

FOR IMMEDIATE RELEASE

## **CMCF Affirms Support for KBS Esports Guidelines, Calls for Public Participation on Gaming Sub-Code**

**Kuala Lumpur, 26 February 2026** – The Communications and Multimedia Content Forum of Malaysia (CMCF) welcomes the Ministry of Youth and Sports' (KBS) move to develop dedicated esports guidelines addressing concerns related to violent elements and safety within the competitive gaming ecosystem.

CMCF views the initiative as a timely and constructive step in supporting the continued growth of Malaysia's rapidly expanding esports sector, while safeguarding young players and promoting healthier digital experiences.

**Mediha Mahmood, Chief Executive Officer of CMCF**, said recent stakeholder engagements convened by the Content Forum involving gaming platforms, developers, player communities and child safety experts revealed a clear consensus:

*"Our discussions highlighted that user protection, community behaviour and healthy digital experiences are deeply interconnected. These issues cannot be addressed in silos, particularly as gaming and esports become increasingly mainstream."*

In parallel with broader policy developments, CMCF is currently developing a **Gaming Sub-Code under the Malaysian Communications and Multimedia Content Code**. The Sub-Code is designed to provide practical, risk-based guidance covering areas such as child protection, responsible game design, community conduct, and clearer content standards across digital gaming and related esports activities.

CMCF believes that KBS' policy efforts and the strengthening of industry-led content standards through the Gaming Sub-Code serve complementary objectives in fostering a safer, more sustainable and inclusive gaming ecosystem.

### **Public Feedback Exercise on Online Gaming**

As part of the Sub-Code development process, CMCF has launched its **Public Feedback Exercise 2026** titled:

**"Have Your Say: Let's Talk About Online Gaming."**

The survey invites participation from gamers, parents, educators, industry stakeholders and members of the public to gather perspectives on the realities, benefits and challenges of online gaming in Malaysia.

Insights from the exercise will inform the direction and priorities of the Gaming Sub-Code to ensure it reflects current industry practices and lived user experiences.

Closing date : 1 April 2026

Survey link : [Public Feedback Exercise 2026](#)

CMCF looks forward to continued engagement with KBS and relevant stakeholders to strengthen digital safety frameworks, responsible practices and content standards within Malaysia's gaming and esports landscape.

**- END -**

UNTUK SIARAN SEGERA

## **CMCF Sokong Garis Panduan e-Sukan KBS, Buka Ruang Maklum Balas Awam bagi Sub-Kod Permainan**

**Kuala Lumpur, 26 Februari 2026** – Forum Kandungan Komunikasi dan Multimedia (CMCF) menyambut baik langkah Kementerian Belia dan Sukan (KBS) untuk membangunkan garis panduan e-sukan yang memberi tumpuan kepada isu unsur ganas dan keselamatan dalam ekosistem permainan kompetitif.

CMCF berpandangan bahawa inisiatif ini mencerminkan perkembangan penting dalam mematangkan industri e-sukan negara yang berkembang pesat, khususnya dalam memastikan keseimbangan antara pertumbuhan industri, perlindungan pemain muda dan pengalaman digital yang sihat.

*“Daripada sesi libat urus permainan yang kami anjurkan baru-baru ini bersama platform, pembangun permainan, komuniti pemain dan pakar keselamatan kanak-kanak, jelas bahawa isu perlindungan pengguna, tingkah laku komuniti dan pengalaman digital yang sihat tidak boleh ditangani secara berasingan,”* kata **Mediha Mahmood, Ketua Pegawai Eksekutif CMCF**.

Seiring dengan usaha tersebut, CMCF sedang membangunkan **Sub-Kod Permainan atau Gaming Sub-Code di bawah Kod Kandungan Komunikasi dan Multimedia Malaysia**. Sub-Kod ini akan menyediakan panduan praktikal dan berasaskan risiko meliputi aspek perlindungan kanak-kanak, reka bentuk permainan yang bertanggungjawab, tingkah laku komuniti, serta kejelasan standard kandungan dalam permainan digital dan aktiviti berkaitan e-sukan.

CMCF berpandangan bahawa pembangunan dasar oleh KBS dan pengukuhan piawaian kandungan melalui Sub-Kod Permainan mempunyai matlamat yang saling melengkapi dalam membentuk ekosistem permainan yang lebih selamat, mampan dan inklusif.

### **Inisiatif Maklum Balas Awam mengenai Permainan Dalam Talian**

Sebagai sebahagian daripada proses pembangunan Sub-Kod, CMCF telah melancarkan Inisiatif Maklum Balas Awam 2026 bertajuk:

**“Have Your Say: Let’s Talk About Online Gaming.”**

Tinjauan ini mengalu-alukan penyertaan pemain, ibu bapa, pendidik, penggiat industri serta orang awam bagi mendapatkan pandangan mengenai realiti semasa, manfaat dan cabaran permainan dalam talian di Malaysia.

Dapatan daripada inisiatif ini akan membantu memastikan *Gaming Sub-Code* dibangunkan berasaskan realiti semasa tatacara industri dan juga keperluan komuniti.

Tarikh tutup : **1 April 2026**

Pautan tinjauan: [Maklum Balas Awam 2026](#)

CMCF mengalu-alukan kerjasama berterusan dengan KBS serta semua pemegang taruh berkaitan untuk memperkukuh kerangka keselamatan, piawaian kandungan dan amalan bertanggungjawab dalam industri permainan dan e-sukan negara.

**- TAMAT -**



## **ABOUT CMCF**

The Communications and Multimedia Content Forum of Malaysia (CMCF), also known as the Content Forum, is an industry-led forum designated under the Communications and Multimedia Act 1998 and registered with the Malaysian Communications and Multimedia Commission (MCMC). CMCF is mandated to oversee and promote self-regulation of content disseminated over electronic networks in Malaysia.

CMCF brings together a broad cross-section of the communications and multimedia content ecosystem, including broadcasters, advertisers, advertising agencies, content creators and distributors, internet service providers, audiotext hosting service providers, technology, media and digital service providers, and civic groups. This multi-stakeholder composition ensures that content standards are developed with practical industry insight while reflecting public interest considerations.

As Malaysia's recognised industry self-regulatory body for electronic content, CMCF is responsible for the development, implementation, and enforcement of the Malaysian Communications and Multimedia Content Code. First registered with MCMC on 1 September 2004, and most recently revised in 2022, the Content Code sets out governing standards and best practices for content dissemination, providing a framework that supports creativity, innovation, and the sustainable growth of the industry.

CMCF also houses a Complaints Bureau, which receives complaints from both industry players and the public regarding content disseminated over electronic networks. The Bureau is empowered to investigate alleged breaches of the Content Code, facilitate mediation, adjudicate cases, issue published orders, and impose sanctions where appropriate. In addition, it provides advisory guidance on electronic content matters.

Through self-regulation, CMCF aims to complement the existing legal framework by promoting responsible content practices, enhancing consumer protection, and fostering a fair and trusted content ecosystem.

### **For media enquiries, please contact:**

Mawar Abdul Latiff, Senior Manager  
[mawar@contentforum.my](mailto:mawar@contentforum.my) / +6018 262 4822

Afiq Zulhilmi Baharudin  
[afiq@contentforum.my](mailto:afiq@contentforum.my) / +6010 218 8676