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CMCF Marks 25 Years, Signals New Content Code Addressing AI, Child Safety and Platform Responsibility

Petaling Jaya, 16 April 2026 – The Communications and Multimedia Content Forum of Malaysia (CMCF) marked its 25th anniversary at its Annual General Meeting yesterday, as the industry prepares for the next phase of content standards, including a new Content Code addressing artificial intelligence, child protection, and platform accountability.

The upcoming 4th Edition of the Malaysian Communications and Multimedia Content Code will introduce provisions on AI-generated content, strengthen safeguards for children, provide clearer considerations for vulnerable communities, and reinforce platform responsibilities, in line with recent amendments to the Communications and Multimedia Act 1998 and the introduction of the Online Safety Act.

Beyond the Code, CMCF is also currently developing a Sub-Code on Online Gaming, alongside new Guidelines for Influencers and AI-generated Content, signalling a broader push to address emerging risks and responsibilities across the digital ecosystem.

This work comes against a backdrop of rising public engagement on content issues. In 2025, CMCF's Complaints Bureau received 1,198 complaints, a 57% increase from the previous year, reflecting heightened scrutiny of content standards. Cases raised by the public ranged from the advertisement of vape products in news content to the use of profanity on radio and the portrayal of indecent scenes in television dramas.

Established in 2001, CMCF was formed in a media environment that was largely linear and centrally distributed. Over the past two and a half decades, the content ecosystem has shifted significantly, shaped by the growth of social media, digital platforms, and user-driven content.

In response, CMCF has expanded its membership beyond traditional media to include technology, media, and digital service providers, reflecting a broader distribution of responsibility across the content landscape. Its multi-stakeholder base has also grown to include civil society organisations, academicians, and professional associations, strengthening the range of perspectives that inform standards development and ensuring alignment with public expectations.

Speaking at the AGM, **CMCF Chairman Datuk Rafiq Razali** said the evolution of the ecosystem has reinforced, rather than diminished, the importance of self-regulation.

“While the way content is created, shared and consumed has changed dramatically, the need for responsible practices remains constant. Self-regulation continues to offer a practical and adaptive framework for the industry to balance innovation with accountability,” he said.

CMCF CEO Mediha Mahmood added that the Forum's next phase will focus on ensuring standards remain relevant in a fast-changing environment.

"As the ecosystem evolves, our role is to ensure that standards keep pace, grounded in both industry realities and public expectations. That requires continued collaboration across platforms, creators, and communities," she said.

As it marks 25 years, CMCF continues to position self-regulation as a central pillar of Malaysia's content governance framework, with an emphasis on shared responsibility across the digital ecosystem.

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UNTUK SIARAN SEGERA

CMCF Raikan Ulang Tahun Ke-25, Bakal Perkenal Kod Kandungan Baharu Tangani Isu AI, Perlindungan Kanak-Kanak dan Tanggungjawab Platform

Petaling Jaya, 16 April 2026 – Forum Kandungan Komunikasi dan Multimedia Malaysia (CMCF) menyambut ulang tahun ke-25 sempena Mesyuarat Agung Tahunan, sekali gus memperkukuh kesediaan industri untuk melangkah ke fasa seterusnya dalam piawaian kandungan. Ini termasuk pelaksanaan Kod Kandungan baharu yang memberi tumpuan kepada kecerdasan buatan (AI), perlindungan kanak-kanak serta tanggungjawab platform.

Kod Kandungan Komunikasi dan Multimedia Malaysia Edisi Ke-4 yang akan datang bakal memperkenalkan peruntukan berkaitan kandungan janaan AI, memperkukuh perlindungan kanak-kanak, menyediakan pertimbangan yang lebih jelas untuk komuniti rentan serta memperkasa tanggungjawab platform selaras dengan pindaan terkini Akta Komunikasi dan Multimedia 1998 dan pengenalan Akta Keselamatan Dalam Talian.

Selain Kod tersebut, CMCF juga sedang membangunkan Sub-Kod bagi industri permainan dalam talian bersama Garis Panduan baharu untuk Pempengaruh dan Kandungan Janaan AI. Langkah ini menandakan usaha yang lebih meluas untuk menangani risiko serta tanggungjawab yang semakin berkembang dalam ekosistem digital.

Usaha ini dilaksanakan dalam konteks peningkatan penglibatan orang awam terhadap isu kandungan. Pada tahun 2025, Biro Aduan CMCF menerima 1,198 aduan. Jumlah ini merupakan peningkatan sebanyak 57% berbanding tahun sebelumnya dan menunjukkan kepekaan orang awam yang semakin meningkat terhadap piawaian kandungan. Kes yang dibangkitkan merangkumi pengiklanan produk vape dalam kandungan berita, penggunaan bahasa kesat di radio dan paparan babak tidak sopan dalam drama televisyen.

Ditubuhkan pada tahun 2001, CMCF beroperasi dalam persekitaran media yang sebahagian besarnya bersifat linear dan berpusat. Dalam tempoh dua setengah dekad yang lalu, ekosistem kandungan telah berubah secara ketara, dipacu oleh kemunculan media sosial, platform digital dan kandungan janaan pengguna.

Seiring perubahan tersebut, CMCF telah memperluaskan keahliannya melangkaui media tradisional dengan penyertaan penyedia perkhidmatan teknologi, media dan digital, sekali gus mencerminkan pendekatan tanggungjawab bersama yang lebih meluas merentas landskap kandungan. Keahlian pelbagai pihak berkepentingan ini turut berkembang dengan melibatkan organisasi masyarakat sivil, ahli akademik dan persatuan profesional, seterusnya memperkaya perspektif dalam pembangunan piawaian serta memastikan keselarasan dengan jangkaan awam.

Pengerusi CMCF, Datuk Rafiq Razali berkata evolusi ekosistem ini telah memperkukuh kepentingan kawal selia sendiri, bukan mengurangkannya.

"Walaupun cara kandungan dicipta, dikongsi dan digunakan telah berubah secara ketara, keperluan terhadap amalan bertanggungjawab kekal konsisten. Kawal selia sendiri terus menyediakan kerangka kerja yang praktikal dan adaptif bagi industri mengimbangi inovasi dengan akauntabiliti," katanya.

CEO CMCF, Mediha Mahmood menambah bahawa pada fasa seterusnya, CMCF akan memberi tumpuan untuk memastikan piawaian kekal relevan dalam persekitaran yang berubah pantas.

"Peranan kami adalah untuk memastikan piawaian sentiasa berkembang seiring dengan perkembangan ekosistem, berpaksikan realiti industri dan kepentingan masyarakat. Ini memerlukan kerjasama berterusan merentas platform, pencipta dan komuniti," katanya.

Bersempena ulang tahun ke-25 ini, CMCF terus memperkukuh peranannya dalam memacu kawal selia sendiri sebagai asas penting dalam tadbir urus kandungan di Malaysia, dengan penekanan kepada tanggungjawab bersama merentas seluruh ekosistem digital.

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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