FOR IMMEDIATE RELEASE

CMCF Urges Public Not to Reshare School Attack Video

Kuala Lumpur, 22 October 2026 – The Communications and Multimedia Content Forum of Malaysia (CMCF) today urged users and platforms not to recirculate footage of the Kuching school attack, warning that repeated sharing could prolong harm and amplify violent content.

CMCF said the circulation of livestreams, recordings, clips and screenshots raised a wider issue about what happened after disturbing real-world events became online content.

It urged members of the public not to download, repost or forward footage of the incident, including through private messaging groups, and to use platform reporting functions where such material appeared.

Mediha Mahmood, CEO of the CMCF said the responsibility surrounding such content did not end when the original livestream stopped.

> "*Every repost gives the incident another audience. Even when someone shares it out of shock, curiosity or to 'raise awareness', the effect can still be the same: the footage travels further, more people are exposed to it, and the people involved have less control over something that may follow them for years*."

She said users should also exercise caution when sharing screenshots, alleged personal information, commentary about motive or edited excerpts detached from their original context.

> "*People sometimes think that because something is already viral, sharing it one more time makes little difference. But virality is made up of individual decisions. There are moments when responsible participation online simply means choosing not to press share*."

CMCF also called on content creators, social media pages and other high-reach accounts to avoid turning the incident into reaction content or using footage from the attack in thumbnails, compilations or posts designed primarily to attract engagement.

Discussion of matters of public concern could take place without repeatedly reproducing graphic or disturbing material, it said.

Platforms were also encouraged to address copies and derivative versions of harmful material after the original content had been removed, including reuploads, shortened clips and other forms that could allow substantially similar material to continue circulating.

CMCF said responsible self-regulation involved everyone in the digital content chain, including platforms, creators and individual users. Where harmful content appeared online, users were encouraged to report it through the relevant platform rather than downloading or redistributing it.

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UNTUK SIARAN SEGERA

CMCF Gesa Orang Ramai Henti Sebar Video Serangan Sekolah

Kuala Lumpur, 22 Oktober 2026 – Forum Kandungan Komunikasi dan Multimedia Malaysia (CMCF) hari ini menggesa pengguna dan platform supaya tidak menyebarkan semula rakaman serangan di sebuah sekolah di Kuching kerana perkongsian berulang boleh memanjangkan kesan mudarat dan memperluas penyebaran kandungan ganas.

CMCF berkata penyebaran siaran langsung, rakaman, klip dan tangkap layar daripada kejadian tersebut menimbulkan persoalan yang lebih luas tentang apa yang berlaku apabila insiden keganasan sebenar terus hidup sebagai kandungan dalam talian.

Orang ramai digesa supaya tidak memuat turun, memuat naik semula atau memanjangkan rakaman kejadian itu, termasuk melalui kumpulan pesanan peribadi, dan sebaliknya menggunakan fungsi pelaporan yang disediakan oleh platform apabila menemui kandungan tersebut.

Ketua Pegawai Eksekutif CMCF, Mediha Mahmood berkata tanggungjawab terhadap kandungan sedemikian tidak berakhir apabila siaran langsung asal terhenti.

> *“Setiap perkongsian semula memberi insiden itu khalayak baharu. Walaupun seseorang berkongsi kerana terkejut, ingin tahu atau kononnya untuk ‘meningkatkan kesedaran’, kesannya masih sama: rakaman itu tersebar lebih jauh, lebih ramai terdedah kepadanya, dan mereka yang terlibat semakin hilang kawalan terhadap sesuatu yang mungkin terus mengikuti mereka untuk bertahun-tahun.”*

Beliau berkata pengguna juga perlu berhati-hati sebelum berkongsi tangkap layar, maklumat peribadi yang didakwa berkaitan, ulasan mengenai motif atau petikan video yang telah dipisahkan daripada konteks asal.

> “*Kadangkala orang beranggapan bahawa apabila sesuatu sudah tular, satu lagi perkongsian tidak akan membawa banyak bezanya. Hakikatnya, sesuatu menjadi tular kerana keputusan individu untuk terus berkongsi. Ada waktunya, tanggungjawab kita dalam ruang digital bermula dengan memilih untuk tidak menekan butang ‘kongsi’.”*

CMCF turut menggesa pencipta kandungan, halaman media sosial dan akaun yang mempunyai capaian besar supaya tidak menjadikan insiden tersebut sebagai kandungan reaksi atau menggunakan rakaman serangan sebagai imej kecil, kompilasi atau kandungan yang bertujuan utama menarik perhatian dan interaksi.

Perbincangan mengenai isu berkepentingan awam masih boleh dilakukan tanpa mengulang tayang bahan grafik atau mengganggu yang sama, katanya.

Platform juga digalakkan supaya tidak hanya menurunkan kandungan asal, tetapi turut menangani salinan, muat naik semula, klip pendek dan bentuk terbitan lain yang membolehkan kandungan sama terus beredar.

CMCF berkata tanggungjawab kendiri dalam ekosistem digital melibatkan semua pihak, termasuk platform, pencipta kandungan dan pengguna biasa. Apabila kandungan berbahaya ditemui dalam talian, pengguna digalakkan untuk melaporkannya melalui saluran platform yang berkaitan dan bukannya memuat turun atau menyebarkannya semula.

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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.

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