia including the **Copyright Act 1987**.

15.8 Users who manually share, upload or post Artificial Intelligence (AI) generated content remain responsible for the content shared, uploaded or posted by them. The fact that the content was generated, produced, remade, created or edited by Artificial Intelligence (AI) shall not act as a defense for the user as the sharing, uploading or posting of the content was still carried out by the user.

15.9 The Content Forum may invite Code Subjects deploying significant AI systems to participate in voluntary annual impact assessments where such systems have broad influence on

public opinion or behaviour.

16.0 Cybersecurity and Scams

16.1 Content that is used, designed, or intends to promote, attempt or carry out cybersecurity attacks or scams (including financial scams) are prohibited and shall not be posted or published online.

Illustrations

- i) Doxxing
- ii) Phishing
- iii) Quishing
- iv) Malware
- v) Financial scams
- vi) Romance scams
- vii) Investment scams

For the purposes of clarity, content that aims to educate the public of the dangers of cybersecurity attacks, scams or other fraudulent activity is not prohibited.

17.0 Child Sexual Abuse Material (CSAM)

17.1 Child Sexual Abuse Material are prohibited and illegal under Malaysian law including the **Sexual Offences Against Children Act 2017** and should not in any way be published, sold or distributed.

17.2 Content Applications Services Providers and other providers who allow user generated content to be published on their websites or platforms are encouraged to develop tools to automatically detect Child Sexual Abuse Material that is published or shared on their websites or platforms and should train employees to respond fast to any reports of Child Sexual Abuse Material in their websites or platforms.

17.3 This does not prohibit any content or discussions intending to raise awareness of the issues arising from the dissemination of Child Sexual Abuse Material. Any materials used in such content shall not be excessive or explicit in nature.

PART 3: ADVERTISEMENT (MARKETING COMMUNICATIONS)

1.0 Scope and Coverage

1.1 This part of the Code applies to Advertisements communicated over a networked medium and displayed on devices that can process Content electronically and includes television, radio, and Digital Media, where such Advertisements are targeted at the Malaysian market. The Code shall not apply for Advertisements content that do not utilise the networked medium. For the purposes of this provision, this may include Advertisements originating from, or intended for, audiences in Malaysia, regardless of whether the advertiser is located within or outside Malaysia. This Part does not apply to Advertisements that do not utilise the networked medium or are not targeted at the Malaysian market.

1.2 Notwithstanding the requirements of this Code, Advertisers shall also be guided by relevant Acts, guidelines and/or regulations that may be enforced by other regulatory bodies in Malaysia where it is relevant to Advertisements.

1.3 Responsibility for observing this Part 3 primarily falls on the Advertisers and Online Marketplace Suppliers. Others involved in producing and transmitting advertisements such as Influencers, agencies, online publishers, broadcasters, Online Marketplace Operators and other advertising service suppliers such as production houses, music composers and designers shall also accept an obligation to abide by this part and the specific guidelines that apply to them.

2.0 Objectives

2.1 The main objective of Part 3 is to ensure that continued high standards of Advertisements are delivered through self-regulation in accordance with expectations of Consumers and internationally recognised good practice governing Advertisements by the Advertisers.

2.2 The Malaysian advertising fraternity should recognise that creative freedom carries with it the responsibility of ensuring that the rights of its Consumers are protected.

2.3 This Part of the Code, is aimed at upholding the high standards expected of the Advertisers in a practical and commercially feasible manner and at the same time foster, promote and encourage its development.

3.0 General Principles Governing Advertisements

3.1 The following general principles shall guide Advertisers and Content providers who are affected by and/or are subject to this Part of the Code dealing with Advertisements.

All Advertisements:

- a) shall conform with this part and to the general guidelines on Content. They shall also conform to all specific legislation governing the advertised products and services;

- b) shall be legal, decent, honest, and truthful;
- c) shall be produced with a sense of responsibility to Consumers and to society generally, especially taking note of the different demographics being addressed by the Advertisements;
- d) shall respect the principles of fair competition generally accepted in business, however, the Code is not intended to suppress free and vigorous competition;
- e) shall not, directly, or indirectly, do anything to infringe the rights of Consumers; and
- f) shall not mislead the Consumers or otherwise conduct themselves in a manner that contravenes the provisions under Part 3 of the Code.

4.0 **Specific Guidelines**

4.1 Without prejudice and in addition to the general principles stated above and General Principles under Part 1 of this Code, the following specific guidelines shall apply to Advertisements.

4.2 Legality

Advertisers and Advertising Content providers have primary responsibility to ensure that their Advertisements comply with this Code and the various laws of Malaysia that have a direct impact on the different products and services.

4.3 Decency and Sensitivity

- a) Advertisements shall contain nothing that is likely to cause serious or widespread offence. Particular care shall be taken to avoid causing offence on the grounds of, but not limited to, race, religion, sex, sexual orientation and physical or mental disability.
- b) Advertisements shall not contain statements, audio or visual presentations that are offensive to the standards of decency prevailing among those who are likely to be exposed to them. Subject to sensitivities relating to religion and ethnicity, the fact that a particular product is offensive to some people is not sufficient grounds for objecting to an Advertisement for it.

4.4 Honesty and Truthfulness

- a) Advertising Content shall not be constructed in a manner that would abuse the trust of the Consumer or exploit his lack of experience or knowledge.
- b) Advertising Content shall not cause the Consumer to be misled by any inaccuracy, ambiguity, exaggeration, falsehood, omission or otherwise.

- c) More specifically, Advertisements shall not:
- i. Misrepresent any matter likely to influence Consumers on, among others:
 - a. source of the product, quality of the product, capability of the product, obligation (or non-obligation) in using a trial product, and others;
 - b. actual price of products and/or services without hidden costs;
 - c. conditions on the terms of payment such as hire-purchase, leasing, instalment sales and credit sales;
 - d. after sales services including terms of guarantee, delivery, exchange, return, repair and maintenance;
 - e. benefits for charitable causes.
 - ii. Omit "material information" and mislead by hiding material information or presenting it in an unclear, unintelligible, ambiguous, or untimely manner. "*Material information*" is information that Consumers need in context to make informed decisions about whether or how to buy a product or service. Whether the omission or presentation of material information is likely to mislead Consumers depends on the context, the medium and, if the medium of the Advertisement is constrained by time or space, the measures that the Advertiser takes to make that information available to Consumers by other means.
 - iii. Obvious Hyperbole, which is intended to attract attention or to amuse, is permissible provided that it is not likely to be taken as a positive claim to superior or superlative status.

4.5 Fear and Distress

Advertisements shall not, without justifiable reason, play on fear. They may, however, issue an appeal "to be fearful" to encourage prudent behaviour or to discourage dangerous or ill-advised actions, taking into consideration that the fear likely to be aroused shall not be disproportionate to the risk intended to be avoided.

4.6 Safety

- a) Advertisements shall not show or encourage unsafe practices except in the context of promoting safety. Particular care shall be taken with Advertisements addressed to or depicting Children.
- b) Advertisements shall not mislead about the nature or extent of the risk to Consumers' personal security, or that of their families, if they do not purchase or subscribe to the advertised product or service.

4.7 Violence/Antisocial behaviour

Advertisements shall not condone or provoke violence, unlawful or antisocial behaviour nor shall they appear to condone, glorify or lighten the gravity of such acts.

4.8 Truthful Presentation

All descriptions, claims and comparisons which relate to matters of objectively ascertainable fact should be capable of substantiation, and Advertisers are required to hold such substantiation ready for scrutiny without delay if, and when requested.

Claims

- a) Advertisements should not contain any statements or visual presentation which directly or by implication, omission, ambiguity, or exaggerated claim, that is likely to mislead the consumer about the product advertised, the advertiser, or about any other product or advertiser, in particular with regard to:
 - i. Characteristics such as nature, composition, method and date of manufacture, fitness for purpose, range of use, quantity, and commercial or geographical origin.
 - ii. Copyright and industrial property rights such as patents, trademarks, designs and models, and trade names.
 - iii. Official or other recognition of approval, awards or medals, prizes or diplomas.
 - iv. Scientific, statistical, or other research data quoted in Advertisements shall be neither misleading nor irrelevant.
- b) It is seldom possible to substantiate general claims by an Advertiser that his product is of superlative quality (best, finest) in a manner which is universally acceptable. Such claims, however, are permissible under this Code, provided that their inclusion in an Advertisement does not create a false impression concerning any quality possessed by the product which is capable of assessment in the light of generally accepted standards of judgment.
- c) Where a substantial division of informed opinion exists or may reasonably be expected to exist, as to the acceptability of any evidence which is required to substantiate a claim in an Advertisement, it should neither state nor imply that the claim is universally true or that it enjoys universal support, nor that it represents anything other than the Advertiser's opinion or of such other authorities as may be named.
- d) Advertisements should not misuse research results or quotations from technical

and scientific literature. Statistics should not be presented so as to imply that they have greater validity than is the case. Scientific terms should not be misused, and scientific jargon and irrelevances should not be used to make claims appear to have scientific basis they do not possess.

- e) Where Advertisement claims are expressly stated to be based on, or supported by, independent research or assessment, the source and the date of this should be indicated. Where this is not possible, for whatever reason, such claims to independent support should not be made. Where a claim relating to research or testing is based on the Advertiser's own work or work done at his request, it should be clear from the text of the Advertisement that such is the basis of the claim.

Comparisons

- a) Advertisements containing comparisons with other advertisers, or other products are permissible in the interest of vigorous competition and public information, provided they comply with the terms of the Code.
- b) The subject matter of a comparison should not be chosen in such a way as to confer an artificial advantage upon the Advertiser or so as to suggest that a better bargain is offered than is truly the case.
- c) Points of comparison shall be based on facts that can be substantiated and shall not be unfairly selected. In particular:
 - i. The basis of comparative claims shall be the same for all the products being compared and shall be clearly stated in the Advertisements so that it can be seen that like is being compared with like.
 - ii. Where items are listed and compared with those competitors' products, the list shall be complete or else the Advertisement shall make clear that the items are only a selection.
 - iii. Where a comparison is made between the respective cash values or prices of products or services that are not identical, the Advertiser shall clearly indicate that this is the case.

4.9 Testimonials and Endorsements

- a) Advertisements shall not contain or refer to any testimonial or endorsement unless it is genuine and related to the personal experience over a reasonable period of time of the person giving it.

b) Where a testimonial or endorsement includes references to professional expertise or qualifications, reasonable steps shall be taken to verify that such claims are accurate and supported by appropriate recognition from the relevant professional

or regulatory bodies.

~~b)c)~~ Testimonials or endorsements that are obsolete or otherwise no longer applicable shall not be used. For example, where there has been a significant change in the product or service concerned.

~~c)d)~~ Testimonials per se should not contain any statement or implication contravening the provisions of this Code and should not be used in a manner likely to mislead.

~~d)e)~~ Where a testimonial is given by a person with professional qualifications, care should be taken that in indicating those qualifications the Advertiser does not cause the person giving the testimonial to transgress any regulations of the professional institution(s) to which the person belongs.

~~e)f)~~ Testimonials shall not make any claim to efficacy which cannot justifiably be attributed to the use of the product and any specific or measurable results claimed shall be fairly presented. Where 'before' and 'after' claims are made, they shall be expressed and illustrated in such a way as to permit a fair comparison to be made.

~~f)g)~~ Advertisers shall ensure that Advertisements based upon fictitious characters are not so framed as to give the impression that real people are involved. In particular, they shall not contain 'testimonials' or 'endorsements' which may give such an impression. Where an illustration of a person is used in conjunction with a testimonial implying personal endorsement of the product, that person shall be the person giving the testimonial.

~~g)h)~~ Where any testimonial contains an expression which conflicts with this Code, the Advertiser may amend the testimonial so as to remove the source of conflict, provided that, in so doing, he does not distort the sense of original views expressed by the person giving the testimonial.

~~h)i)~~ Testimonials from persons residing outside Malaysia are not acceptable unless the Advertisement clearly indicates the country of residence of the person providing the testimonial.~~an indication of their address and country of residence is given in the Advertisement.~~

~~i)j)~~ Advertisers and their agencies should hold ready copies of any testimonials used in advertising for inspection, when required. Such copies should be signed and dated by the persons providing the testimonials, and should confirm what is said in any Advertisement. When an Advertisement containing a testimonial is submitted for the first time, a copy of the testimonial statement should accompany the Advertisement, for the recipient's retention.

4.10 Prices

a) Any stated price shall be clear and shall relate to the product advertised. Advertisers shall ensure that prices match the products illustrated.

- b) If the price of one product is dependent on the purchase of another, the Consumers shall be clearly informed.
- c) Price claims such as 'up to' and 'from' shall not exaggerate the availability of benefits likely to be obtained by Consumers.
- d) Prices shall be shown as all-in or final prices so as not to leave the Consumer guessing as to the final price payable for the product or service (for example, the price of a flight shall include all compulsory charges (such as sales and service tax, airport tax, airport fee, destination airport taxes etc.). However, where certain charges cannot be reasonably calculated in advance, this must be clearly stated alongside the advertised price, together with an explanation of how such charges will be calculated. Customers shall have a right to select optional items at their discretion (for example, travel insurance).
- e) If a product is illustrated, and a price quoted in conjunction with the illustration, Advertisers shall ensure that what is illustrated can be purchased for the price shown.
- f) If the price quoted does not include the product or service in its entirety, this fact and the additional price for the full product or service shall be clearly stated.
- g) If a product cannot be purchased without purchasing other product(s) from the Advertiser or promoter, this fact shall be stated with no less prominence than the product itself.
- h) When a product is being advertised, or promoted as to be sold at a discount (or similar description such as a bargain), it shall be an actual discount i.e. price is lower than normal for a specific time period and shall comply with any relevant guidelines issued by the Ministry of Domestic Trade and Consumer Affairs.
- i) All quoted prices in Advertisements shall include non-optional taxes, duties, fees and charges that apply to all or most buyers including taxes in accordance with published laws. If a tax, duty, fee or charge cannot be calculated in advance, for example, because it depends on the Consumer's circumstances, the Advertisement shall make clear that it is excluded from the advertised price and state how it is calculated.
- j) Advertisements that quote instalment costs shall state the total price of the advertised product or service and the instalment frequency as clearly as the cost of individual instalments.
- k) Advertisers shall clearly direct Consumers to a specific reference for the full terms and conditions of the sale.

- a) In making a free offer conditional on the purchase of other items, Consumers' liability for any costs shall be made clear in all material featuring the offer.
- b) An offer shall be described as free only if Consumers pay no more than the:
 - i. Current public rates of postage.
 - ii. Actual cost of freight or delivery.
 - iii. Costs, including incidental expenses, or any travel involved if Consumers collect the offer.
 - iv. Other ancillary fees which shall be clearly communicated.
- c) Exaggerating the availability of the number of free products or services as part of the free offer to induce Consumers to purchase ancillary items shall not be permitted (for example, airlines offering 'one million tickets' free where there is no mechanism for the Consumer to know actual availability of free seats at the time a purchase is done, or when the product no longer is "free").

4.12 Availability of Products

- a) Advertisements shall not be electronically disseminated unless the Advertiser has reasonable grounds for believing that the Advertiser can supply the demand likely to be created by his advertising.
- b) In particular, no attempt shall be made to use the advertising of unavailable or non-existent products as a means of assessing likely public demand, should such a product be offered in the future.
- c) Where it becomes clear that an advertised product is not available, (in circumstances where the public are not likely to assume from advertising its ready availability) immediate action shall be taken to ensure that further Advertisements for the products are promptly amended or withdrawn.
- d) Advertisers shall not use the technique of switch selling. They shall not market a product at specific prices, which their sales staff refuse to show the advertised product, refuse to take orders for it or refuse to deliver the advertised product within a reasonable time or demonstrate a defective sample of it to promote a different product.
- e) Advertisements shall not falsely claim that the Advertiser is about to stop trading or move premises. They shall not falsely state that a product or service, or the terms on which it is offered, shall be available only for a very limited time to deprive Consumers of the time or opportunity to make an informed choice.

- f) Advertisements shall not mislead Consumers about market conditions or the possibility of finding the product or service elsewhere to induce Consumers to buy the product or service at conditions less favourable than normal market conditions.

4.13 Guarantees

- a) The word 'guarantee' shall not be used in any way that could diminish Consumers' legal rights. Substantial limitations shall be spelt out in the Advertisement.
- b) The full terms of the guarantee as well as the remedial action open to the Consumer shall be clearly stated in the Advertisement or shall be made available for review by the Consumer before committing to purchase. Any substantial limitations shall also be stated in the Advertisement.
- c) The period of any guarantee shall be clearly stated in the Advertisement.
- d) The word 'guarantee' shall refer to the mandatory requirement that goods and services supplied must be guaranteed in respect of consumer satisfaction and quality.

d)e) Where the word "guarantee" or any term of similar meaning is used in connection with sponsorships, training, or other arrangements that include a claim of guaranteed employment, such claims must reflect an actual, unconditional commitment from the advertiser. The basis for the guarantee, including any material terms or conditions, shall be accurate, verifiable, and clearly disclosed to the Consumer in advance.

4.14 Denigration

Advertising Content shall not attack, discredit, or denigrate any person, product or service, Advertiser or Advertisement or a trademark, trade name or other distinguishing mark, or seek to bring them into public contempt or ridicule.

4.15 Imitation

Advertisements shall not be similar in general layout, copy, slogans, visual presentation, music or sound effects to other Advertisements or promotions as to be likely to mislead or confuse the Consumer pursuant to the **Copyright Act 1987**.

4.16 Unacceptable Products and Services

Advertisements for products or services that are prohibited under any laws or regulations currently existing in Malaysia are unacceptable. This shall include but is not limited to the items in Appendix II.

- a) Advertisements shall not contain anything that is illegal or might incite anyone to

break the law nor should they appear to condone or lighten the gravity of illegal activities.

- b) Advertisements shall not contain anything that contravenes the ethical code of recognized professional bodies in Malaysia.
- c) Advertisements shall consider the suitability of its products and services, Content, context, and audience especially with regards to the protection of Young Children.

4.17 Personal Data and Privacy

Advertisers are reminded of their obligation to comply with the **Personal Data Protection Act 2010** and ensure that any personal data processed in relation to the production or distribution of advertisements are in compliance with the relevant requirements under the **Personal Data Protection Act 2010**, including but not limited to the general principle and the notice and choice principle.

5.0 Indirect Advertising and Product Placements

5.1 An Advertisement for an acceptable product or service shall be unacceptable in the event a significant effect would be to publicise indirectly an unacceptable product or service.

5.2 "Product Placements" are allowed but products and services that are specifically banned are not allowed except where it is incidentally shown.

6.0 Identifying Advertisers and Recognising Advertisements

This Part applies to all Advertisements and Marketing Communications, regardless of platform, medium, or format, including emerging digital channels.

~~6.06.1~~ Advertisers, online publishers, broadcasters, and owners of other electronic media shall ensure that Advertisements including lead-in ads are designed and presented so that it is clear they are Advertisements. The use of Virtual Influencers in Advertisements must be disclosed to consumers to ensure that they are not misled into believing that they are interacting with a real human being.

~~6.16.2~~ Advertisements or Marketing Communications disseminated in exchange for a payment or other reciprocal arrangement, including those involving third parties under a commercial arrangement to review, endorse, provide testimonials, promote products or services, or engage in affiliate marketing, shall comply with this Code where the Content is controlled by the Advertisers. Such Advertisements or Marketing Communications must be clearly identified and prominently disclosed as paid or sponsored content as such, so as not to mislead Consumers.

The following guidance applies:

- a) Disclosures should be clearly and prominently disclosed as paid or sponsored content, using upfront labels such as 'Advertisement', 'Advertisement Feature', 'Ad', 'Sponsored' or equivalent platform-appropriate terms;
- b) Avoid using vague or confusing terms like "sp," "spon," or "collab," or stand-alone terms like "thanks" or "ambassador," as well as other abbreviations and shorthand, which may ~~confuse-mislead~~ the public or consumers;
- c) Disclosures should be in the same language as the endorsement itself;
- d) If an endorsement is made in a video, the disclosure should be in the video itself and not just in the description uploaded with the video;
- e) If an endorsement is in a live stream, the disclosure should be repeated periodically so viewers who only see part of the stream will get the disclosure.

6.26.3 Where paid-for space, material or programming is in the style of the normal editorial content, material or programming, whether paid for by the same or different advertisers, particular care is needed to ensure that no part can be mistaken for the genuine editorial ~~matter~~. Any paid-for space used during news programmes shall be required to include disclaimers or notifications, whether in the form of a pop-up or push notifications and crawlers or other clear ways to indicate that the segment is paid. Editorial independence shall be preserved at all times. Sponsored, paid, or commercially influenced content must be clearly distinguished from editorial content, and shall not compromise the integrity, accuracy, or impartiality of editorial decisions

7.0 Children and Advertising

7.1 This section shall be read in alignment with recognised international and national standards on the protection of children in advertising, including, but not limited to, frameworks addressing harmful marketing practices, such as those related to food and beverages, digital media, and age-inappropriate content

7.17.2 Special care and attention is to be administered to Children featured in Advertisements as well as advertisements targeted at Children. Advertisements addressed to or targeting Children shall not exploit their credulity, loyalty, vulnerability or lack of experience. It shall be made easy for Children to exercise appropriate judgement towards the size, characteristics and performance of advertised products and to distinguish between real-life situations and fantasy provided it is not likely to mislead or to be taken as a positive claim to superior or superlative status.

7.27.3 Children are not a homogeneous group but have varying levels of maturity and understanding. Care needs to be taken that the product advertised, and style of Advertisement are appropriate for the audience to whom it is primarily directed. Advertisers are required to comply with the following principles:

- a) The use of Children is not encouraged unless the products advertised are relevant

to them or except in the context of promoting safety for the Children.

- b) Advertisements addressed to Children or likely to be seen by them, shall not contain anything whether an illustration or otherwise, which result in harming them physically, mentally, or morally:
 - i. Children shall not be encouraged to enter strange places or talk to strangers.
 - ii. Children shall not be shown in hazardous situations or behaving dangerously except to promote safety. Children shall not be shown unattended in street scenes unless they are old enough to take responsibility for their own safety.
 - iii. Children shall not be shown using or being in close proximity to dangerous substances or equipment without direct adult supervision.
- c) Children shall not be encouraged to copy practices that might be unsafe or developmentally inappropriate for a child, including conduct, language, or themes unsuitable for their age.
- d) Advertisements shall not include a direct exhortation to Children to buy or hire a product or service or to persuade their parents, guardians, or other persons to buy or hire a product or service for them.
- e) If it includes a price, an Advertisement for a Children's product or service shall not use qualifiers such as "only" or "just" to make the price seem less expensive.
- f) For products sold which contain special gifts or toys, the presence of such gifts or toys associated with such products shall not overshadow the products sold as to not be deceptive on the product being sold.
- g) Advertisements pertaining to activities of a society or club for Children shall be that of a club or society that is properly supervised, and its activities are structured for Children.
- h) In any situation where Children are projected, careful consideration shall be given for their safety. They shall not be shown in hazardous situations or behaving dangerously in the home or outside except to promote safety.
- i) Advertisements targeted at Children shall not promote a lifestyle that is promiscuous or that denigrates or is detrimental to family values.
- j) Advertisements shall not condone or encourage practices that are detrimental to Children's health.
- k) Advertisements shall not condone or encourage bullying.
- l) Advertisements shall not portray or represent Children in a sexual way either directly or indirectly.
- m) Advertisements shall not imply that Children are likely to be ridiculed, inferior to

others, less popular, disloyal or have let someone down if they or their family do not use a product or service.

- n) Child actors may feature in Advertisements, but care shall be taken to ensure that those Advertisements neither mislead nor exploit Children's inexperience, credulity or sense of loyalty.
- o) Advertisements shall not exaggerate what is attainable by an ordinary child using the product being advertised.
- p) Advertisements shall not exploit Children's susceptibility to charitable appeals and shall explain the extent to which their participation will help in any charity-linked promotions.
- q) Advertisements shall not actively encourage Children to make a nuisance of themselves to parents or others and shall not undermine parental authority.
- r) Advertisements shall not include a direct exhortation to Children to buy an advertised product or persuade their parents or other adults to buy an advertised product for them.
- s) Advertisements that contain a direct exhortation to buy a product via a direct-response mechanism shall not be directly targeted at Children. Direct-response mechanisms are those that allow consumers to place orders without face-to-face contact with the Advertiser.
- t) Advertisements shall make clear that adult permission is required if a prize or an incentive might cause conflict between a Child's desire and a parents', or other adult's, authority.
- u) Advertisements shall contain a prominent closing date if applicable.
- v) Advertisements shall not exaggerate the value of a prize or the chances of winning it.
- w) Marketing promotions that require a purchase to participate and include a direct exhortation to make a purchase shall not be addressed to Children.
- x) Any marketing promotions which lead to a use of an additional product, service application (whether via digital or not) that may require additional payment shall be stated upfront during the promotion.
- y) Adult permission shall be obtained before Children are committed to buying complex or costly products (such as electronic based items, branded products etc.).
- z) Advertisements shall not encourage children to take drugs or medicines without supervision of a responsible adult.

7.4 When featuring children in advertisements, advertisers are required to comply with

the following principles:

- a) Advertisements shall not portray or present children being in contact with, promoting or demonstrating a product that is deemed to be potentially dangerous to them without any adult supervision.
- b) Advertisements shall not portray children alone in activities that are reasonably understood to require adult supervision.
- c) Advertisements shall not inappropriately use, depict or exploit children carrying out activities that are illegal for children, such as children gambling, playing in gaming institutions, drinking alcoholic beverages, smoking cigarettes, tobacco products, e-cigarette products, electronic nicotine and non-nicotine delivery systems, heated tobacco products or other novel tobacco products.
- d) Advertisements shall not portray children to be indulging in excessive eating or drinking.
- e) Advertisements shall not exploit the emotions or feelings of the public by sensationalising, stereotyping, prejudging or exploiting disabled, marginalised and vulnerable children.
- f) Advertisements shall not depict children performing or using language that is vulgar, obscene, indecent or inappropriate for their age.
- g) Advertisements shall not portray the child engaging in hazardous or dangerous activities without any regard for the child's safety.

8.0

Other Specific Advertisements

8.1 Advertisements on Medical Products, Treatments & Facilities

- a) Advertisements on medicines, remedies, appliances, skill and services relating to diagnosis, prevention and treatment of diseases or conditions affecting the human body including but not limited to slimming products and services, are under the authority of the Medicine Advertisements Board (L.I.U) and the Medical Device Authority (MDA) under the Ministry of Health Malaysia All Advertisements shall comply with the requirements under the ***Medicines (Advertisement & Sale) Act 1956, Medicine Advertisements Board Regulations 1976, Medical Device (Advertising) Regulations 2019*** and any other relevant legislation, rules, guidelines and regulations governing the advertisement of medical products, treatments and facilities, including any amendments made to the same.
- b) Advertisements relating to medical matters and sale of substances recommended as

a medicine are prohibited without the approval of the L.I.U.

8.2 Pesticide Advertisements

Advertisements on pesticides are under the authority of the Pesticide Board and Ministry of Agriculture and Food Industries. All Advertisements shall comply with the requirements under the **Pesticides Act 1974, Pesticides (Advertisement) Regulations 1996**, and any other relevant legislation, rules, guidelines and regulations governing the advertisement of pesticides, including any amendments made to the same.

8.3 Food and Beverage

Advertisements relating to food and beverage products that claim therapeutic or having prophylactic qualities shall be subject to prior screening. All Advertisements shall comply with the requirement in the **Food Act 1983, Food Regulations 1985**, and any other relevant legislation, rules, guidelines, and regulations governing the advertisement of food and beverages, including any amendments made to the same.

8.4 Direct Sales and Prohibition of Pyramid Schemes

All Advertisements relating to Direct Sales and Pyramid Schemes shall comply with the **Direct Sales and Anti-Pyramid Scheme Act 1993** which governs direct sales and the prohibition of pyramid schemes and any other relevant legislation, rules, guidelines, and regulations governing the advertisement of Direct Sales and Pyramid Schemes, including any amendments made to the same.

8.5 Intoxicating Liquor

For the purposes of this part, 'intoxicating liquor' is defined under subsection 2(1) of the **Customs Act 1967**. This paragraph shall apply to Advertisements of intoxicating liquor communicated over electronic medium based in Malaysia. However, Advertisements of intoxicating liquor are not allowed to be communicated over television, radio and out-of-home advertising. Any references to the **Customs Act 1967** will include any subsequent amendments made to the said Act.

Advertisements of intoxicating liquor shall comply with the requirements under the updates to statute names or legislative references **Act 1983, Food Regulations 1985** and any other relevant legislation rules, guidelines and regulations governing the advertisement of intoxicating liquor, including any amendments made to the same, as well as the **Marketing and Advertising of Intoxicating Liquor Guidelines published by the Content Forum on 30 October 2024, which, for the avoidance of doubt, apply specifically to digital content, while this Code provision continues to govern non-digital platforms and other categories of content where restrictions remain in force.**

Advertisements of intoxicating liquor shall abide by the following:

- a) Advertisements of intoxicating liquor shall not:
 - i. feature any person below twenty-one (21) years of age;

- ii. promote excessive consumption;
- iii. emphasize the stimulant, sedative, or tranquillizing effects of any intoxicating liquor;
- iv. be presented as preferable because of their high alcohol content or intoxicating effect. However, such Advertisement may include factual information about the alcoholic strength of the intoxicating liquor but this shall not be the dominant theme of the Advertisement;
- v. give the general impression that a drink is being recommended mainly for its intoxicating effect;
- vi. challenge or dare people to consume intoxicating liquor;
- vii. be based on a dare or impute any failing to those who do not accept the challenge of a particular drink;
- viii. encourage irresponsible or excessive or rapid consumption of intoxicating liquor;
- ix. portray consumption of intoxicating liquor as the main reason for the success of any personal relationship or social event;
- x. portray consumption of intoxicating liquor is necessary for social success or acceptance;
- xi. suggest that consumption of intoxicating liquor can overcome boredom, loneliness or other problems;
- xii. suggest that intoxicating liquor has therapeutic qualities or can enhance mental, physical or sexual capabilities, popularity, attractiveness, masculinity, femininity or sporting achievements;
- xiii. exploit those who are especially vulnerable because of age, inexperience or any physical, mental or social incapacity;
- xiv. promote driving while intoxicated; and
- xv. depict activities or locations where consumption of intoxicating liquor would be unsafe or unwise. In particular, such Advertisements shall not associate the consumption of intoxicating liquor with operating machinery, driving, any activity relating to water or heights, or any other occupation that requires concentration in order to be done safely.

b) Advertisements of intoxicating liquor shall:

- i. include a clearly visible disclaimer stating that the Advertisement is intended "strictly for non-Muslims aged twenty-one (21) and above only";
- ii. include clearly visible responsible drinking messages; and

- iii. only feature people who are non-Muslims aged twenty-five (25) and above and reasonably appear to be and are being portrayed as over twenty-five (25) years of age.
- c) Reasonable efforts shall be made to ensure Advertisements of intoxicating liquor are not targeted at Muslims and any person below twenty-one (21) years of age.

This paragraph, in addition to the advertising service industry self-regulation system, serves as a guide towards upholding the standards expected of the advertising service industry in a practical and commercially feasible manner and at the same time keep updated with the trends while respecting, protecting, and promoting those interests of minority and/or marginalised groups. Whilst this paragraph is relating to Advertisement of intoxicating liquor, there is no issue with corporate advertising and/or commercials relating to other products/services by intoxicating liquor companies.

8.6 Cosmetic Products

All Advertisements relating to cosmetic products shall comply with the ***Guidelines for Control of Cosmetic Products in Malaysia and Guideline for Cosmetic Advertisement*** as published by the National Pharmaceutical Regulatory Agency (NPRA), Ministry of Health Malaysia and any other relevant legislation, rules, guidelines and regulations governing the advertisement of cosmetic products, including any amendments made to the same.

8.7 Abuse of Religion

As a general rule, the use of religion in any form of Advertisements shall be prohibited. This is to preserve the sanctity and sensitivities of religion which shall not be exploited for commercial gain or have a tendency to create fear or disharmony among Consumers. By way of example, this will include:

- a) use of religious authorities, religious departments, clerics or preachers to convey an impression that a certain product is sanctioned by a religious authority;
- b) use of religious personalities to provide religious testimonials promoting or endorsing products or services;
- c) use of holy books and/or any religious sources from any religion to associate them to products or services;
- d) making claims or giving false interpretations of the teachings of any religion that may mislead, create fear or give false promises to Consumers; and
- e) use of religious descriptions to promote products or services except where the products or services are directly related to religion or where the use of religious descriptions is in compliance with the relevant legislation.

9.0 Financial Products and Services

9.1 All Advertisers who are advertising or promoting financial products and services shall comply with the **Financial Services Act 2013, Islamic Financial Services Act 2013, Money Services Business Act 2011** and all other legislation, rules, guidelines and regulations governing the advertisement or promotion of financial products and services, including any amendments made to the same.

9.2 Advertisers who are marketing and dealing in Securities shall comply with **Division 3 (Advertising Guidelines) of the Prospectus Guidelines** issued under the **Capital Markets and Services Act 2007**.

10.0 Advertisement by a Licensed Gambling or Betting Company

10.1 For the purpose of compliance, companies which are in the business of gambling and betting, shall adhere to the **Common Gaming Houses Act 1953, Betting Act 1953**, and other relevant legislation, rules, guidelines, and regulations governing the advertisement of gambling and betting including any amendments made to the same.

10.2 Corporate Social Responsibility (CSR) and Public Service Announcements (PSA)

- a) Within the gambling and betting industry, there exists messages with the elements of CSR and public interest messages in the form of PSA. These messages are allowed to reach out to Consumers and society at large provided

that such messages contain either specific information for the benefit of communities or well wishes in relation to festivities or holidays.

- b) Companies that are in the business of gambling and betting are not excluded from its ability to provide messages with the elements of CSR and to produce PSA.

However, such companies are to observe the following guidelines:

- i. Companies that are in the business of gambling and betting are permitted (with restrictions) to produce CSR and/or PSA messages over the Network or via Digital Media provided always that the messages are brought by an associated charitable or its equivalent entity (hereinafter referred to as "charitable arm") which is clearly different from its parent company.
- ii. The charitable arm entity shall have its own identity which does not in any way allude to promote and/or portray any relation to the business of gambling and betting other than what it was set up for. The entity shall be clearly identifiable to only promote its charitable activities.
- iii. The Content produced by the charitable arm shall be clearly done for the sole purpose of providing CSR and/or PSA type messages and therefore any related elements which may lead the messages

to the business of its parent company (including but not limited to name, taglines, sound jingles, logos, font, colour and other relatable indicators) on its gambling and betting activities are strictly prohibited.

- iv. Due care is to be taken for any specific festive greetings via CSR and/or PSA messages whereby the level of appropriateness shall be considered for messages towards communities of different cultures, races and religions among Malaysians. A high level of sensitivity shall be accorded in such cases to avoid misunderstandings and noncompliance to the Code as a whole.
- v. The charitable arm is also expected to form its own identity in communicating to the public and any related content derived from its parent company shall be neutralized in order to avoid any form of misleading messages and/or identity of the purveyor of such messages.

10.3 Sponsorship

Should a company in the business of gambling and betting were to become a title sponsor of an event held in Malaysia, it is only allowed to promote the event and not directly advertise any elements of its products and/or services related to gambling and betting. In addition to this, said companies shall only use the events' logo and/or charitable arm logo (which is clearly different from its parent company) in any promotional material.

10.4 Examples/Illustrations on Advertisement Cases Related to Gambling Products and Services

a) CSR and/or PSA

- i. A PSA and/or CSR which is **allowed** to be broadcasted by a gambling/betting company by using its charitable arm entity.

Example: "Kids learn a lot from their parents including domestic violence. Domestic violence is child abuse. You can make a difference. This community message is brought to you by ZZZ Foundation. Together we care".

*ZZZ Foundation is the gambling/betting company's charitable arm.

- ii. A PSA and/or CSR online content which is **allowed** to appear by a gambling/betting company by using its charitable arm entity's logo.

Example: 1 in 10 persons are exposed to cybercrime. Stop being a victim. Think before you click. This message is brought to you by



*the logo used is the logo of a gambling/betting company's charitable arm and NOT of the product".

- iii. A PSA and/or CSR broadcasted which is **forbidden** by a gambling/betting company by using its own name.

Example: "Help stop cyber bullying. You can save a life. This reminder is from XZX."

*XZX is a gambling/betting company.

- iv. A PSA and/or CSR broadcasted for specific festive greetings which is **forbidden** by a gambling/betting company where due care should be accorded.

Example: "Wishing Happy Eid Mubarak to all Muslims around the world. This message is brought to you by ZZZ Foundation".

*ZZZ Foundation is gambling / betting company's charitable arm.

- v. A PSA broadcasted on air or online content which is **forbidden** by gambling/betting company by using its charitable arm name, gambling/betting company official's jingle and gambling/betting company official's taglines.

Example:

Message: All that I am, or hope to be, I owe to my angel mother. (Intro with gambling/betting company official's jingle)

Tagline: Go for It

Charitable arm name: ZZZ Foundation

*ZZZ Foundation is a gambling/betting charitable arm, **however** since the PSA's message uses the corporate tagline and jingle, it is not allowed.

b) Sponsorship

- i. A sponsorship broadcasted on air which is **allowed** by a gambling/betting company by using its charitable arm entity.

Example: "Everyone is invited to a charity international concert which will be held in [location] in support of the National Kidney Foundation, brought to you by ZZZ Foundation".

*ZZZ Foundation is gambling/betting company's charitable arm.

- ii. A sponsorship online content which is **allowed** by a gambling/betting company by using its charitable arm entity's logo.

Example: This Happy Laughter Contest is brought to you by



*the logo used is the logo of a gambling/betting company's charitable arm and NOT of the product.

- iii. A sponsorship broadcasted on air which is **forbidden** by a gambling/betting company by using its own name.

Example: "The winner of this lip sync contest will receive RM3000 cash brought to you XZX".

*XZX is a gambling/betting company.

- iv. A sponsorship broadcasted on air or online content which is **forbidden** by a gambling/ betting company by using its own name, in which the content is related to its parent company's products and/or services.

Example: "This 'Numbers Contest' is brought to you by XZX". 'Click the Number' Contest is sponsored by XZX.

*XZX is a gambling/betting company.

- v. A sponsorship broadcasted on air or online content which is **forbidden** by a gambling/betting company by using its own name, jingle, and their taglines, in which its content is related to its parent company's products and/or services.

Example:

Message: Be happy, change your life and be richer Tagline: Go For It

Company name: this message was brought to you by XZX Company.

*XZX is a gambling company and the message includes the company's name, jingle and tagline.

PART 4: SPECIFIC BROADCASTING

1.0 Scope and Coverage

1.1 This part serves as a guideline for content that is transmitted via:

- a) Subscription broadcasting; and
- b) Terrestrial Free-to-Air TV and Radio.

Otherwise collectively known as "Broadcasters".

2.0 Objectives

2.1 The objective of these specific broadcast guidelines is to ensure continued reliable standards of Content disseminated by Broadcasters in accordance with expectations of audiences and internationally recognised good practice of electronic media and journalism.

2.2 This Code is a manifestation of a paradigm change brought about by technological advancements in the broadcasting industry. It is acknowledged that compliance with the Content Code is what sets the standards for Content and not the other way around whereby Content takes precedence over standards.

2.3 Malaysian Broadcasters recognise that creative freedom carries with it the responsibility of ensuring that not only are the rights of Children protected, but also that of viewers and listeners in general. This necessitates the upholding of ethical and professional practices in the conduct of their business operations toward fulfilling social responsibility.

3.0 Specific Broadcasting

3.1 In amplification to the general principles and the general guidelines laid out in Part 1 and Part 2 of this Code encompasses the following considerations with regards to the dissemination of Content: -

- a) broadcasting channel;
- b) the likely audience; and
- c) in certain instances (as in free visual and audio broadcast).

Classification

3.2 Viewers need adequate information about content to make informed viewing choices based on their personal tastes and standards. As such, Broadcasters (excluding radio operators) will provide an indication as to the type of Content shown by adopting the following classifications as issued by the Film Censorship Board (LPF) and any amendments thereof from time to time. The Broadcasters shall display the relevant classifications at regular intervals of the programme:

U

This category is for viewers of all ages.

P12

This category is for viewers of all ages and parental guidance is required for viewers who are under the age of twelve years.

13

This category is for viewers aged thirteen years or above.

16

This category is for viewers aged sixteen years or above.

18

This category is for viewers aged eighteen years or above.

Scheduling

3.3 Content which contains scenes of excessive violence, or adult material intended for adult audiences shall not be transmitted before 10.00 p.m. Where applicable, Broadcasters are required to endeavour to have their own Unit tasked with the responsibility of the classifications and scheduling of Content.

The scheduling of programmes that have been classified is applicable to free-to-air Broadcasters (excluding radio operators) as follows:

U, P12, 13 and 16 - Can be shown at any time of day

18 - Can only be shown after 10 p.m.

Exception to this scheduling principle is applied to subscription-based Broadcasters that provide information on programme classifications prior to the broadcast of a particular

programme and employs technological safeguards including but not limited to parental locks and electronic programme guides.

Content Offerings

3.4 Broadcasters shall endeavour to provide Content that, as far as possible, caters to the various tastes and expectations of Malaysian viewers and listeners. This is in view of the varied tastes of the Malaysian public.

Non-Discrimination

3.5 Broadcasters shall ensure, to the best of their ability, that their Content contains no abusive or discriminatory material or comment on matters of, but not limited to, race, religion, culture, ethnicity, national origin, migration status, gender, age, marital status, socio economic status, political persuasion, educational background, geographic location, sexual orientation or physical or mental ability.

News and Current Affairs

3.6 Broadcasters recognise that the fundamental purpose of news dissemination and current affairs Content in a democracy is to enable people to know what is happening, to better understand the diverse people around them and to understand affairs that may affect them as members of the community so that they may form their own conclusions.

3.7 **"Current Affairs Content"** means Content focusing on social, economic or political issues of current relevance to the Malaysian community.

3.8 Broadcasters shall ensure that Content of news programmes and Current Affairs Content programmes are presented:

- a) Accurately, fairly and objectively at all times and not manipulated resulting in a distortion of its original context with due regard being given to the circumstances at the time of preparing and the broadcast of the Content (such as live coverages).
- b) With due care, taking into consideration the likely composition of the Consumers at the time of broadcast.
- c) With sensitivity in the case of material likely to cause some distress to a substantial number of viewers such as images or interviews with victims of traumatic incidents. Such material shall only be used when deemed editorially essential, and if so, sparingly.
- d) With due respect to the cultural differences in Malaysian community.

e) With due respect to the rights of any individual group of persons who should not be portrayed in a negative light by placing gratuitous emphasis on matters pertaining, but not limited to, race, religion, culture, ethnicity, national origin, migration status, gender, age, marital status, socio economic status, political persuasion, educational background, geographic location, sexual orientation or physical or mental disability. Where in the opinion of a broadcaster it is in the public interest, it may report events and broadcast comments in which such matters are raised.

f) With due respect to privacy of an individual. However, in the public interest, an intrusion into an individual's privacy may be justified such as in detecting or exposing crime or a serious misdemeanour, protecting public health or safety, and preventing the public from being misled by some statement or action of an individual or organisation.

g) When interviewing individuals from Vulnerable Communities, Code Subjects should ensure that questions are respectful, relevant, and free from stereotypes or assumptions. Ethical framing should consider the interviewee's context, background, and lived experiences, and avoid stereotyping or bias.

3.9 Reasonable efforts shall be made to correct significant errors of fact at the earliest opportunity.

3.10 Where paid-for space, material or programming is in the style of the normal editorial, material or programming, whether paid for by the same or different advertisers, particular care is needed to ensure that no part can be mistaken for the normal editorial, material or programming matter, as per Part 3, para 6.0 of this Code.

Violence and Offensive Language

3.11 In strictly adhering to the general guidelines on violence and offensive language set out in Part 2 of this Code, all Broadcasters will:

- a) Exercise appropriate editorial judgment in the reporting of audio and visual representation of violence, aggression, or destruction within their Content.
- b) Exercise caution and appropriate discretion in the selection of, and repetition of, Content, which depicts violence.
- c) Exercise appropriate discretion in the use of explicit or graphic language related to stories of destruction, accidents or sexual violence, which could be disturbing for family viewing.
- d) Caution viewers in advance of scenes of extraordinary violence, or graphic reporting on delicate subject matters.

Religious Content

3.12 In dealing with religious Content, Broadcasters shall have regards to Islam as the official religion of the country and the constitutional rights to freedom of religion of all other communities.

3.13 Religious broadcasts are aimed at respecting and promoting spiritual harmony and to cater to the varied religious needs of the community. Broadcasters shall ensure that its religious Content is not used to convey attacks upon any race or religion or is likely to create any disharmony.

3.14 All religious Content shall be in congruence with the relevant national religious authorities and/or accredited scholars prior to transmission.

3.15 Content that includes the propagation of any religion other than Islam whether directly or indirectly is not permitted.

3.16 Content that is wrongful, fanatical, critical, and insulting against any religion shall not be permitted.

3.17 Broadcasters shall ensure that any Islamic religious preachers or speakers being featured in religious Content on Islam shall have accreditation from nationally recognized religious authorities, such as JAKIM or state mufti departments.

Exploitation.

3.18 No Content shall condone the exploitation of women, men and Children. Negative or degrading Content on the role and nature of women, men or Children in society shall be avoided.

3.19 Content that degrades either sex by negative portrayal such as implied lewd conduct through modes of dress or camera focus on areas of the body is not allowed. Similarly, the degradation of Children through improper portrayal or behaviour is not acceptable.

4.0 Advertisements

4.1 Broadcasters are equally responsible for the acceptability of advertising material transmitted and shall ensure that:

- a) All Advertisements comply with Part 3 of the Code.
- b) There is no influence by Advertisers, or the perception of such influence, on the

reporting of news or public affairs, which shall be accurate, balanced and objective, with fairness and integrity being the paramount considerations governing such Content.

4.2 Broadcasters shall ensure that any Advertisement being shown in news dissemination and current affairs Content shall clearly be labelled as an Advertisement. Broadcasters shall ensure that Marketing Communications being shown in news dissemination and current affairs Content is recognisable as a Marketing Communication by the viewers and listeners and not part of the news dissemination and current affairs Content.

5.0 Information, Advice and Warnings

5.1 Broadcasters shall ensure that classification details and other information announcements facilitate viewers to make appropriate choices at all times.

5.2 Broadcasters shall consider whether any elements or programming might disturb viewers, in particular, Children. Appropriate information, advice and or warnings shall be provided at the start of any programme, or news report, which might disturb Children.

5.3 Broadcasters are to ensure that clear and specific warnings shall be employed especially after 10.00 p.m. where there is the likelihood that some viewers may find the programme disturbing or offensive. This does not diminish the Broadcasters' responsibility for sensitive scheduling of programmes to reduce the risk of offence to the minimum.

1.1 PART 5: SPECIFIC ONLINE GUIDELINES

1.0 Scope and Coverage

1.1 The Online environment is not a legal vacuum. In general, if something is illegal "offline", it shall also be illegal "on-line". In this matter, the relevant existing laws apply.

1.2 In adhering to this and the relevant parts of this Code, no action by any person shall, in any way, contravene **Section 3[3] of the Act**, which states that "Nothing in this Act shall be construed as permitting the censorship of the Internet".

1.3 Code Subjects in this Part are providers of Online Content or those who provide Access to Online Content through present and future technology either fixed or mobile. Notwithstanding Part 1 Paragraph 4.2 of the Code, Code Subjects in this Part include providers of Online Content or those who provide Access to Online Content through present and future technology either fixed or mobile. These include, but are not limited to:

- a) Internet Access Service Providers;
- b) Online Content Hosting Providers;
- c) Online Content Developers;
- d) Online Content Aggregators;
- e) Link Providers; and
- f) Online Service Providers.

2.0 Concept of Innocent Carrier

2.1 Code Subjects providing Access to any Content but have neither control over the composition of such Content nor any knowledge of such Content is deemed an innocent carrier for the purposes of this Code. An innocent carrier is not responsible for the Content provided. Nonetheless, this does not exempt such Access providers from adhering to the General measures as outlined in Part 6.0 of this Part where it expressly applies to them.

3.0 Objectives

3.1 Code Subjects are committed towards taking a responsible approach to the provision of Content by implementing reasonable, practicable and proportionate measures and to provide a proactive and reactive mechanism in cases where prohibited material or activity is identified.

3.2 Responsible Code Subjects and Content providers shall, therefore, be guided by the commitment to reassure Consumers and businesses that Online Content to inform, educate, entertain, and facilitate commerce is safe and secure. Hence, the purpose of this Part is to:

- a) Recommend guidelines and procedures relating to the provision of Online Content through self-regulation by the industry in a practical and commercially feasible manner and at the same time foster, promote and encourage the growth and development of the Online services industry;
- b) Promote the education of Users in making an informed selection of the Content they consume; and
- c) Keep updated with international as well as national standards, trends and cultural sensitivities of the general Malaysian public in applying and reviewing this Part.

4.0 Principles

4.1 The following principles shall guide the parties who review, administer, apply, are affected by and/or are subject to this Part of the Code:

- a) There shall be no censorship of the Internet as provided in **Section 3(3) of the Act**.
- b) Responsibility for Content provided Online by Code Subjects primarily rests with the creator of the Content.
- c) In acknowledging that in the fast-changing Online environment, it is very often impractical, costly, difficult and ineffective to monitor Content, Code Subjects shall nonetheless fulfil, to the best of their ability the requirements of the Code.
- d) Users are responsible for their choice and utilisation of Online Content.
- e) Users are able to consume and create various Online materials in various formats at any time. Thus, Users shall retain responsibility for the Content they place Online, whether legal or illegal.
- e)f) Code Subjects should respect and implement the principle that end-users should have the ability to filter or control the Content they access, recognising that tools and methods may vary and may not be applicable across all technologies or services.
- f)g) Any measures relating to Content which are recommended by this Part from time to time shall be:
 - i. Technologically neutral;
 - ii. Fair; and
 - iii. Widely affordable and not adversely affect the economic viability of the communications and multimedia industry.

h) Any guidelines that apply to the provision of Online Content should not unduly restrict the growth of the industry but serve to enhance a conducive environment to encourage and stimulate the Malaysian communications and multimedia industry.

i) Any processing of personal data is carried out in compliance with the **Personal Data Protection Act 2010**, including but not limited to the general principle, notice and choice principle and disclosure principle.

4.2 There shall be no general obligation for Code Subjects to proactively monitor all Content. However, Code Subjects are expected to act responsibly where harmful Content is apparent, or where effective tools are reasonably available. Parents and guardians play a role in guiding children's online use and ensuring their safety. Any measures recommended under this Part shall also respect users' right to privacy. Government agencies and civil society organisations share responsibility to inform and educate consumers and businesses on online protection measures and available tools"

5.0 Online Guidelines

5.1 Code Subjects shall apply the guidelines set out in Part 2 of this Code in determining whether Content is indecent, obscene, menacing, or grossly offensive, save where expressly provided in this Part.

5.15.2 Code Subjects are encouraged to incorporate child-sensitive safety considerations and, where appropriate, apply human rights-based principles in the design and management of content delivery systems, particularly those accessible to Children. Such considerations may include internal evaluations of potential risks, proportionate mitigation measures, and voluntary transparency efforts appropriate to the provider's capacity and service model.

6.0 Measures – General

6.1 It is recognised that it is impractical, difficult, and ineffective to monitor or control a User's Access to Content available Online. It is left to the User to decide on the nature of Online Content to be consumed and the tools to be utilised by the User in controlling such Content.

6.16.2 Code Subjects should respect and, where applicable, facilitate the ability of End-Users to filter or control the Content they access. The choice of tools or methods may vary according to the technology, service, or platform, and is not limited to any specific product or technical solution.

6.26.3 The Content Forum shall assist Users in providing information on the type of tools that are available for Users to control Access to Online Content. Such information can be provided on the Content Forum's website, public awareness materials, training programmes, or other suitable channels, which may be updated from time to time to reflect evolving technology. The information provided shall include:

- a) The types of tools available to assist Users in filtering, blocking or otherwise controlling access to Online Content;
- b) Principles of responsible online behaviour for Users in accessing and providing Content over the Internet;
- c) Responsibilities of adult Users over Children under their care in relation to Internet use including guiding online consumption in line with age, needs, and family values, and using available tools responsibly;
- d) Measures which can be taken by parents, guardians and educators to support safe and age-appropriate access-control ~~Children's Access~~ to Online Content;
- e) Ethical standards for Content providers;
- f) This Code and its ancillary instruments; and
- g) Appropriate channels for making complaints regarding Online Content, and the applicable procedures.

6.36.4 The information provided is intended to assist Online Users and the Content Forum is not responsible for any tools recommended or advice rendered.

6.46.5 Apart from the foregoing general measures the following specific measures shall be complied with depending on the degree of control that a Code Subject may have over the Online Content.

7.0 Measures – Specific

7.1 Internet Access Service Providers (IASP)

7.1.1 An IASP shall comply with and incorporate terms and conditions in the contracts and legal notices as to terms of use with subscribers of their services. This shall include the following terms:

- a) Subscribers shall comply with the requirements of Malaysian law including, but not limited to, the Code and shall not provide prohibited Content nor any Content in contravention of Malaysian law;
- b) The IASP shall have the right to withdraw Access where a subscriber contravenes the above; and
- c) The IASP shall have the right to block Access to or remove such prohibited Content provided such blocking or removal is carried out in accordance with the complaints procedure contained in the Code.

7.1.2 The existence of terms and conditions shall be displayed on the IASP's website in a manner and form easily accessible by its subscribers by way of a link or other similar methods.

7.1.3 Once an IASP is notified by the Complaints Bureau that its User or subscriber is providing prohibited Content and the IASP is able to identify such User or subscriber, the IASP shall take the following steps:

- a) Within a period of two (2) working days from the time of notification, inform its subscriber to take down the prohibited Content.
- b) Prescribe a period within which its User or subscriber is to remove the prohibited Content, ranging from one(1) to twenty-four (24) hours from the time of notification.
- c) If the User or subscriber does not remove such prohibited Content within the prescribed period, the IASP shall be entitled to suspend or terminate the User or subscribers' Access account.

7.1.4 An IASP shall place on its website a hyperlink to the Content Forum's website to enable subscribers to obtain the information specified above. If an IASP does not have a website, it shall provide its subscribers with the Content Forum's website address.

7.2 Online Content Aggregator (OCA)

7.2.1 An OCA shall comply with and incorporate terms and conditions in the contracts and legal notices as to terms of use with Users, subscribers, and content providers of their services. This shall include the following terms:

- a) Users, subscribers and Content providers shall comply with the requirements of Malaysian law including, but not limited to, the Code and shall not provide prohibited Content nor any Content in contravention of Malaysian law; and
- b) The OCA shall have the right to remove such prohibited Content where a User, subscriber or Content provider contravenes the preceding (a) above provided the removal of such prohibited Content is in accordance with the complaints procedure contained in the Code.

7.2.2 Upon an OCA being notified by the Complaints Bureau that its User, subscriber or Content provider is providing prohibited Content and the OCA is able to identify such subscriber, User or Content provider, the OCA shall take the following steps:

- a) Within a period of two (2) working days from the time of notification, inform the User, subscriber or Content provider to take down the prohibited Content.

- b) Prescribe a period within which the User, subscriber or Content provider is to remove the prohibited Content, ranging from one (1) to twenty-four (24) hours from the time of notification.
- c) If the User, subscriber or Content provider does not remove such prohibited Content within the prescribed period, the OCA shall have the right to remove such Content.

7.2.3 An OCA shall place on its website a hyperlink to the Content Forum's website to enable Users and subscribers to obtain the information specified above.

7.2.4 Where an OCA has editorial rights over the substance of Content, it shall comply with Part 2 (Guidelines on Content) of the Code. ~~The abilities relating to the aggregation, purchase, moderation, recommendation, and/or hosting of Content are not, on their own, considered as having editorial rights over the substance of Content.~~

7.2.5 An OCA shall, in its capacity as a data controller:

- a) ensure that it is compliant with the **Personal Data Protection Act 2010** including but not limited to the general principle, notice and choice principle, disclosure principle, security principle and access principle; and
- b) ensure that it provides data subjects with the data subject rights provided under the **Personal Data Protection Act 2010**, in particular the right to access and retrieve their personal data in accordance with the requirements under the **Personal Data Protection Act 2010** (such as the requirement to comply with a data access request within 21 days).

7.3 Link Provider

7.3.1 A person who provides links to other sites containing prohibited Content shall remove the link to such sites within twenty four (24) hours of being notified by the Complaints Bureau of the continuing existence of prohibited Content on such site.

7.4 Online Content Hosting Providers (OCH)

7.4.1 An OCH shall comply with and incorporate terms and conditions in the contracts and legal notices as to terms of use with Users and subscribers of their services. This shall include the following terms:

- a) Users and subscribers shall comply with the requirements of Malaysian law including (but not limited to) the Code and shall not provide prohibited Content nor any Content in contravention of Malaysian law;
- b) The OCH shall have the right to withdraw its hosting services where a User or subscriber contravenes (a) above; and

- c) The OCH shall have the right to remove such prohibited Content provided such removal is in accordance with the complaint's procedure contained in the Code.

7.4.2 Once an OCH is notified by the Complaints Bureau that its User or subscriber is providing prohibited Content and the OCH is able to identify such subscriber or User, the OCH shall take the following steps:

- a) Within a period of 2 working days from the time of notification, inform the User or subscriber to take down the prohibited Content.
- b) Prescribe a period within which the User or subscriber is to remove the prohibited Content, ranging from 1 to 24 hours from the time of notification.
- c) If the User or subscriber does not remove such prohibited Content, the OCH shall have the right to remove such Content.

7.4.3 An OCH will place on its website a hyperlink to the Content Forum's website to enable Users and subscribers to obtain the information specified in paragraphs 7.1 – 7.4.2 above.

7.4.4 An OCH shall, in its capacity as a data controller or data processor (whichever is applicable):

- a) ensure that it is compliant with the **Personal Data Protection Act 2010** including but not limited to the general principle, notice and choice principle, disclosure principle, security principle and access principle; and
- b) ensure that it provides data subjects with the data subject rights provided under the **Personal Data Protection Act 2010**, in particular the right to access and retrieve their personal data in accordance with the requirements under the **Personal Data Protection Act 2010** (such as the requirement to comply with a data access request within twenty-one (21) days).

Examples in Applying Specific Measures

X, who is based in Kuala Lumpur, provides an Online lifestyle magazine which can be accessed by anyone from any part of the world. X's portal is hosted on Y's servers. Y's servers are located in Penang.

X provides his own Content and third party Content. In his arrangement with the third party Content providers, he does not have the rights to edit the Content. Most third party Content is pushed onto his site automatically without X having the opportunity to view the Content beforehand.

X is a subscriber of Z's Internet Access services. In this instance:

- *X is both a Content provider and an OCA*

- Y is an OCH
- Z is an IASP

The Complaints Bureau receives a complaint that one of the web pages of X's Online magazine contains Content which is obscene as defined in the General Guidelines on Content contained in Part 2 of the Code.

Scenario 1:

If X receives a notification from the Complaints Bureau it shall :

- where X has provided the Content, remove the prohibited Content.*
- where the Content is provided by a third party W, inform W to remove the Content within a period ranging from 1 to 24 hours. The period prescribed is at X's discretion. If W fails to remove the prohibited Content, it shall be removed by X.*

Scenario 2:

If Y receives a notification from the Complaints Bureau, it shall notify X to remove the Content within a period ranging from 1 to 24 hours. The period prescribed is at Y's discretion. In this instance, Y gives X 4 hours to take the necessary action. X may either remove the prohibited Content itself or direct W to remove the Content. If the prohibited Content is not removed within 4 hours, Y shall have the right to remove it.

Scenario 3:

If Z receives a notification from the Complaints Bureau, it shall notify X to remove the Content within a period ranging from 1 to 24 hours. The period prescribed is at Z's discretion. In this instance, Z gives X 12 hours to remove the Content. X may either remove the prohibited Content itself or direct W to remove the Content.

If the prohibited Content is not removed within 12 hours, Z can suspend or terminate X's Access to the Internet.

If X is not Z's subscriber, Z shall not be required to take any measures.

8.0 Measures not required

8.1 IASPs, OCAs, Link Providers and OCHs shall not be required to undertake any of following, unless mandated by applicable laws:

- Provide rating systems for Online Content;
- Block access by their Users or subscribers to any material
- Monitor the activities of Users and subscribers;~~or~~
- d) Retain data for investigation unless such retention of data is rightfully requested by the relevant authorities in accordance with Malaysian law.~~;~~

- e) Proactively monitor or search Content, including to identify or verify AI-generated or manipulated material. However, where such Content is flagged, Code Subjects shall take steps consistent with their role to address it;
- f) Disclose user data or other information without lawful authority; or
- e)g) Any other measure that would amount to pre-publication censorship, contrary to **Section 3(3) of the Act.**

PART 6: SPECIFIC AUDIOTEXT HOSTING SERVICE GUIDELINES

1.0 Scope and Coverage

1.1 An Audiotext Hosting Service is defined as a service provided pursuant to a licence issued by the Commission, such service being accessed by utilising a telephone or any other future communication tool and having access via numbers beginning with the prefix 600 or any other number/mode determined by the Commission.

Objectives

1.2 The major purpose of these specific guidelines is to allow Audiotext Hosting Service providers to self-regulate themselves in the best interest of users generally and in accordance with internationally recognised practice and national policy.

Principles

1.3 The following principles shall guide Audiotext Hosting Service Content providers who are affected by and/or are subject to this Part of the Code:

- a) Audiotext Hosting Service Content providers shall apply the guidelines set out in Part 2 of this Code in determining whether Content is indecent, obscene, menacing or offensive unless otherwise defined in this Part.
- b) No Audiotext Hosting Service provider shall knowingly provide prohibited Content.
- c) Any Content provided shall not be misleading, likely to mislead or contain inaccurate information.
- d) Guidelines shall be adhered to on a self-regulatory basis in a manner that would encourage the development of Content and the positive growth of the industry.
- e) While recognising the importance of the positive growth and commercial viability of the industry, Audiotext Hosting Service providers shall at all times abide by all relevant laws and consider the views and interest of the general public;
- f) Where live Audiotext Hosting Services are offered, at least one adequately trained employee shall be assigned and present at all times to moderate, facilitate and monitor the service to ensure that all activities within the service remain healthy. The service shall provide facilities for the trained employee to immediately remove callers who misuse and abuse the service.

2.0 Specific Guidelines

Rating Classification

2.1 All Audiotext Hosting Services must be classified according to the following rating classification below and displayed clearly in all advertising materials.

- a) "U" - Information or Entertainment services suitable for all ages. However, callers below 18 years of age shall obtain permission from the person making payment for the use of the Audiotext Hosting Services.
- b) "18+" - Services for the general public 18 years and above.

Specialist Information

2.2 "Specialist Information" is defined as information or advice provided by professionals, corporations, the government, government agencies or any other persons who is appropriately qualified or an expert or specialist in relation to the area of expertise.

2.3 Audiotext Host Service Content containing professional advice or opinion (such as Medical/Dental/Legal/Financial Services) shall ensure that:

- a) The person is appropriately qualified in his area of expertise;
- b) The advice is prefaced with a disclaimer that such advice shall not be acted upon without first consulting a suitably qualified practitioner, and be conveyed in a manner that accurately reflects the seriousness of the subject matter; and
- c) Any advice involving scientific, statistical, or other research data shall indicate clearly the source of such data.

2.4 An Advertisement relating to an Audiotext Hosting Services containing Specialist Information or endorsement shall clearly indicate:

- a) The identity, current status and relevant professional qualification and experience of the person(s) involved; or
- b) The identity of the professional association, statutory authority or government department involved.

Content Designed for Children or Dependent Persons

2.5 Audiotext Hosting Services designed for, either wholly or mainly, and aimed at an audience of Children or dependent persons shall not:

- a) Include references to sexual practices, language or materials that are offensive to the standards of decency prevailing among those likely to be exposed to them;
- b) Involve any information or noise or sound effect likely to alarm any Child, or of other dependent person, having regard to special protection for such dependent persons; and
- c) Force or unfairly cause any of the above persons, mentioned in this paragraph to dial additional telephone numbers.

2.6 Advertisement of services aimed at Children shall carry the following warning messages: "This call costs RMX.XX per minute/per call. Callers under 18 must seek parent's or guardian's approval before calling".

3.0 Copyright

3.1 Audiotext Hosting Services shall respect copyright ownership of recorded announcements or interactive Content and shall not utilise part or all of the Content from another medium without the permission of the copyright owner.

PART 7: SPECIFIC LIMITED CONTENT GUIDELINES

1.0 Scope and Coverage

1.1 Limited Content refers to programmes, Advertisements and other related material conveyed through television, any networked medium or other means of transmission, which are displayed or communicated to a limited, specified, or specific group of people or individuals. Providers of Content for this Part include:

- a) In-house TV and radio broadcasting;
- b) Electronic Boards (indoor/outdoor); and
- c) Any related networked medium.

1.2 Limited Content include, but are not be limited to, Bus TV, Rail TV, Hotel TV and radio, Airport TV, Complex TV and radio broadcasting and Pay Per View TV.

1.3 Providers of all Limited Content Communications must abide by the provisions set out in this Code especially those of Parts 2, 3 and 4 referring to the Guidelines on Content, Advertisement and Broadcasting respectively.

PART 8: CODE ADMINISTRATION

1.0 Introduction

1.1 The keyword in this Code is self-regulation. By virtue of this being a voluntary industry Code, all those subscribing to it have expressly undertaken the commitment and responsibility to uphold its objectives and principles. Good governance through self-discipline and self-monitoring is the best form of administration as it ultimately serves the interests of all parties concerned.

1.2 Content providers and Code Subjects are responsible for ensuring that Content and promotion of their services, whether produced by themselves or others on their behalf comply with the provisions of the Code.

2.0 Communications and Multimedia Content Forum of Malaysia

2.1 The Communications and Multimedia Content Forum of Malaysia, designated on 29 March 2001, comprises a balanced representation of the relevant sectors of the industry to ensure the Code it has prepared reflects the views of the community at large.

2.2 Any addition, amendment or review of the Code shall be deliberated upon by the relevant representative industry working group and referred to the Council. Its adoption shall be subjected to input by members and due consideration of public comment.

2.3 The Content Forum, under its registered Constitution, is responsible for the administration of this Code and for sanctions in the case of any breach.

2.4 The Content Forum through its Complaints Bureau shall receive, consider, mediate and if necessary, adjudicate and make a ruling on matters, such as complaints and grievances, relating to alleged breaches.

2.5 Any complaint on matters covered by this Code received by a Code Subject should be resolved by the parties concerned. However, if the complaint cannot be resolved, it may be referred to the Complaints Bureau.

3.0 The Complaints Bureau

3.1 The Complaints Bureau shall:

- a) Consider and deal with complaints relating to content as provided for in the Code;
- b) Investigate any Content which is considered to be in breach of the Code without there necessarily having been a complaint;

- c) Rule on any dispute arising between members of the Content Forum or between a member and a non-member; and
- d) Interpret provisions of the Code when the need arises or a request is made.

3.2 The basis of the action of the Complaints Bureau is the Code, ~~and~~ provision of the Act, and all applicable Malaysian laws, including any directives or requirements under such laws.

3.3 The Complaints Bureau shall deal with all complaints of a general or specific nature that relate to this Code provided the complaint is made within two (2) months after its occurring, and if deemed valid, with reasonable basis and not frivolous; . The Complaints Bureau shall accept complaints within twelve (12) months where the material remains publicly accessible and the complaint raises issues of ongoing harm, accuracy or privacy. The Complaints Bureau may also accept late complaints where there are reasonable grounds, including matters involving minors, credible public-interest concerns, or other good cause.

3.4 The Complaints Bureau is not permitted to consider complaints if they concern matters that are the subject of legal proceedings, or if the Complaints Bureau decides it would be inappropriate. The Complaints Bureau may hold an inquiry into a complaint:

- a) In response to a written request from a person or persons; or
- b) On its own initiative.

3.5 On receiving a complaint and prior to adjudication, the Complaints Bureau shall provide the necessary assistance and guidance to the parties involved with the intention of mediating an amicable resolution by mutual consultation.

3.6 In the event mediation attempts fail, the Complaints Bureau shall proceed with dealing with the complaint. The Complaints Bureau shall convene an inquiry as and when the need arises and may combine the hearing of two or more complaints into a single inquiry.

4.0 Procedure for General Public Complaints

4.1 Any complaint received from the public shall be made in writing specifying, if possible, the part of the Code that has been breached together with supporting documents or details of the alleged misconduct.

4.2 The complaint shall be referred to the Chairman for his consideration. If the Chairman is of the view that the complaint is frivolous or prima facie lacking in merit or outside the scope of the Code, he shall notify the complainant that no further action is being taken and the reasons therefore.

4.3 If the Chairman is of the opinion that the complaint warrants further investigation to determine its validity, the complaint shall be forwarded immediately to the party complained against for a response within five (5) working days.

4.4 Upon receipt of the response, the Chairman shall review the complaint and the response, if any. If the Chairman feels there are insufficient grounds for upholding the complaint, the Chairman shall circulate to the Complaints Bureau members his views together with the complaint and the response, if any, within five (5) working days where practicable.

4.5 Within five (5) working days, if the majority of the members agree with the view of the Chairman, the Complaints Bureau shall write to the complainant stating that there are insufficient grounds to uphold the complaint.

4.6 If the Chairman is of the view that the complaint has merits, copies of the complaint together with the response of the party complained against shall be circulated to members for their views within five (5) working days where practicable and:

- a) If the views of the members are unanimous, the Complaints Bureau will inform the parties involved of the decision immediately.
- b) If there is a difference of opinion, the Complaints Bureau will convene a meeting soonest possible within the period of fourteen (14) days.

5.0 Procedure for Industry Complaints

5.1 Any complaint that any member or person from the industry has should first be raised with the alleged offending party in writing, specifying the Part of the Code which it is claimed has been breached with a copy extended to the Complaints Bureau.

5.2 If within five (5) working days, the complaint is not resolved, then either party shall in writing inform the Complaints Bureau which shall then circulate copies of the complaint to its members for their views within five (5) working days and;

- a) If views are unanimous, the Chairman shall instruct the Secretaries on the action to be taken immediately.
- b) If there is a difference of opinion, the Complaints Bureau will convene a meeting soonest possible within the period of fourteen (14) days.

5.3 Notwithstanding Paragraphs 3.5 and 3.6 above, the Complaints Bureau encourages industry practitioners to discuss and deliberate any matters of complaints via mediation. To this end, the Complaints Bureau shall provide an avenue for mediation and/or arbitration for parties involved in a particular complaint. The Complaints Bureau reserves the right to impose an administrative fee to facilitate the convening of a mediation process. Both parties shall agree on the terms of the mediation (including costs) before it commences.

6.0 Procedure for Complaints on Matters relating to Comparative, Superlative and Misleading Claims

6.1 For any complaint on matters relating to comparative, superlative, misleading claims, upon the request of the Complaints Bureau, the party complained against shall submit documentary evidence to prove the claims to the Complaints Bureau within five (5) working days.

6.2 Upon receiving the documentary evidence, the Complaints Bureau shall make a ruling within ten (10) working days.

6.3 If the party complained against fails to submit to the Complaints Bureau their documentary evidence to prove the claims within five (5) working days, the Complaints Bureau may rule that there has been a breach of the Code.

7.0 Inquiry Proceedings

7.1 In adjudication of all cases, the Complaints Bureau may require the parties concerned to provide evidence in support of or against the complaint and for this purpose, the Complaints Bureau may request:

- a) A written submission with documents, recordings or transcripts of the relevant Content from the complainant and respondent;
- b) The presence of the complainant and respondent and their respective witnesses at the inquiry;
- c) The presence of any party to provide clarification on a document submitted as evidence; and
- d) The presence of any outside independent party for further information or further evidence.

7.2 If the Complaints Bureau is of the opinion that the evidence presented in Paragraph 7.1 are sufficient for the Complaints Bureau to make a ruling without having to call for presence of the Complainant and respondent; and their respective witnesses or any party to provide clarification; or the presence of any outside independent party on the complaint, the Complaints Bureau may proceed with its ruling.

7.3 The Complaints Bureau shall specify the time at which or within which the complainant, respondent, their witnesses, and any other affected parties are required to be present at the inquiry.

7.4 The provision as to the time within which any party is required to act or respond shall be strictly observed. However, all time limits set out may, in the Complaints Bureau's discretion, be

extended if it is considered that its strict application may cause injustice.

8.0 Decisions of the Complaints Bureau

8.1 The ruling of the Complaints Bureau, on any matter and at any given time, shall be decided upon by a majority of votes of its members and rendered in writing.

8.2 The parties concerned shall be notified in writing of the decision and of the subsequent action that is recommended or to be taken.

8.3 The process for appealing a Complaints Bureau decision under this Code shall be by way of reconsideration. In the event that after the decision, any of the parties concerned comes into possession of evidence not earlier available, it may request the Complaints Bureau for reconsideration of its earlier decision. Such a request shall be accompanied by a fee to be determined by the Complaints Bureau and any decision upon such reconsideration shall be final for the purposes of this Code and shall conclude the internal appeal process.

8.38.4 Where warranted, and with the approval of the Council, the Complaints Bureau may refer unresolved or serious matters to the Commission for further action under the Act, especially in cases involving public safety, national interest, or egregious commercial misconduct.

9.0 Sanctions

9.1 The Complaints Bureau after the inquiry proceedings and upon ruling that there has been a breach of the Code may:

- a) Issue a written reprimand;
- b) Impose a fine not exceeding Ringgit Malaysia fifty thousand (RM50,000.00); and/or
- c) Require removal of the Content or cessation of the offending act, in accordance with the provisions of the Act relating to the content code and complaints handling

9.2 The Complaints Bureau may also refer the offending party to the Commission for further appropriate action as may be required.

9.3 The decision of the Complaints Bureau on the interpretation of the Code shall be final. The Complaints Bureau shall not be responsible or be held liable in any way for any loss of profits/income or any other consequential loss or damage whatsoever and howsoever suffered by the parties including any indirect, incidental or consequential losses or that which may arise directly or indirectly by reason of the Complaints Bureau exercising its power under this Code.

10.0 Publication of Decision

10.1 The Complaints Bureau shall report to the Council the outcome of its mediation efforts or the ruling made, and whether or not the party complained against has complied with or the party in breach has agreed to comply with the ruling.

10.2 The Complaints Bureau shall publish its findings within thirty (30) days of the conclusion of the inquiry and in doing so shall not include in the report:

- a) Any material of a confidential nature; or
- b) Any disclosure or personal information about any individual deemed not relevant to the complaint.

10.3 In the interest of industry transparency and trust, the Content Forum may publish compliance advisories and anonymised summaries of repeated or serious breaches of the Code. These advisories are intended as guidance for industry stakeholders and do not carry legal consequences.

11.0 Composition of the Complaints Bureau

11.1 The Complaints Bureau comprises an appointed Chairman and one representative from each category of the Content Forum's membership.

11.2 The appointed Chairman shall be a person with substantial legal, judicial, or regulatory experience, or such other qualifications as ~~retired judge or judicial officer or anyone~~ the Council deems fit. The Chairman may be appointed and reappointed for any duration as deemed fit by the Council.

11.211.3 Members of the Complaints Bureau shall be appointed for a two-year term at the Annual General Meeting of the Content Forum. A member is eligible for reappointment but cannot hold office for more than two consecutive terms.

11.311.4 A Complaints Bureau member is entitled to appoint another member of the Content Forum from the same category he/she represents, as an alternate and shall notify the Content Forum Secretary in writing.

11.411.5 A formal inquiry convened by the Complaints Bureau shall be made up of the Chairman and at least three members. In the event of the Chairman not being able to attend such a scheduled inquiry, it shall nonetheless be convened by at least three (3) Complaints Bureau members, one (1) of whom shall be elected to be the Chairman of the inquiry.

11.511.6 In ensuring the fair hearing of a complaint, a Complaints Bureau member shall disclose to the Chairman, as soon as practicable, any interest, direct or otherwise, in any particular matter related to the complaint. If the Chairman deems it necessary, all parties involved in the inquiry shall be informed of such disclosure to determine whether the member may continue to execute his duties as a member of the Complaints Bureau in relation to that matter. If none of the parties' objects, the member may then continue. If there is an objection, the member cannot proceed in his capacity as a member of the Complaints Bureau in relation to that matter.

~~11.6~~11.7 Should any vacancy in the Complaints Bureau occur between the Annual General Meeting of the Content Forum, the position may be filled by a member of the Council until the next Annual General Meeting. The exercise of the powers, or the performance of the functions of the Complaints Bureau shall not be affected only by reason of there being a vacancy in its membership.

~~11.7~~11.8 The Chairman or any member of the Complaints Bureau may, at any time, resign his office by giving a written notice to the Council.

~~11.8~~11.9 The Council may, at its discretion, suspend any member of the Complaints Bureau on the ground of inappropriate behaviour or incapacity or any other reasons which makes him unfit to be a member of the Complaints Bureau.

12.0 Development, Amendment and Review of Code

12.1 Any proposal for development, addition to, amendment of, or review of the Code required or necessary shall be referred to a working group comprising representatives from each membership category of the Content Forum ("Working Group").

12.2 Any such proposal for development, addition to, amendment of, or review of the Code shall be considered and formulated by the members of the Working Group and shall if approved by a resolution of a simple majority of the members of the Working Group (whereupon it shall be referred to as the "Recommendation") be made available to all members of for their input.

12.3 The Working Group shall consider and deliberate on the input received from members and decide the extent to which the Recommendation is to be revised. If two thirds of the members agree on the Recommendation whether in its original form or as revised, the Recommendation shall be submitted to the Council.

12.4 So long as the Council by simple majority of its members present and voting approves the Recommendation the Council shall make available such Recommendations for Public Consultation for a reasonable period.

12.5 The Working Group shall thereafter consider the input in the form of Public Consultation that has been received and shall upon approval in its original or amended form by a simple majority forward its Recommendation to the Council.

12.6 Upon receipt of such Recommendation in relation to the Code as so approved, the Council shall forward the same to the Commission for registration.

12.7 The Commission shall be notified of any amendment or modification to the Code as it would be considered as a new code and would therefore need to be registered to take effect.

13.0 Procedural Safeguards and Redress

13.1 In administering and enforcing this Code, the Complaints Bureau shall ensure that all

parties are accorded procedural fairness, including the right to be heard before a decision is made, the availability of appeal or review mechanisms as provided under this Code, and access to sufficient information to understand the nature of any complaint, finding, or order. Where a party remains dissatisfied after the conclusion of the appeals process provided under this Code, nothing in this Code shall prejudice that party's right to seek redress in accordance with applicable laws, including by way of judicial review.

PART 9: PUBLIC EDUCATION

1.0 Public Awareness

1.1 The Content Forum will actively inform and educate the public about the importance and relevance of this Code.

1.2 The potential use of the wide array of Content choices created by the technological revolution of multimedia convergence is endless. But where there is use, there is also potential for abuse. In this regard, it is necessary for self-regulation, ~~and self-censorship.~~

1.3 Of particular concern is the exploitation of individuals, particularly of Children. It is therefore the responsibility of all Code Subjects and Content and service providers to work in conjunction with non-governmental organisations or civic groups and individuals such as parents and teachers to educate society on how best to eliminate such exploitation.

2.0 Industry Awareness

2.1 In the professional arena of the industry, all Code Subjects, and Content and service providers should consider it incumbent upon themselves to ensure that the provisions of this Code are brought to the attention of their employees entrusted with Content development and production, Content acquisition decisions and commercial message and news production.

2.2 Conscious efforts to adhere to stipulated standards of excellence and continuous measures to promote the responsible use and dissemination of Content can only lead to healthy growth of the industry and maximise the gains such technological development can bring to society at large.

PART 10: CONSUMER PROTECTION

1.0 Introduction

1.1 In accepting, creating and disseminating Content, the need for protection of Consumers is of paramount importance and a relevant consideration.

2.0 Principles

2.1 Consumers have rights as users of services provided by service providers and that such rights must be upheld and observed.

2.2 In creating and providing Content in the context of this Content Code, it must always be in the basis, belief and philosophy and rationale that:

- a) Consumers shall be given sufficient, up to date and accurate information in relation to the provision of and use of any communications and multimedia service;
- b) Consumers are entitled to a level of service that is of an acceptable standard and quality;
- c) The meeting of Consumer requirements needs to be always be balanced with the service providers' business needs and practices; and
- d) Consumers and service providers must always deal reasonably with each other.

3.0 General Guidelines

3.1 The need for and the manner of protecting Consumers are already reflected throughout this Content Code. Code Subjects shall follow the guidelines and procedures relevant to the service they provide, keeping in mind the national policy objective of promoting a high level of Consumer confidence in service delivery from the industry.

4.0 Child Protection

4.1 In reiterating the importance of protecting Young Children;

- a) All Content must have due regard to the welfare of Young Children at all times; and

b) All efforts must be made to ensure that any Content provided ~~does not cause, encourage, or promote physical injury, emotional harm, abuse, or expose Young Children to situations that may compromise their safety, well-being, or development, will not result in causing, encouraging or promoting physical and emotional injury, abuse or expose a Young Children to moral danger.~~

For the purposes of this clause:

i. Emotional harm includes actions or content likely to cause significant distress, fear, humiliation, or damage to a child's emotional development.

ii. Situations compromising safety, well-being, or development include those that may reasonably be regarded as harmful to a child's moral, emotional, or physical welfare, consistent with the protections afforded under the **Child Act 2001**.

c) Code Subjects providing content, applications, or services likely to be accessed by children are encouraged to offer tools and features that support screen time management and parental controls. Such tools should be easy to use, age-appropriate, and designed to help parents or guardians monitor, limit, or guide their children's access to content in line with the child's age, needs, and family values.

5.0 Quality and Standards

5.1 Consumers have their expectations of Content and related services:

Examples :

- i) Consumers should be able to watch shows and view materials without being subject to lengthy commercials that affect the enjoyment of the viewing.
- ii) Viewing or listening pleasure should not be marred by the dissemination of objectionable or prohibited material. As set out in the General Guidelines under Part 2.
- iii) Content and materials should not glorify events and occurrence relating to horror, sex and violence unless it is in the context of an actual and real situation.

6.0 Cultural Diversity

6.1 Content should respect, protect and promote cultural diversity. Interests of Vulnerable Communities should be protected and promoted.

6.2 Diverse cultural Content (in terms of variety, mix, timing, etc) must be actively promoted to avoid over-commercialisation of information.

7.0 Corrective Measures

7.1 — Corrective and Counter Advertising should be undertaken, where appropriate, to address and rectify misleading or non-compliant content, ensuring that the public receives accurate and clear information.~~provided for and detailed rules and regulation drawn up to ensure adequate and effective compliance.~~

APPENDIX I:

Extracts from the Communications and Multimedia Act 1998

Part I – PRELIMINARY

S. 3 Objects

- (1) The objects of this Act are -
 - (a) To promote national policy objectives for the communications and multimedia industry;
 - (b) To establish a licensing and regulatory framework in support of national policy objectives for the communications and multimedia industry;
 - (c) To establish the powers and functions for the Malaysian Communications and Multimedia Commission; and
 - (d) To establish powers and procedures for the administration of this Act.
- (2) The national policy objectives for the communications and multimedia industry are -
 - (a) To establish Malaysia as a major global centre and hub for communications and multimedia information and content services;
 - (b) To promote a civil society where information-based services will provide the basis of continuing enhancements to quality of work and life;
 - (c) To grow and nurture local information resources and cultural representation that facilitates the national identity and global diversity;
 - (d) To regulate for the long-term benefit of the end user;
 - (e) To promote a high level of consumer confidence in service delivery from the industry;
 - (f) To ensure an equitable provision of affordable services over ubiquitous national infrastructure;
 - (g) To create a robust applications environment for end users;
 - (h) To facilitate the efficient allocation of resources such as skilled labour, capital, knowledge and national assets;
 - (i) To promote the development of capabilities and skills within Malaysia's convergence industries; and
 - (j) To ensure information security and network reliability and integrity.

- (3) Nothing in this Act shall be construed as permitting the censorship of the Internet

Part V - POWERS AND PROCEDURES OF THE MALAYSIAN COMMUNICATIONS AND MULTIMEDIA COMMISSION

Chapter 9 - Voluntary Industry Code

S. 95 Code by the Industry Forum

- (1) An industry forum may prepare a voluntary industry code dealing with any matter provided for in this Act –
- (a) on its own initiative; or
 - (b) The voluntary industry code shall not be effective until it is registered by the Commission.
- (2) The voluntary industry code shall not be effective until it is registered by the Commission.

S. 98 Compliance with a Registered Voluntary Industry Code a Legal Defence

- (1) Subject to section 99, compliance with a registered voluntary industry code shall not be mandatory.
- (2) Compliance with a registered voluntary industry code shall be a defence against any prosecution, action or proceeding of any nature, whether in a court or otherwise, taken against a person (who is subject to the voluntary industry code) regarding a matter dealt with in that code.

S. 99 Directions to Comply with a Registered Voluntary Industry Code.

The Commission may direct a person or a class of persons, in accordance with section 51, to comply with a registered voluntary industry code.

PART IX - SOCIAL REGULATION

Chapter 2 - Content Requirements

S. 211 Prohibition on Provision of Offensive Content

- (1) No content applications service provider, or other person using a content applications service, shall provide content which is indecent, obscene, false, menacing, or offensive in character with intent to annoy, abuse, threaten or harass any person.

- (2) A person who contravenes subsection (1) commits an offence and shall, on conviction, be liable to a fine not exceeding fifty thousand ringgit or to imprisonment for a term not exceeding one year or to both and shall also be liable to a further fine of one thousand ringgit for every day or part of a day during which the offence is continued after conviction.

S. 212 Content Forum

The Commission may designate one or more industry bodies to be the content forum for the purposes of this Part.

APPENDIX II:

1.1.1 Relevant Legislation

Apart from the Communications and Multimedia Act 1998 (Act 588), Code Subject and users may need to be aware of the following Acts of Parliament, Rules, Regulations and other Guidelines and are advised to have sufficient resources and expertise to ensure compliance where necessary.

List of Laws, Rules, Regulations and Guidelines Affecting or Relevant to Content

Accountants Act 1967 (Revised 1972)
Betting Act 1953 (Revised 1992)
Capital Markets and Services Act 2007
Child Act 2001
Children & Young Persons (Employment) Act 1966 (Revised 1988)
CMCF's Guidelines on Advertisements of Slimming Products & Services
CMCF's Guidelines for any Marketing Communications by a Gambling Company
Common Gaming Houses Act 1953 (Revised 1983)
Communications and Multimedia (Licensing) Regulations 2000
Competition Act 2010
Consumer Protection Act 1999
Consumer Protection (Electronic Trade Transaction) Regulations 2024
Kompilasi Pandangan Hukum, Muzakarah Jawatankuasa Fatwa Majlis Kebangsaan Bagi Hal Ehwal
Ugama Islam Malaysia in 2015
Copyright Act 1987
Customs Act 1967 (Revised 1980)
Defamation Act 1957(Revised 1983)
Dental Act 2018
Direct Sales and Anti-Pyramid Scheme Act 1993
Electronic Commerce Act 2006
Explosives Act 1957 (Revised 1978)
Financial Services Act 2013
Film Censorship Act 2002
Food Act 1983
Food Regulations 1985
Food Advertisement Regulations 2014
Garis Panduan Bahan Penerbitan Bercetak Dan Audio Visual Berhubung Dengan Unsur-Unsur
Yang Bercanggah Dengan Akidah Dan Amalan Ahli Sunnah Wal-Jamaah
Garis Panduan Bahan Penerbitan Berunsur Islam
Garis Panduan Mengelakkan Iklan Palsu atau Mengelirukan
Garis Panduan Penapisan Kandungan Bahan-Bahan Penyiaran Berunsur Islam
Garis Panduan Kelulusan Pengiklanan Produk Ubat Berdaftar
Garis Panduan Pengiklanan untuk Pengamal Perubatan Traditional dan Komplementari
Geneva Conventions Act 1962 (Revised 1993)
Guidelines for Control of Cosmetic Products in Malaysia
Guideline for Cosmetic Advertisement

Guidelines for Reporting and Sharing of Suicide-Related Content 2024 Indecent Advertisements
Act 1953 (Revised 1981)
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