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Loot Boxes, In-Game Spending and Child Safety Under Spotlight in New Malaysian Gaming Content Standards

CMCF opens 45-day public consultation on draft Gaming Sub-Code developed with gaming, technology, esports, child-safety and civil society stakeholders

Cyberjaya, 9 September 2026 – A child can now spend real money, interact with strangers, encounter persuasive design and compete with players around the world without ever leaving a game.

As online gaming becomes an increasingly significant part of everyday digital life, the **Communications and Multimedia Content Forum of Malaysia (CMCF)** are inviting Malaysians to help shape new standards for how players, particularly children and younger users, should be protected.

CMCF has opened a **45-day nationwide public consultation** on its proposed **Gaming Sub-Code**, which sets out sector-specific standards covering areas including age classification and age assurance, parental controls, in-game purchases, virtual currencies, loot boxes and gacha mechanics, user-generated content, reporting and moderation, bullying and harassment, and safeguards involving younger esports participants.

The proposed Sub-Code is intended to provide clearer expectations for game developers, publishers, distributors, platforms and other relevant service providers whose games are accessible in Malaysia, while recognising the different types of games, services and business models operating across the sector.

Importantly, the draft was developed with the gaming ecosystem rather than for it.

Over several months, CMCF convened a dedicated working group bringing together Malaysian and international game publishers and technology companies, esports representatives, academics, civil society organisations, child-safety advocates and other specialists.

Participants include representatives connected to some of the world's most recognised gaming ecosystems, including **Mobile Legends: Bang Bang, PUBG Mobile, Honor of Kings, Roblox, Xbox, PlayStation, Google Play Store and Minecraft**, alongside Malaysian game developers, esports stakeholders, academics, civil society organisations and child-safety experts, including the **Office of the Children's Commissioner, SUHAKAM and Protect and Save the Children**.

CMCF Chairman, Datuk Rafiq Razali said the consultation comes at a time when the distinction between entertainment, social interaction and digital commerce within games is becoming increasingly blurred.

"Gaming now brings together entertainment, social interaction and spending in the same environment. As those features evolve, the safeguards around them need to keep pace, especially for younger players."

He said the proposed Sub-Code reflects CMCF's broader approach to self-regulation, in which those closest to emerging technologies and business models participate directly in developing practical standards.

"Good standards cannot be developed in isolation from how games actually work. That is why we wanted developers, publishers, platforms, esports stakeholders, child-safety experts and users at the same table."

"The objective is to establish safeguards that are valuable for Malaysian users, workable for industry and capable of keeping pace with a sector that changes very quickly."

Jeffery Chan, Publishing Lead, Business Development & Campus Marketing (Malaysia), MOONTON GAMES (MLBB) and a member of the working group said:

"Player safety works best when it reflects how people actually play, interact and engage within gaming communities. That is why it is important for industry experience to be part of developing practical standards."

As the publisher of Mobile Legends: Bang Bang, MOONTON GAMES has extensive experience engaging with a large and diverse community of players in Malaysia and across the region.

"We welcome the opportunity to contribute that experience to a framework that strengthens safeguards for younger players, supports parents and builds greater trust while allowing Malaysia's gaming ecosystem to continue growing and innovating."

Among the areas being considered in the Sub-Code are how age information should inform a player's experience; whether parental and safety tools are sufficiently accessible; how spending and virtual currencies are presented to younger users; transparency around chance-based mechanics such as loot boxes and gacha; and how platforms respond to harmful interactions and user-generated content.

The draft also considers the rapidly developing esports ecosystem, including appropriate safeguards where children and younger players participate in organised competitive gaming.

Ahmed Faris bin Amir, CEO of Impact Integrated said:

"Malaysia's esports ecosystem is growing quickly, including among younger players. It makes sense to put clearer safeguards in place now, while the sector is still evolving, rather than waiting for poor practices to become entrenched."

The Gaming Sub-Code is being developed under CMCF's self-regulatory framework and is intended to operate alongside the Malaysian Communications and Multimedia Content Code and other applicable Malaysian laws and regulatory requirements.



CMCF said public consultation is a critical part of that process because decisions affecting gaming should reflect not only regulatory and industry considerations, but also the experiences of the people who play games and the families who navigate them.

Andrew Cheong (Sir Cloud), a Malaysian esports educator, industry practitioner and member of the working group said:

“Young gamers may understand the game better than their parents, but they do not always understand the spending mechanics behind it. Clearer information on loot boxes, virtual currency and in-game purchases would help players and parents make better choices.”

The nationwide public consultation will remain open for 45 days until **24 October 2026**.

CMCF invites members of the public, gamers, publishers, parents, consumer groups, civil society organisations and other interested parties to review the draft and provide feedback by visiting www.contentforum.my.

Interested parties who would like a more detailed walkthrough of the proposed Sub-Code and consultation are also welcome to contact CMCF to arrange a dedicated townhall session.

Following the consultation, CMCF will review and consolidate the submissions received before finalising the Sub-Code.

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UNTUK SIARAN SEGERA

Loot Boxes, Perbelanjaan Dalam Permainan dan Keselamatan Kanak-Kanak Jadi Tumpuan dalam Standard Baharu bagi Kandungan Permainan

CMCF membuka rundingan awam selama 45 hari berkaitan draf Sub-Kod Permainan yang dibangunkan bersama pihak berkepentingan daripada industri permainan, teknologi, e-sukan, keselamatan kanak-kanak dan masyarakat sivil.

Cyberjaya, 9 September 2026 – Seorang kanak-kanak kini boleh membuat pembelian, berinteraksi dengan individu yang tidak dikenali, terdedah kepada ciri permainan yang direka untuk mempengaruhi tingkah laku, malah bersaing dengan pemain dari seluruh dunia tanpa perlu meninggalkan permainan.

Memandangkan permainan dalam talian semakin menjadi sebahagian penting daripada kehidupan digital harian, **Forum Kandungan Komunikasi dan Multimedia Malaysia (CMCF)** mengundang rakyat Malaysia untuk bersama-sama membentuk standard baharu bagi memastikan pemain, khususnya kanak-kanak dan pengguna muda mendapat perlindungan yang sewajarnya.

CMCF telah membuka **rundingan awam di peringkat nasional selama 45 hari** berhubung cadangan **Sub-Kod Permainan** yang menetapkan standard khusus bagi sektor permainan, termasuk klasifikasi dan pengesahan umur, kawalan ibu bapa, pembelian dalam permainan, mata wang maya, kotak ganjaran (loot boxes) dan mekanisme gacha, kandungan yang dijana pengguna, pelaporan dan moderasi, buli dan gangguan, serta langkah perlindungan bagi pemain muda yang terlibat dalam e-sukan.

Sub-Kod yang dicadangkan ini bertujuan memberikan panduan yang lebih jelas kepada pembangun permainan, penerbit, pengedar, platform dan penyedia perkhidmatan berkaitan yang menyediakan permainan kepada pengguna di Malaysia, di samping mengambil kira kepelbagaian jenis permainan, perkhidmatan dan model perniagaan yang terdapat dalam sektor ini.

Yang lebih utama, pihak dalam ekosistem permainan turut terlibat secara langsung dalam pembangunan draf ini.

Sejak beberapa bulan yang lalu, CMCF telah menghimpunkan satu kumpulan kerja khusus yang melibatkan penerbit permainan dan syarikat teknologi dari Malaysia dan antarabangsa, wakil e-sukan, ahli akademik, organisasi masyarakat sivil, pendukung keselamatan kanak-kanak serta pakar dalam bidang berkaitan.

Peserta yang terlibat termasuk wakil daripada beberapa ekosistem permainan terkemuka di dunia, termasuk **Mobile Legends: Bang Bang, PUBG Mobile, Honor of Kings, Roblox, Xbox, PlayStation, Google Play Store dan Minecraft**. Selain itu, pembangun permainan Malaysia, pihak berkepentingan e-sukan, ahli akademik, organisasi masyarakat sivil dan pakar keselamatan kanak-kanak turut terlibat, termasuk **Pejabat Pesuruhjaya Kanak-Kanak, SUHAKAM dan Protect and Save the Children**.

Pengerusi CMCF, Datuk Rafiq Razali berkata rundingan ini diadakan ketika hiburan, interaksi sosial dan perbelanjaan dalam permainan semakin sukar untuk dibezakan antara satu sama lain.

“Permainan kini menggabungkan hiburan, interaksi sosial dan perbelanjaan dalam satu persekitaran. Seiring perkembangan pengalaman dalam permainan, langkah perlindungan juga perlu diperkukuh, khususnya bagi pemain muda.”

Beliau turut berkata bahawa cadangan Sub-Kod ini mencerminkan pendekatan CMCF yang lebih menyeluruh terhadap kawal selia sendiri, dengan melibatkan pihak yang memahami perkembangan teknologi dan model perniagaan baharu dalam pembangunan standard yang praktikal.

“Standard yang baik tidak boleh dibangunkan tanpa memahami bagaimana permainan sebenarnya berfungsi. Sebab itulah kami mahu pembangun, penerbit, platform, pihak berkepentingan e-sukan, pakar keselamatan kanak-kanak dan pengguna turut terlibat dalam proses pembangunan ini.”

Matlamatnya adalah untuk mewujudkan langkah perlindungan yang memberi manfaat kepada pengguna di Malaysia, boleh dilaksanakan oleh industri dan sentiasa relevan dengan perkembangan sektor ini..”

Jeffery Chan, Ketua Penerbitan, Pembangunan Perniagaan & Pemasaran (Malaysia), MOONTON GAMES (MLBB) dan ahli kumpulan kerja berkata:

“Keselamatan pemain lebih terjamin apabila mengambil kira cara sebenar orang ramai bermain, berinteraksi dan terlibat dalam komuniti permainan. Sebab itulah pengalaman pihak industri penting dalam pembangunan standard yang praktikal.”

Sebagai penerbit Mobile Legends: Bang Bang, MOONTON GAMES mempunyai pengalaman luas dalam mengendalikan komuniti pemain berskala besar dengan kepelbagaian latar belakang di Malaysia serta rantau ini.

“Kami mengalu-alukan peluang untuk menyumbangkan pengalaman tersebut dalam membangunkan satu kerangka yang memperkukuh perlindungan pemain muda, membantu ibu bapa, serta meningkatkan kepercayaan, sambil membolehkan ekosistem permainan Malaysia terus berkembang dan berinovasi.”

Antara perkara yang sedang dipertimbangkan dalam Sub-Kod ini termasuk bagaimana maklumat berkaitan umur mempengaruhi pengalaman pemain, sama ada kawalan ibu bapa dan ciri keselamatan mudah diakses, bagaimana perbelanjaan serta mata wang maya dipaparkan kepada pemain muda, tahap ketelusan bagi mekanisme berasaskan peluang seperti loot boxes dan gacha, serta tindakan yang perlu diambil oleh platform terhadap interaksi berbahaya dan kandungan yang dijana pengguna.

Draf ini turut mengambil kira perkembangan pesat ekosistem e-sukan, termasuk keperluan menyediakan langkah perlindungan yang sewajarnya apabila kanak-kanak dan pemain muda menyertai pertandingan permainan secara terancang dan kompetitif.

Ahmed Faris bin Amir, CEO Impact Integrated berkata:

“Ekosistem e-sukan Malaysia berkembang dengan pesat, termasuk dalam kalangan pemain muda. Langkah perlindungan yang lebih jelas wajar diwujudkan sekarang, ketika sektor ini masih berkembang, daripada menunggu sehingga amalan yang tidak wajar menjadi sebahagian daripada kebiasaan dalam industri.”

Sub-Kod Permainan ini sedang dibangunkan di bawah kerangka kawal selia sendiri CMCF dan bertujuan untuk beroperasi selaras dengan Kod Kandungan Komunikasi dan Multimedia Malaysia (Kod Kandungan), serta undang-undang dan keperluan kawal selia lain yang berkaitan.

CMCF berkata, perundingan awam merupakan sebahagian penting daripada proses ini kerana sebarang keputusan berkaitan permainan perlu mengambil kira bukan sahaja pertimbangan kawal selia dan industri, tetapi juga pengalaman pemain serta keluarga yang berhadapan dengan persekitaran permainan.

Andrew Cheong (Sir Cloud), seorang pendidik dan penggiat industri e-sukan Malaysia serta ahli kumpulan kerja berkata:

“Pemain muda mungkin lebih memahami permainan berbanding ibu bapa mereka, namun mereka tidak semestinya memahami cara perbelanjaan dalam permainan itu berfungsi. Maklumat yang lebih jelas mengenai loot boxes, mata wang maya dan pembelian dalam permainan dapat membantu pemain dan ibu bapa membuat pilihan yang lebih baik.”

Perundingan awam di peringkat nasional ini akan dibuka selama 45 hari sehingga **24 Oktober 2026**.

CMCF mengundang orang awam, pemain permainan, penerbit, ibu bapa, kumpulan pengguna, organisasi masyarakat sivil serta pihak berkepentingan lain untuk meneliti draf tersebut dan mengemukakan maklum balas melalui www.contentforum.my.

Pihak yang berminat untuk mendapatkan penerangan lebih terperinci mengenai cadangan Sub-Kod dan rundingan ini juga dialu-alukan untuk menghubungi CMCF bagi mengatur sesi dialog awam (townhall) khusus.

Selepas rundingan ini berakhir, CMCF akan menyemak dan menyatukan maklum balas yang diterima sebelum memuktamadkan Sub-Kod tersebut.

- 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.

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