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Creativity Needs Space, Audience Need Choices

CMCF welcomes Prime Minister's call for greater creative freedom, with clearer standards and stronger audience safeguards

Kuala Lumpur, 26 August 2026 – The Communications and Multimedia Content Forum of Malaysia (CMCF) has welcomed Prime Minister Dato' Seri Anwar Ibrahim's call for Malaysian filmmakers to be given greater space and freedom to create.

CMCF said the Prime Minister's remarks present an opportunity for Malaysia to consider how the creative industry can grow with greater confidence while maintaining appropriate safeguards for audiences.

This should include stronger self-regulation, clearer content classification, accessible parental controls and greater accountability across the industry.

These principles are at the heart of CMCF's role as Malaysia's industry self-regulatory body, bringing industry together with relevant stakeholders to promote responsible content while supporting creativity, innovation and sustainable growth.

CMCF Chairman and Group Managing Director of Media Prima, Datuk Rafiq Razali said the creative industry needs greater certainty so that creators and investors can make decisions with confidence.

"If we want Malaysian content to go further, the industry must have the confidence to experiment, invest and create something different. Clear standards are important because when the expectations and boundaries are understood, creators are more confident about exploring bolder ideas."

"At the same time, the industry must show that greater freedom comes with responsibility. Strong self-regulation and accountability build trust, and that trust gives the industry more room to grow."

CMCF said content classification should also play a greater role. Clear information about content allows adult audiences to make their own choices, while helping parents decide what is appropriate for their children.

CMCF also welcomed the more progressive direction being taken by **National Film Development Corporation Malaysia (FINAS)** and the **Film Censorship Board (LPF)** including greater reliance on age classification where appropriate. CMCF believes this is an encouraging step towards giving filmmakers greater room to preserve the integrity of their work, while ensuring audiences have clear information to make informed choices.

CMCF Vice Chairman and Chairman of the Film Directors' Association of Malaysia (FDAM), Dato' Afdlin Shauki said filmmakers need room to tell stories that reflect the realities of society.

"Filmmakers sometimes need to tackle difficult, sensitive or uncomfortable subjects because those stories are part of real life. So it is encouraging to see a more open approach taking shape. Where classification can give audiences the right guidance without unnecessarily compromising the film itself, that is a positive step for the industry."

"The key is to give audiences clear information about what they are watching and who it is suitable for, while giving filmmakers enough space to tell their stories honestly and responsibly."

As viewing habits increasingly cut across cinema, television, streaming and digital platforms, CMCF believes there is value in exploring how these principles can be strengthened across the wider content ecosystem.

For children and teenagers, CMCF said effective safeguards should not depend on parents alone. Platforms and services should also provide features such as child profiles, PIN controls, age settings and content filters that are easy to find and use.

CMCF Chief Executive Officer, Mediha Mahmood said parents must also play a more active role by taking age classifications and content guidance seriously.

"Parents need to take age ratings and classifications seriously. We still see children being taken to watch films that are not suitable for their age, even though exposure to certain material can have a harmful impact."

"At the same time, the system has to make it easier for parents to make informed choices. Ratings, content descriptors and parental controls should be clear, easy to understand and easy to use."

CMCF said it is prepared to convene filmmakers, broadcasters, streaming services, digital platforms, regulators, child-safety experts and other stakeholders to explore an approach that gives creators greater room while ensuring that audiences remain appropriately protected.

"The Prime Minister's call sends a very positive signal to the creative industry. It shows that Malaysia has an opportunity to move towards a more mature approach, one that places greater trust in creators while maintaining responsibility towards audiences. We should make the most of this opportunity," Mediha said.

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UNTUK SIARAN SEGERA

Kreativiti Perlu Ruang, Penonton Perlu Pilihan

CMCF sambut seruan Perdana Menteri untuk ruang kreatif lebih terbuka dengan piawaian yang jelas dan perlindungan penonton yang lebih berkesan

Kuala Lumpur, 26 Ogos 2026 – Forum Kandungan Komunikasi dan Multimedia Malaysia (CMCF) menyambut baik seruan Perdana Menteri, Dato' Seri Anwar Ibrahim supaya penggiat filem tempatan diberi lebih ruang dan kebebasan untuk berkarya.

Menurut CMCF, seruan itu membuka ruang untuk Malaysia melihat semula bagaimana industri kreatif boleh berkembang dengan lebih yakin, tanpa mengetepikan tanggungjawab terhadap penonton.

Antara perkara yang wajar diberi perhatian ialah kawal selia sendiri yang lebih kukuh, pengelasan kandungan yang jelas, kawalan ibu bapa yang mudah digunakan serta akauntabiliti yang lebih baik dalam kalangan pemain industri.

Prinsip-prinsip ini merupakan teras kepada peranan CMCF sebagai badan kawal selia sendiri industri di Malaysia, yang menghimpunkan pemain industri dan pemegang taruh yang berkenaan untuk menggalakkan kandungan yang bertanggungjawab sambil menyokong kreativiti, inovasi dan pertumbuhan yang mampan.

Pengerusi CMCF dan juga Pengarah Urusan Kumpulan Media Prima, Datuk Rafiq Razali berkata industri kreatif memerlukan kepastian untuk membolehkan pengkarya dan pelabur membuat keputusan dengan lebih yakin.

“Kalau kita mahu karya Malaysia pergi lebih jauh, industri perlu ada keyakinan untuk mencuba, melabur dan menghasilkan sesuatu yang berbeza. Sebab itu piawaian yang jelas sangat penting. Bila hala tuju dan batasnya jelas, pengkarya lebih yakin untuk meneroka idea yang lebih berani.”

“Dalam masa yang sama, industri juga perlu menunjukkan bahawa kebebasan itu datang dengan tanggungjawab. Kalau kawal selia sendiri dan akauntabiliti kita kukuh, lebih mudah untuk membina keyakinan dan memberi industri ruang yang lebih besar untuk berkembang.”

CMCF berpandangan bahawa pengelasan kandungan juga perlu memainkan peranan yang lebih besar. Maklumat yang jelas tentang sesuatu kandungan boleh membantu penonton dewasa membuat pilihan sendiri, manakala ibu bapa pula lebih mudah menentukan apa yang sesuai untuk anak-anak mereka.

CMCF turut menyambut baik pendekatan lebih terbuka yang sedang diambil oleh **Perbadanan Kemajuan Filem Nasional Malaysia (FINAS) dan Lembaga Penapis Filem (LPF)** termasuk memberi lebih penekanan kepada pengelasan umur yang bersesuaian. Ini satu perkembangan yang positif kerana pengkarya mempunyai lebih ruang untuk mengekalkan keutuhan karya mereka, sementara penonton pula diberikan maklumat yang jelas untuk membuat pilihan.

Naib Pengerusi CMCF merangkap Pengerusi Persatuan Pengarah Filem Malaysia (FDAM), Dato' Afdlin Shauki berkata pembikin filem memerlukan ruang untuk membawa cerita yang lebih dekat dengan realiti masyarakat.

“Sebagai pembikin filem, ada masanya kita perlu bercerita tentang perkara yang sukar, sensitif atau tidak selesa. Itu sebahagian daripada kehidupan dan masyarakat kita. Sebab itu perkembangan yang kita lihat sekarang sangat dialu-alukan. Kalau pengelasan boleh digunakan dengan lebih berkesan tanpa menjejaskan sesuatu karya secara berlebihan, itu satu langkah yang baik untuk industri.”

“Beri penonton maklumat yang cukup untuk mereka tahu apa yang bakal ditonton dan siapa yang sesuai menontonnya. Pada masa yang sama, beri pembikin filem ruang untuk bercerita dengan jujur dan bertanggungjawab.”

Kerana kandungan kini bergerak dengan mudah antara pawagam, televisyen, platform penstriman dan platform digital, CMCF melihat ada ruang untuk prinsip yang sama diperkukuh dalam ekosistem kandungan yang lebih luas.

Bagi kanak-kanak dan remaja, CMCF berkata perlindungan yang baik tidak seharusnya bergantung kepada ibu bapa semata-mata. Platform dan perkhidmatan juga perlu menyediakan ciri seperti profil kanak-kanak, kawalan PIN, tetapan umur dan penapisan kandungan yang mudah dicari dan digunakan.

Ketua Pegawai Eksekutif CMCF, Mediha Mahmood berkata ibu bapa juga perlu memainkan peranan lebih aktif dengan mengambil serius pengelasan umur dan panduan kandungan yang disediakan.

“Ibu bapa juga perlu mengambil serius pengelasan dan penarafan umur. Kita masih melihat kanak-kanak dibawa menonton kandungan yang tidak sesuai dengan usia mereka, sedangkan pendedahan kepada kandungan tertentu boleh memberi kesan yang memudaratkan.”

“Pada masa yang sama, sistem itu sendiri perlu membantu ibu bapa membuat pilihan yang betul. Penarafan, deskriptor kandungan dan kawalan ibu bapa perlu jelas, mudah difahami dan mudah digunakan.”

CMCF bersedia menghimpunkan pembikin filem, penyiar, platform digital, pengawal selia, pakar keselamatan kanak-kanak dan pihak berkepentingan lain untuk meneroka pendekatan yang memberi lebih ruang kepada pengkarya, sambil memastikan penonton terus dilindungi.

“Seruan Perdana Menteri ini memberi isyarat yang sangat positif kepada industri kreatif. Ia menunjukkan bahawa ada ruang untuk Malaysia bergerak ke arah pendekatan yang lebih matang, yang memberi kepercayaan kepada pengkarya sambil memastikan tanggungjawab kepada penonton terus terpelihara. Ini peluang yang wajar kita manfaatkan sebaiknya,” kata Mediha.



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.

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