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Content Forum Backs Proposed Influencer Code of Ethics: New Guidelines and Certification to Set National Benchmark

KUALA LUMPUR, 10 DECEMBER 2025 — The Communications and Multimedia Content Forum of Malaysia (Content Forum) welcomes two key developments that strengthen efforts to improve accountability and responsible behaviour among digital influencers in Malaysia.

A comment made by the Malaysian Communications and Multimedia Commission (MCMC) during a panel discussion at its event recently highlighted that an industry-driven rating or certification system would be one of the most effective ways to regulate influencer conduct. In parallel, the Minister of Communications has expressed readiness to study proposals for a formal influencer code of ethics to ensure responsible digital content.

As Malaysia's industry self-regulatory body under the Communications and Multimedia Act 1998, the Content Forum has already begun laying the groundwork to support a more transparent, ethical, and safe digital content environment for consumers. Several key initiatives that will be introduced next year include:

Key Content Forum Initiatives for 2026

1. Guidelines for Influencers and Branded Content

This comprehensive guideline will set standards for commercial transparency, consumer protection, ethical conduct, and social responsibility for influencers and branded content across digital platforms.

2. 'Trusted Creator' Certification Programme

Content Forum will introduce a certification programme to assess and recognise influencers who meet established content standards and ethical requirements. The 'Trusted Creator' designation will help advertisers, brands, and the public identify consistent, responsible, and trustworthy content creators.

What is Driving this Move

- Recent research by the Institute for Democracy and Economic Affairs (IDEAS) shows that influencers now play a bigger role in shaping public discourse, often supported by financial arrangements and coordination structures that are not always visible to audiences. This highlights the need for clearer disclosure practices.
- Digital platforms have become a primary source of information, yet Malaysia still lacks a consistent ethical framework for influencer activity.
- The rapid spread of content — including sensitive, commercial, and safety-related material — demands clear industry benchmarks.
- An industry-led approach complements government efforts and supports the practical enforcement of content standards across Malaysia's digital ecosystem.



Content Forum's Commitment

Content Forum remains committed to working closely with MCMC, the Ministry of Communications, social media platforms, influencer communities, advertising agencies, and industry stakeholders in developing and implementing these guidelines and certification processes.

"Malaysia needs an influencer ecosystem guided not by punishment, but by principles. These initiatives reflect where the industry is heading — towards greater transparency, accountability and care for audiences. The Content Forum is ready to lead this conversation with stakeholders across the content value chain," said **Content Forum Chairman, Datuk Rafiq Razali**.

These efforts form part of Content Forum's broader goal to ensure Malaysia's digital spaces continue to grow ethically, inclusively, and responsibly, supporting national aspirations for a safer, more trustworthy content environment for all.

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UNTUK SIARAN SEGERA

CMCF Sokong Kod Etika Pempengaruh: Garis Panduan dan Pensijilan Bakal Menetapkan Penanda Aras Pempengaruh

KUALA LUMPUR, 10 DISEMBER 2025 — Forum Kandungan Komunikasi dan Multimedia Malaysia (CMCF) menyambut baik dua perkembangan utama yang mengukuhkan usaha meningkatkan akauntabiliti serta tingkah laku beretika dalam kalangan pempengaruh digital di Malaysia.

Dalam satu sesi panel pada acara anjuran Suruhanjaya Komunikasi dan Multimedia Malaysia (MCMC) baru-baru ini, pihak MCMC menyatakan bahawa sistem penarafan atau pensijilan yang dipacu industri merupakan antara kaedah paling berkesan untuk mengawal selia tingkah laku pempengaruh. Pada masa yang sama, Menteri Komunikasi turut menyatakan kesediaan untuk meneliti cadangan mewujudkan kod etika rasmi bagi memastikan penghasilan kandungan digital yang lebih bertanggungjawab dan selamat.

Sebagai badan kawal selia sendiri industri di bawah Akta Komunikasi dan Multimedia 1998, CMCF telah memulakan beberapa inisiatif ke arah memperkukuh ekosistem kandungan yang telus, beretika dan selamat untuk pengguna. Beberapa inisiatif utama yang bakal diperkenalkan pada tahun hadapan termasuk:

Inisiatif Utama CMCF pada 2026

1. Garis Panduan Pempengaruh dan Kandungan Berjenama

Garis panduan komprehensif ini akan menetapkan standard ketelusan komersial, perlindungan pengguna, tadbir urus etika serta tanggungjawab sosial untuk pempengaruh serta penghasilan kandungan berjenama di semua platform digital.

2. Program Pensijilan 'Trusted Creator'

CMCF akan memperkenalkan program pensijilan untuk menilai dan mengiktiraf pempengaruh yang mematuhi standard kandungan serta keperluan etika yang ditetapkan. Gelaran 'Trusted Creator' akan membantu pengiklan, jenama, dan orang ramai mengenal pasti pencipta kandungan yang konsisten, bertanggungjawab dan boleh dipercayai.

Apa Yang Mendorong Langkah Ini

- Kajian terbaru oleh Institut Demokrasi dan Hal Ehwal Ekonomi (IDEAS) menunjukkan bahawa pempengaruh kini memainkan peranan lebih besar dalam membentuk wacana awam, sering disokong oleh kerangka kewangan dan bentuk koordinasi yang tidak selalu diketahui oleh umum. Penemuan ini menggariskan keperluan untuk amalan pendedahan yang lebih jelas.
- Platform digital semakin menjadi sumber maklumat utama, namun Malaysia masih belum mempunyai kerangka etika yang seragam untuk aktiviti pempengaruh.
- Kadar penyebaran maklumat yang pantas — termasuk kandungan sensitif, komersial, dan berkaitan keselamatan pengguna — memerlukan penanda aras industri yang jelas.
- Pembangunan sistem sendiri industri akan menyokong usaha kerajaan serta memudahkan penegakan standard dalam ekosistem digital Malaysia.

Komitmen CMCF

CMCF komited untuk terus bekerjasama dengan MCMC, Kementerian Komunikasi, platform media sosial, komuniti mempengaruhi, agensi pengiklanan dan rakan industri lain dalam merangka serta melaksanakan garis panduan dan program pensijilan ini.

“Malaysia memerlukan ekosistem mempengaruhi yang dipandu bukan oleh hukuman, tetapi oleh prinsip. Inisiatif ini mencerminkan hala tuju industri ke arah ketelusan, akauntabiliti dan keprihatinan terhadap khalayak. CMCF bersedia memimpin perbincangan ini bersama semua pihak berkepentingan dalam keseluruhan rantai nilai kandungan,” kata **Pengerusi CMCF, Datuk Rafiq Razali**.

Usaha ini adalah sebahagian daripada matlamat berterusan CMCF untuk memastikan ruang digital Malaysia terus berkembang secara beretika, inklusif dan bertanggungjawab, sekali gus menyokong aspirasi negara untuk melahirkan ekosistem kandungan yang lebih selamat, bertanggungjawab dan mampan.

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ABOUT THE CONTENT FORUM

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

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

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

The Content Forum is responsible for the implementation and enforcement of the Malaysian Communications and Multimedia Content Code ("the Content Code"). The Content Code was prepared by the Content Forum and first registered with MCMC on 1st September 2004. The Content Code is the principal source for industry self-regulation as it contains governing standards and best practises for content dissemination within the communications and multimedia industry in Malaysia. The main objective of the Content Code is to outline procedures of self-regulation that provides the platform for creativity, innovation and healthy growth of a fast-evolving industry.

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

Issued by GO Communications on behalf of the Content Forum

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