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New Influencer Guidelines Put Responsibility on Brands Too, Not Just Creators

CMCF brings creators, brands and industry players together as Malaysia develops practical standards for the creator economy and safer gaming

Kuala Lumpur, 22 October 2026 – Influencers should be responsible for what they promote, but brands, agencies and clients must also be accountable for what they ask creators to say, claim and sell.

That principle is among the issues being addressed in the Communications and Multimedia Content Forum of Malaysia's (CMCF) proposed **Guidelines for Influencers & Brand Collaboration**, discussed today with creators, influencers, Key Opinion Leaders (KOLs), brands, agencies and other industry stakeholders at a Town Hall Dialogue in Kuala Lumpur.

The session also sought views on the CMCF's proposed **Gaming Sub-Code**, as Malaysia grapples with questions surrounding child safety, online multiplayer environments, in-game spending, harmful interactions and other risks associated with modern gaming.

Rather than treating creators simply as the final link in the content chain, the proposed Influencer Guidelines recognise that commercial content is often the product of several parties working together. The Guidelines are intended to clarify expectations across that relationship, including disclosure of paid or sponsored arrangements, truthful claims, audience suitability, responsibilities involving children and younger audiences, AI-generated content, and the respective roles of creators, brands and agencies.

Mediha Mahmood, CEO of the CMCF said effective standards must reflect the realities of the people expected to use them.

"It is easy to tell influencers to 'be responsible', but responsibility does not begin and end with the person appearing on screen. A creator may be working from a brief prepared by an agency, making claims supplied by a client, or being pushed to post something they are uncomfortable with because 'the brand wants it that way'. Good standards have to recognise that whole ecosystem."

She said clearer standards could also give creators greater confidence to push back when they are asked to cross a line.

"We want a creator to be able to say, 'I can't make that claim', 'I need to disclose this relationship', or 'this is not appropriate for my audience', and have an industry standard to point to. Responsible influence should protect audiences, but it should also protect responsible creators."

The Town Hall was deliberately designed as a conversation rather than a conventional regulatory briefing, using real-world scenarios to explore the difficult decisions creators and industry players encounter in practice.

Participants considered issues ranging from undisclosed commercial relationships and exaggerated product claims to content involving vulnerable audiences and the consequences of amplifying harmful or misleading material online.

On gaming, discussions examined how safeguards can keep pace with an environment that has evolved far beyond the traditional idea of a standalone video game. Modern games can function simultaneously as entertainment platforms, social spaces, marketplaces and competitive environments, often with children participating alongside adults.

Datuk Rafiq Razali, Chairman of the CMCF, said effective self-regulation depends on industry having a real stake in the standards it is expected to uphold.

“The best standards are shaped with the people who understand the realities on the ground. Creators, platforms, brands, agencies and media businesses are all operating in an environment that is moving very quickly, so the framework has to be practical, credible and able to evolve with the industry.”

He said stronger standards should ultimately support confidence in the wider digital ecosystem.

“For us, this is about trust. Audiences need confidence in the content they consume, creators need clarity on what responsible practice looks like, and businesses need a framework that allows them to innovate with confidence. When those pieces come together, self-regulation becomes something the industry owns, rather than something it simply complies with.”

The **Guidelines for Influencers & Brand Collaboration** and the proposed **Gaming Sub-Code** have both been developed through stakeholder engagement and are currently open for public consultation until **24 October 2026**.

Feedback gathered through the consultations and the Town Hall Dialogue will be considered as the CMCF finalises both sets of standards.

The event, themed **“Your Space. Your Say. Your Standards.”**, also brought wider aspects of creator wellbeing and platform responsibility into the conversation, with the **Ministry of Health’s National Centre of Excellence for Mental Health (NCEMH)** participating through a pocket talk and an engagement booth at the session.

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UNTUK SIARAN SEGERA

Bukan Pempengaruh Sahaja: Garis Panduan Baharu Tegaskan Jenama Turut Bertanggungjawab

CMCF menghimpunkan pencipta kandungan, jenama dan pemain industri untuk bersama-sama membentuk standard yang praktikal bagi ekonomi pencipta kandungan serta ekosistem permainan dalam talian yang lebih selamat.

Kuala Lumpur, 22 Oktober 2026 – Pempengaruh perlu bertanggungjawab terhadap perkara yang dipromosikan. Namun, jenama, agensi dan klien juga perlu bertanggungjawab terhadap mesej yang disampaikan, dakwaan yang dibuat dan produk yang dijual oleh pencipta kandungan atas permintaan mereka.

Prinsip ini merupakan antara perkara yang diberi perhatian dalam **cadangan Garis Panduan Pempengaruh dan Kerjasama Jenama** oleh Forum Kandungan Komunikasi dan Multimedia Malaysia (CMCF), yang dibincangkan bersama pencipta kandungan, pempengaruh, Pemimpin Pendapat Utama (KOL), wakil jenama, agensi dan pihak berkepentingan industri lain dalam sesi Dialog Meja Bulat di Kuala Lumpur hari ini.

Sesi ini turut mendapatkan pandangan mengenai cadangan **Sub-Kod Permainan**, ketika Malaysia berdepan pelbagai isu berkaitan keselamatan kanak-kanak, permainan dalam talian berbilang pemain, perbelanjaan dalam permainan, interaksi berbahaya serta risiko lain dalam ekosistem permainan moden.

Garis Panduan Pempengaruh yang dicadangkan pula mengiktiraf bahawa kandungan komersial biasanya melibatkan kerjasama beberapa pihak, bukan pencipta kandungan sahaja. Garis panduan ini bertujuan menjelaskan tanggungjawab setiap pihak dalam kerjasama tersebut, termasuk pendedahan mengenai bayaran atau tajaan, ketepatan dakwaan, kesesuaian kandungan untuk khalayak, tanggungjawab berkaitan kanak-kanak dan golongan muda, kandungan yang dijana oleh kecerdasan buatan (AI) serta peranan pencipta kandungan, jenama dan agensi.

Ketua Pegawai Eksekutif CMCF, Mediha Mahmood berkata standard yang berkesan perlu mengambil kira realiti pihak yang dijangka melaksanakannya.

“Mudah untuk meminta pempengaruh supaya ‘bertanggungjawab’, tetapi tanggungjawab tidak terhenti pada individu di hadapan kamera. Pencipta kandungan mungkin perlu mengikut arahan agensi, menyampaikan dakwaan daripada pelanggan atau berdepan tekanan untuk menyiarkan kandungan yang mereka sendiri kurang selesa hanya kerana ‘klien mahukannya begitu’. Standard yang baik perlu mengambil kira keseluruhan ekosistem ini.”

Beliau berkata standard yang lebih jelas juga dapat memberikan keyakinan kepada pencipta kandungan untuk menolak permintaan yang tidak wajar.

“Kami mahu pencipta kandungan berani berkata, ‘Saya tidak boleh membuat dakwaan itu’, ‘Saya perlu mendedahkan hubungan ini’ atau ‘Kandungan ini tidak sesuai untuk khalayak saya’, dengan sokongan standard industri yang jelas. Amalan mempengaruhi yang bertanggungjawab bukan sahaja melindungi khalayak, tetapi juga memberi perlindungan kepada pencipta kandungan yang mahu melakukan perkara yang betul.”

Sesi Dialog Meja Bulat ini dirancang sebagai ruang perbincangan terbuka dan bukannya taklimat kawal selia konvensional. Situasi sebenar digunakan untuk meneliti keputusan sukar yang perlu dibuat oleh pencipta kandungan dan pemain industri dalam amalan harian.

Peserta membincangkan pelbagai isu, termasuk hubungan komersial yang tidak didedahkan, dakwaan berlebihan tentang produk, kandungan yang melibatkan golongan rentan serta kesan penyebaran kandungan berbahaya atau mengelirukan dalam talian.

Bagi aspek permainan, perbincangan memberi tumpuan kepada keperluan memperkukuh langkah perlindungan seiring dengan perkembangan dunia permainan dalam talian. Permainan moden bukan sahaja menjadi sumber hiburan, malah turut berfungsi sebagai ruang interaksi sosial, platform jual beli dan medan persaingan. Dalam persekitaran ini, kanak-kanak juga boleh berinteraksi dan bermain bersama-sama orang dewasa.

Pengerusi CMCF, Datuk Rafiq Razali, berkata keberkesanan kawal selia sendiri bergantung pada penglibatan sebenar industri dalam membentuk standard yang perlu dipatuhi.

“Standard yang terbaik dibangunkan bersama pihak yang memahami keadaan sebenar di lapangan. Pencipta kandungan, platform, jenama, agensi dan organisasi media semuanya beroperasi dalam persekitaran yang berubah dengan pantas. Oleh itu, kerangka yang dibangunkan perlu praktikal, dipercayai dan mampu menyesuaikan diri dengan perkembangan industri.”

Beliau berkata standard yang lebih kukuh penting untuk meningkatkan keyakinan terhadap keseluruhan ekosistem digital.

“Bagi kami, perkara ini berkaitan dengan kepercayaan. Khalayak perlu yakin terhadap kandungan yang mereka nikmati, pencipta kandungan memerlukan kejelasan tentang amalan yang bertanggungjawab, manakala perniagaan memerlukan kerangka yang membolehkan mereka terus berinovasi dengan yakin. Apabila semua aspek ini dapat diselaraskan, kawal selia sendiri menjadi tanggungjawab bersama yang dihayati oleh industri, bukannya sekadar peraturan yang perlu dipatuhi.”

Garis Panduan Pempengaruh dan Kerjasama Jenama serta cadangan **Sub-Kod Permainan** telah dibangunkan melalui proses libat urus bersama pihak berkepentingan dan kedua-duanya sedang melalui proses rundingan awam sehingga **24 Oktober 2026**.

Maklum balas yang diterima melalui rundingan awam dan sesi Dialog Meja Bulat ini akan dipertimbangkan oleh CMCF dalam proses memuktamadkan kedua-dua standard tersebut.



Dialog yang bertemakan “***Your Space. Your Say. Your Standards.***” ini turut memberi ruang kepada perbincangan mengenai kesejahteraan pencipta kandungan dan tanggungjawab platform. Kementerian Kesihatan Malaysia melalui **Pusat Kecemerlangan Kesihatan Mental Kebangsaan (NCEMH)** turut mengambil bahagian menerusi sesi perkongsian ringkas dan penyediaan reruai interaktif sepanjang program berlangsung.

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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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