

FOR IMMEDIATE RELEASE

CMCF Convenes Industry and Child Safety Advocates on Online Gaming Governance

Exploring proportionate safeguards that protect children while supporting a thriving gaming ecosystem in Malaysia

Cyberjaya, 9 February 2026 – The Communications and Multimedia Content Forum of Malaysia (CMCF) today convened a **multi-stakeholder engagement session bringing together local and international participants** to examine how online gaming governance can strike a workable balance between industry growth and the safety and wellbeing of children and users.

The session gathered global gaming platforms and developers, local industry players, civil society organisations, academics, and child safety and digital wellbeing advocates in a **deliberately mixed setting**. Rather than separating industry and public interest voices, participants were placed in shared discussions to reflect how gaming risks and responsibilities **intersect in real-world environments**.

Discussions moved beyond abstract principles to practical realities. Participants examined how design features, monetisation mechanics, parental control tools, reporting systems, and moderation practices affect user behaviour and risk exposure, particularly for younger players. These conversations highlighted areas where **safeguards can be strengthened** through design and operational choices, without undermining creativity, innovation, or commercial sustainability.

The engagement was **structured to surface tensions as well as trade-offs**. Interactive formats were used to test assumptions, stress-check existing safeguards, and explore where regulatory, self-regulatory, and design-based approaches may complement each other. This approach helped identify **governance gaps** that are often missed when discussions focus narrowly on either enforcement or industry autonomy.

CMCF Vice Chairman Claudian Navin Stanislaus said, *“A sustainable gaming ecosystem depends on trust. That trust comes from ensuring that player protection, especially for children, is treated as a core responsibility alongside innovation and growth. No matter how good the intentions, nothing can work in silos. Conversations like this help bridge industry realities with societal expectations.”*

The session was consultative in nature, with inputs gathered to inform further study and support more balanced and practical approaches to gaming governance.

CMCF Chief Executive Officer Mediha Mahmood added, *“The objective is not to frame this as industry versus user wellbeing, but to recognise that a sustainable gaming ecosystem depends on both. Listening to those building games, as well as those working to protect children and users, allows governance discussions to stay grounded in how gaming actually functions.”*

Building on the insights gathered, CMCF is in the early stages of developing a **Gaming Sub-Code under the Malaysian Communications and Multimedia Content Code**. The Sub-Code is intended to provide practical, risk-based guidance tailored to the realities of online gaming, with a focus on proportionate safeguards, responsible design, and clearer expectations across the gaming ecosystem, particularly where children and vulnerable users are concerned.

CMCF **invites continued engagement** from industry players, civil society, subject-matter experts, and user advocates as this work progresses, and remains committed to facilitating inclusive and constructive stakeholder engagements that contribute to a safer and more responsible digital environment, while supporting a vibrant, innovative, and globally connected gaming industry.

- END -

UNTUK SIARAN SEGERA

CMCF Himpunkan Industri dan Pihak Keselamatan Kanak-Kanak Mengenai Tadbir Urus Permainan Dalam Talian

Meneliti langkah perlindungan seimbang bagi melindungi kanak-kanak sambil menyokong ekosistem permainan yang mampan di Malaysia

Cyberjaya, 9 Februari 2026 – Forum Kandungan Komunikasi dan Multimedia Malaysia (CMCF) hari ini telah menganjurkan **satu sesi libat urus pelbagai pihak berkepentingan yang menghimpunkan peserta tempatan dan antarabangsa** bagi meneliti bagaimana tadbir urus permainan dalam talian dapat mencapai keseimbangan yang praktikal antara pertumbuhan industri serta keselamatan dan kesejahteraan kanak-kanak dan pengguna.

Sesi ini menghimpunkan platform dan pembangun permainan global, pemain industri tempatan, organisasi masyarakat sivil, ahli akademik, serta pendukung keselamatan kanak-kanak dan kesejahteraan digital dalam satu suasana libat urus yang **menggabungkan pelbagai pihak daripada latar belakang berbeza**. Daripada memisahkan suara industri dan kepentingan awam, para peserta digabungkan dalam perbincangan bersama bagi mencerminkan bagaimana risiko serta tanggungjawab dalam permainan saling bersilang **dalam persekitaran dunia sebenar**.

Perbincangan turut bergerak melangkaui prinsip umum kepada realiti pelaksanaan. Para peserta meneliti bagaimana ciri reka bentuk permainan, mekanisme pengewangan, alat kawalan ibu bapa, sistem pelaporan dan amalan moderasi mempengaruhi tingkah laku pengguna serta pendedahan kepada risiko, khususnya dalam kalangan pemain muda. Perbualan ini menonjolkan ruang untuk **memperkuh langkah perlindungan** melalui pilihan reka bentuk dan operasi yang sesuai, tanpa menjejaskan kreativiti, inovasi atau kelestarian komersial industri.

Sesi libat urus ini **disusun untuk meneliti cabaran serta pertimbangan yang perlu diimbangi**. Format interaktif digunakan bagi menguji andaian, menilai keberkesanan langkah perlindungan sedia ada serta meneroka bagaimana pendekatan kawal selia, kawal selia sendiri dan pendekatan berasaskan reka bentuk dapat saling melengkapi. Pendekatan ini membantu mengenal pasti **jurang tadbir urus** yang sering terlepas pandang apabila perbincangan hanya tertumpu kepada penguatkuasaan atau autonomi industri semata-mata.

Naib Pengerusi CMCF, Claudian Navin Stanislaus berkata, *“Ekosistem permainan yang mampan bergantung kepada kepercayaan. Kepercayaan ini terhasil apabila perlindungan pemain, khususnya kanak-kanak, dianggap sebagai tanggungjawab teras seiring dengan inovasi dan pertumbuhan. Tidak kira sebaik mana pun niatnya, tiada apa yang dapat dicapai jika dilakukan secara bersendirian. Perbincangan seperti ini membantu merapatkan realiti industri dengan jangkaan masyarakat.”*

Sesi ini bersifat konsultatif, dengan pandangan dan input dikumpulkan bagi memaklumkan kajian lanjut serta menyokong pendekatan tadbir urus permainan yang lebih seimbang serta praktikal.

Ketua Pegawai Eksekutif CMCF, Mediha Mahmood menambah, *“Objektifnya bukan untuk melihat isu ini sebagai pertentangan antara industri dan kesejahteraan pengguna, sebaliknya untuk mengiktiraf bahawa kelestarian ekosistem permainan bergantung kepada kedua-duanya. Dengan mendengar pandangan pihak yang membangunkan permainan serta mereka yang berusaha melindungi kanak-kanak dan pengguna, perbincangan tadbir urus dapat kekal berpaksikan realiti sebenar cara permainan beroperasi.”*

Berdasarkan dapatan yang diperoleh, CMCF kini berada pada peringkat awal pembangunan **Sub-Kod Permainan Digital di bawah Kod Kandungan Komunikasi dan Multimedia Malaysia**. Sub-Kod ini bertujuan menyediakan panduan praktikal berasaskan risiko yang disesuaikan dengan realiti permainan dalam talian, dengan tumpuan kepada langkah perlindungan yang seimbang, reka bentuk yang bertanggungjawab, serta jangkaan yang lebih jelas merentasi ekosistem permainan, khususnya melibatkan kanak-kanak dan pengguna rentan.

CMCF **mengalu-alukan penglibatan berterusan** daripada pemain industri, masyarakat sivil, pakar bidang dan pendukung pengguna sepanjang usaha ini diteruskan. CMCF kekal komited untuk memudah cara libat urus pihak berkepentingan yang inklusif dan konstruktif demi menyumbang kepada persekitaran digital yang lebih selamat dan bertanggungjawab, sambil menyokong industri permainan yang bertenaga, inovatif dan berdaya saing di peringkat global.

- 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 / +6018 262 4822

Afiq Zulhilmi Baharudin
afiq@contentforum.my / +6010 218 8676