



COMMUNICATIONS AND MULTIMEDIA  
CONTENT FORUM OF MALAYSIA  
FORUM KANDUNGAN KOMUNIKASI  
DAN MULTIMEDIA MALAYSIA

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# ANNUAL REPORT

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# 2015

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# COMMUNICATIONS AND MULTIMEDIA CONTENT FORUM OF MALAYSIA

(2015 Annual Report)

## MISSION STATEMENT

“To encourage, educate and entrench the participation of Malaysians towards self-regulation of electronic content and to assist in the development of a communications and multimedia industry that is competitive, creative and innovative.”

### 1. PURPOSE

The purpose of this report is to table the following matters to the Malaysian Communications and Multimedia Commission (MCMC):

- (i) Activity report of the Communications and Multimedia Content Forum of Malaysia (CMCF) for the period of 1 January 2015 to 31 December 2015.

### 2. BACKGROUND

- The CMCF was established in February 2001 as a society under the aegis of the MCMC.
- Over the past years, CMCF had embarked on its various consumer awareness programmes that have either been held in conjunction with the MCMC, State Governments or at the behest of CMCF's own members and affiliated partners.
- The Executive Office and Complaints Bureau of the CMCF are fully established and operational. The administration of the day to day operations is executed by the Executive Office whereas the Complaints Bureau is obliged in addressing complaints received from members of the public or industry members regarding electronic content, pursuant to the Malaysian Communications and Multimedia Content Code (Content Code).

- The Complaints Bureau Chairman is also mandated by the Council to address any issues that require specific content advisory matters under the CMCF's Content Advisory Centre and assisted by the Executive Director.
- The CMCF continues to gain direction under its Council and Executive Committee (EXCO) of which executive decisions are carried out by the Executive Office under the stewardship of the Executive Director.

### **3. OVERVIEW OF ACTIVITIES FOR YEAR 2015**

#### **Meetings and Events Involvement**

##### **3.1 Internal Events**

- (a) For the period of reporting, the CMCF Council Members (Council) had met for ten (10) times as per the scheduled monthly Council Meetings;
- (b) The CMCF had its 15<sup>th</sup> Annual General Meeting (AGM) on 26 March 2015 at One World Hotel, Bandar Utama. Members of the Council for the 2015-2017 term are as follows:

#### **COUNCIL MEMBERS OF THE CMCF**

##### **EXECUTIVE COMMITTEE**

###### **Chairman**

En. Ahmad Izham Omar  
Sistem Televisyen Malaysia Berhad (TV3)

###### **Vice-Chairman**

Mr. Claudian Navin Stanislaus  
Malaysian Advertisers Association (MAA)

###### **Hon. Secretary**

Mr. Omar Shaari  
Association of Accredited Advertising Agents Malaysia (4As)

###### **Hon. Treasurer**

Mr. Amarjit Singh Karthar Singh  
YTL Communications Sdn Bhd (YTL)

## **COUNCIL MEMBERS**

En. Omar Shaari

Association of Accredited Advertising Agents Malaysia (4As)

Mr. Girish Menon / Mr. Andreas Vogiatzakis

Media Specialist Association of Selangor & WP (MSA)

Mr. Claudian Navin Stanislaus

Malaysian Advertisers Association (MAA)

Y. Bhg. Datuk Kamal Khalid / Pn. Zuraidah Mohd Yatim

Metropolitan TV Sdn Bhd (8TV)

En. Ahmad Izham Omar

Sistem Televisyen Malaysia Berhad (TV3)

Mr. Mammen Matthew / Pn. Mahani Chek

Recording Industry Association of Malaysia (RIM)

En. Azhar Borhan / Cik Lyn Nazlina Nasihin

Primeworks Studios Sdn Bhd

Mr. Chin Yoke Kee / Mr. Peter Chin

Association of Post Production & Animation Companies Malaysia (POSTAM)

Ms. Peggie Lim Hui Fern / En. Salim Abu Haniffa / Pn. Hairunnisa Mohd Nasir

Celcom Axiata Berhad

En. Nabil Abdullah

Dapat Vista (M) Sdn Bhd

En. Johary Mustapha

Malaysian Mobile Content Providers Association (MMCP)

Pn. Mediha Mahmood / En. Mohammad Razlan Abdul Latip  
Measat Broadcast Network Systems Sdn Bhd

Mr. Seelan Paul / Pn. Tanty Dayana Asnawi  
Commercial Radio Malaysia (CRM)

Prof Madya Dr. Kiranjit Kaur / Dr. Thilla Chelliah  
National Council of Women's Organisation (NCWO)

Ms. Lok Yim Pheng / Ms. Vanaja Seenivasagam  
Kesatuan Perkhidmatan Perguruan Kebangsaan Cawangan Wilayah Persekutuan  
(NUTP)

Tuan Syed Agil Alsagoff / Prof Madya Dr. Zulhamri Abdullah  
Universiti Putra Malaysia (UPM)

Cik Siti Noraini Abd Rahman / Mr. Lam Leong Kien  
Maxis Mobile Services Sdn Bhd

Pn. Anira Che Ani / En. Hazman Mohd Nasir  
Telekom Malaysia Berhad

En. Mohd Mustaffa Fazil Mohd Abdan  
Executive Director  
Communications and Multimedia Content Forum of Malaysia (CMCF)



## 3.2 **External Events**

- 3.2.1 CMCF participates in events and seminars to raise awareness on the Content Code as well as to promote self-regulation and responsibility as well in accessing electronic content.
- 3.2.2 At some of these events the CMCF had been given an opportunity to deliver talk on the "Content Code" and also on "Internet Safety"
- 3.2.3 CMCF had also sets up its booth where we distribute our leaflets and brochures together with QR code to download the Content Code to the public.

### **A. Events**

#### **i. The Cyber Law Programme**

Date : 10 - 12 March 2015  
Venue : International Islamic University Malaysia (IIUM),  
Gombak, Selangor

#### **ii. Majlis Perasmian Pusat Internet 1 Malaysia Linggi**

Date : 15 March 2015  
Venue : Bangunan UMNO DUN Linggi, Negeri Sembilan

#### **iii. Program INFiesta @ Port Dickson**

Date : 21 March 2015  
Venue : Port Dickson, Negeri Sembilan

#### **iv. Festival Hari Guru 2015**

Date : 14 – 16 May 2015  
Venue : Stadium Sultan Abdul Halim, Alor Setar, Kedah

#### **v. Invitation: HBO Transformers: Age of Extinction Press Briefing and Buka Puasa**

Date : 23 June 2015  
Venue : Le Meridien Hotel, Kuala Lumpur.



**vi. Program Keselamatan ICT with MCMC Malacca**  
Date : 28 & 29 July 2015  
Venue : Dewan Besar SMK Ayer Keroh and Dewan Besar SMK St. Francis



**vii. POLISAS Industrial Talk Programme**  
Date : 29 & 30 July 2015  
Venue : Politeknik Sultan Haji Ahmad Shah, Kuantan, Pahang

**viii. Karnival Socialcare Dan Community Empowerment Program (CEP) with The Ministry of Women, Family and Community Development (KPWKM)**  
Date : 22 August 2015  
Venue : PPR Hiliran Ampang, Kuala Lumpur

**ix. KL Converge 2015**  
Date : 27 – 29 August 2015  
Venue : Kuala Lumpur Convention Centre



**xi. Sarawak ICT Expo Sibu**  
Date : 28 – 30 August 2015  
Venue : Sibu Trade & Exhibition Centre, Sibu, Sarawak

**xii. MBEA 2015 Judging Event**  
Date : 1 September 2015  
Venue : Elite Expo Sdn Bhd Puchong, Selangor

**xiii. Site Visit Pinewood Iskandar Malaysia Studio**  
Date : 4 September 2015  
Venue : Pinewood Iskandar Malaysia Studio in Nusajaya Ring Road, Johor



**xiv. Karnival Pengguna Negeri Pulau Pinang 2015**  
Date : 6 September 2015  
Venue : Bangunan Tuanku Syed Putra, Pualu Pinang

**xv. Opening Ceremony of Cyber Security Malaysia – Award, Conference and Exhibition (CSM-ACE) 2015**

Date : 10 September 2015

Venue : The Royale Chulan Hotel, Kuala Lumpur



**xvi. Pameran karnival dan Kejohanan '#SampaiDenganSelamat'**

Date : 12 & 13 September 2015

Venue : Bulatan Bazarena, Shah Alam, Selangor

**xvii. MBEA 2015 Judging Event (Second Judging Session)**

Date : 22 September 2015

Venue : Elite Expo Sdn Bhd Puchong, Selangor

**xviii. MBEA 2015 Judging Event (Third Judging Session)**

Date : 30 September 2015

Venue : Elite Expo Sdn Bhd Puchong, Selangor



**xix. MBEA 2015 Gala Dinner**

Date : 22 October 2015

Venue : Connexion @ Nexus, Bangsar, Kuala Lumpur

**xx. Sarawak ICT Expo Bintulu**

Date : 6 – 8 November 2015

Venue : Dewan Suarah, Bintulu, Sarawak

**xxi. Jelajah Jejak Digital & Pelancaran Pusat Internet 1 Malaysia**

Date : 6 – 8 November 2015

Venue : Kampung Jepak, Bintulu, Sarawak



**xxii. Sarawak ICT Expo Miri**

Date : 20 - 22 November 2015

Venue : Indoor Stadium, Miri, Sarawak

**xxiii. Sarawak ICT Expo Kuching**

Date : 27 - 29 November 2015  
Venue : Indoor Stadium, Miri, Sarawak

**xxiv. Program Kesedaran MCMC & Jelajah Jejak Digital Melaka**

Date : 28 - 29 November 2015  
Venue : Padang Komuniti, Masjid Tanah, Melaka

**xxv. Program Tautan kasih @ Komuniti**

Date : 28 November 2015  
Venue : PPR Pantai Ria, Bangsar, Kuala Lumpur

**xxvi. Invitation to IPA/4A's Foundation Certificate Launch**

Date : 1 December 2015  
Venue : Sime Darby Convention Centre, Selangor

**xxvii. Pameran Sempena Persidangan UMNO 2015**

Date : 8 – 12 December 2015  
Venue : Putra World Trade Centre (PWTC), Kuala Lumpur

**xxviii. Site Visit To ASTRO**

Date : 16 December 2015  
Venue : All Asia Broadcast Centre , Bukit Jalil, Selangor

**xxix. MCMC Debating Championship 2015**

Date : 18 - 20 December 2015  
Venue : Universiti Putra Malaysia (UPM), Serdang, Selangor



## **B. SEMINARS, TALKS AND TRAINING SESSIONS**

### **i. Program ICT Kolej Kemahiran Tinggi Mara (Masjid Tanah, Melaka)**

Date : 12 March 2015

Venue : Kolej Kemahiran Tinggi Mara (KKTM), Melaka

### **ii. Content Code Briefing Session (Fonterra)**

Date : 23 March 2015

Venue : CMCF Executive Office

### **iii. Regional Conference On Child Online Protection : Towards an Integrated Systems Approach**

Date : 24 & 25 March 2015

Venue : Marriott Hotel, Putrajaya

### **iv. Seminar On Online Risk Encountered By Youth In Malaysia**

Date : 2 April 2015

Venue : MCMC, Cyberjaya

### **v. Seminar Kesedaran IT – Jabatan Kehakiman Syariah Negeri Sembilan (JKSNS)**

Date : 13 May 2015

Venue : Klana Resort, Seremban, Negeri Sembilan

### **vi. Seminar Pematuhan Syarat Lesen MCMC 2015**

Date : 13 – 15 May 2015

Venue : Golden Sands Resort, Pulau Pinang

### **vii. 2015 Korea – Malaysia Copyright Seminar : Cooperation Between Online Service Provider And Copyright Holders In Digital Era**

Date : 14 May 2015

Venue : Akademi Harta Intelek, MyIPO's office, Kuala Lumpur



**viii. Talk On 'Regulation in Advertising Industry'**

Date : 19 May 2015

Venue : Faculty of Modern Languages and Communications,  
University Putra Malaysia (UPM)



**ix. Seminar On Awareness Of Media Self-Regulation In Digital Edge**

Date : 3 June 2015

Venue : Faculty of Modern Languages and Communications, University Putra  
Malaysia (UPM)

**x. Seminar on Digital and Media Literacy : The Key to  
Developing Digital Citizens in Malaysia**

Date : 30 July 2015

Venue : MCMC Tower 1, Cyberjaya

**xi. In-House Content Code Training Programme (August 2015)**

Date : 18 August 2015

Venue : CMCF Executive Office



**xii. Jemputan Penceramah Bengkel Jelajah Jejak Digital MCMC**

Date : 2 & 3 September 2015

Venue : Avillion Port Dickson, Negeri Sembilan

**xiii. In-House Training (October 2015)**

Date : 1 October 2015

Venue : CMCF Executive Office

**xiv. Content Code Training (ASTRO)**

Date : 12 & 19 October 2015

Venue : All Asia Broadcast Centre , Bukit Jalil, Selangor



**xv. Seminar Penggunaan ICT Secara Bijak**

Date : 13 October 2015

Venue : Auditorium Seri Negeri, Ayer Keroh, Melaka

**xvi. Copyright Related Seminar: Enforcement of Copyright Works in the Field of Creative Content**

Date : 15 October 2015  
Venue : MyIPO, Bangsar, Kuala Lumpur

**xvii. B2C Building Confidence in Online Business to Consumer Transaction Workshop**

Date : 20 October 2015  
Venue : The Club@Bukit Utama, Bandar Utama, Selangor

**xviii. Ceramah Keselamatan Internet**

Date : 28 October 2015  
Venue : SMK Ayer Keroh, Melaka

**xix. Content Code Training (Media Prima)**

Date : 17 November 2015  
Venue : Balai Berita, Anjung Riong, Kuala Lumpur

**xx. Seminar Empat (4) Bahasa 2015**

Date : 22 November 2015  
Venue : Langkasuka Hotel, Pulau Langkawi, Kedah

**xxi. In-House Training (November 2015)**

Date : 30 November 2015  
Venue : CMC Executive Office

**xxii. Taklimat Penyajian Hidangan Sihat Semasa Mesyuarat (PHSSM), Pengiktirafan Kafeteria Sihat Dan Pengiktirafan Bersih, Selamat Dan Sihat (BeSS)**

Date : 2 December 2015  
Venue : Ministry of Health, Putrajaya

**xxiii. Bengkel Pematuhan Kandungan Pengiklanan MCMC 2015**

Date : 8 & 9 December 2015  
Venue : Marriott Hotel, Putrajaya



**xxiv. Network Media Research Collaboration Programme  
(NMRCP) Seminar 2015**

Date : 15 December 2015

Venue : Marriott Hotel, Putrajaya

**xxv. Seminar Halatuju Pengiklanan Negara**

Date : 17 & 18 December 2015

Venue : Msuites Hotel, Johor Bahru





## **4. Meetings and External Events with Ministry of Communications and Multimedia Malaysia (KKMM), Malaysian Communications and Multimedia Commission (MCMC) and Other Government Agencies**

### **i. Mesyuarat Membincangkan Hasil Resolusi Seminar Hala Tuju Industri Pengiklanan Negara Dan Perancangan Dasar Iklan Negara Bil 1/2015**

#### **Overview**

- KKMM had invited CMCF to attend the abovementioned meeting on 16 February 2015 at Kompleks KKMM, Putrajaya.
- The meeting was called to review the outcome of the Seminar Hala Tuju Industri Pengiklanan Negara held on 16 October 2014.
- Representatives from MCMC, LPF, MoH, KDN and RTM had given their inputs and suggestions on this matter.

#### **Salient Points From The Meeting**

- MCMC's representatives from its Policy Division was not in agreement to implement the abovesaid "Dasar Industri Pengiklanan Negara" as it will burden their licence holders.
- LPF agreed on the suggestion to form a "One Stop Centre" for the advertising industry. LPF is currently burdened with issues that are not within their expertise.

Additionally, this one stop centre as suggested by the LPF should consist representatives from several related agencies whom are experts in certain specific fields of content and can be a centre of reference.

- MOH's "Bahagian Kosmetik" informed that their department as well as "Bahagian Perubatan" are revising their Act and Code which will allude to promote self-regulatory environment. The representative informed that the "Bahagian Perubatan" will no longer issue approval certification for advertisements.
- KDN was in support to establish Perbadanan Kemajuan Pengiklanan Nasional to help local advertising practitioners.

## ii. Meeting With MCMC (January)

- CMCF had a meeting with the MCMC on 23 January 2015 at their office in Cyberjaya.
- Purpose of the meeting was to discuss on CMCF's financial matters and the Content Code review.
- MCMC requested CMCF to come up with a plan in generating income. Possible ways (suggestions) include:
  - Increasing quantum of fines;
  - Charging for courses on Content Code and making it a requirement of key personnel in industry to attend; and
  - Imposing charges licensees who are subject of complaints.
- MCMC also informed that they can assist by making it a license condition for industry practitioners to be certified by CMCF in regards to content regulatory matters.
- MCMC had released an emergency fund, RM500,000.00 for CMCF on 26 January 2015. MCMC informed that the fund given is for CMCF's operational costs and it is separate from the cost for any special projects. MCMC also informed that CMCF may require submitting a different plan of proposal and present it to the MCMC for funding on special project(s).
- CMCF's Hon. Treasurer and officers from the Executive Office had attended the meeting.

## iii. Meeting On CMCF's Participation In Child Online Safety Practices Of ISPs

- CMCF had a meeting with the MCMC (Policy Development Division) on 30 January 2015 at MCMC Headquarters in Cyberjaya.
- MCMC informed that they received an instruction from the Ministry of Women, Family and Community Development **to create a mechanism for filtering content** provided by Internet Service Providers (ISP) to make sure that the content is safe for children.

- MCMC's management had approved the request from the Ministry and MCMC is planning to create a sub-code under the Content Code for the ISPs to follow.
- Since it is still on the preliminary stage, MCMC had requested for CMCF's feedback on this matter.
- As a start, MCMC would like CMCF to:
  - i. List what type of online contents that are illegal for children?
  - ii. CMCF to give opinions on how to provide ISPs the name of websites that contains unsuitable content for children for the ISPs to filter. (**Issue** – a lot of existing website and new website registered every day, making it hard to monitor).
  - iii. To list down challenges and possible issues in implementing this mechanism.
- MCMC also requested **CMCF to create a Committee** for this initiative once it has started. Committee should consist of NGOs (related to parents and children) and also CMCF's Members.
- Next meeting will be held sometime around end of February.
- Officers from the Executive Office had attended the meeting.

**iv. Mesyuarat Semakan Semula Tata Etika Pemasaran Makanan Bayi Dan Produk Berkaitan Pindaan Kelima Bil.1/2015**

- Kementerian Kesihatan Malaysia (KKM) had invited CMCF to attend the above meeting which was held at their office in Putrajaya on 22 January 2015.
- The purpose of the meeting was to discuss and review the amendments done during the last meeting on Marketing Guidelines for Baby's Food and Product. The meeting adjourned with a majority of the guidelines yet to be reviewed and the Ministry will reconvene at the earliest opportunity.
- Officers from the Executive Office had attended the meeting.

**v. Meeting With MCMC (February)**

- CMCF had a meeting with the MCMC on 27 February 2015 at their office in Cyberjaya.
- Purpose of the meeting was to discuss on CMCF's financial matters and also on cases received by CMCF.
- CMCF's Executive Director and officers from the Executive Office had attended the meeting.

**vi. Meeting on Child Online Safety Practices of ISPs**

- Policy Development division (PDD) of MCMC had called for a meeting on 7 April 2015 at their office in Cyberjaya.
- Purpose of the meeting was to discuss with CMCF on moving forward with this initiative.
- PDD had suggested that CMCF to come out with a list of websites that are not suitable for children and list of contents that are not appropriate.
- CMCF's Executive Director had given his opinions and suggestion about this matter.
- CMCF suggested that in light of the intention to review the Content Code, CMCF will review and tighten Part 5 of the Content Code with regards to children's content. PDD will provide the minimum standards for the guidelines.
- CMCF's Executive Director and officers from the Executive Office had attended the meeting.

**vii. Stakeholders' Engagement In The Review of the CMA Act 98**

- Policy Development Division (PDD) from the MCMC had invited CMCF for a meeting at CFM's office in Kuala Lumpur on 16 April 2015.

- The communication and multimedia industry plays a pivotal role in enabling Malaysia's transition towards a digital nation. In order to achieve this transition and in light of the rapid development of the industry thus far, the Malaysian Communications and Multimedia Commission (MCMC) is undertaking a review of the CMA.
- MCMC had appointed Boston Consulting Group (BCG) to assist in the review exercise.
- Purpose of the meeting was to solicit feedback from key stakeholders on :
  - The communications and multimedia industry's development opportunities and challenges towards and beyond 2020; and
  - Constraints of or issues with (if any) the current CMA regulatory framework and improvements needed.
- CMCF's Executive Director had attended the meeting.

**viii. Meeting With MCMC (April)**

- CMCF had its monthly meeting with MCMC on 21 April 2015 at their office in Cyberjaya.
- CMCF had briefed MCMC on the Content Code during this meeting session.
- CMCF had also discussed on the cases received by CMCF. This is to ensure that there is no duplication with the cases MCMC handled.
- CMCF's Executive Director and officers from the Executive Office had attended the meeting.

**ix. Discussion with MCMC on Upcoming Seminar "Pematuhan Syarat Lesen MCMC 2015"**

- MCMC had invited CMCF for the abovementioned discussion which was held on 27 April 2015 at their office in Cyberjaya.
- Purpose of the discussion was to inform speakers for the event on the topic that they will be presenting during the seminar.

- CMCF will be presenting on the Content Code and moderating the forum session during the seminar.
- CMCF's Assistant Manager had attended the meeting.

**x. Meeting With Film Censorship Board (LPF)**

- LPF had come for a meeting at the CMCF's Executive Office on 30 March 2015.
- Purpose of the meeting was to seek for CMCF's opinion and feedback with regards to stock broking firm advertisement.
- LPF had submitted an official enquiry letter with regards to this issue and the CMCF's Complaints Bureau Chairman is currently finalising the Complaints Bureau's Advisory Order.
- The legal issue which affects directly the advise sought relates to Part 3, Paragraph 4.1 [xviii][n] of the Content Code.
- CMCF's Executive Director and officers from the Executive Office had attended the meeting.

**xi. Persidangan Kebangsaan Hak Internet**

- Persatuan Kesedaran Komuniti Selangor (EMPOWER) had invited CMCF to attend the abovementioned conference which was held at Armada Hotel, Petaling Jaya on 20 April 2015.
- Purpose of the conference was to update and finalise the report on rights on the internet, the administration and democracy in Malaysia.
- CMCF Executive Director was at hand to provide opinion on the draft and commented on areas where self-regulation should be taken into account.
- CMCF's Executive Director and officers from the Executive Office had attended the conference.

**xii. Mesyuarat Jawatankuasa Teknikal Karnival SocialCare**

- The Ministry of Women, Family and Community Development had invited CMCF to participate in the said meeting which was held at their office in Putrajaya on 14 May 2015.
- Purpose of the meeting was to discuss on the upcoming carnival which will be held on 15 August 2015.
- Officer from the Executive Office had attended the meeting.

**xiii. Sesi Konsultasi Penyediaan Pelan Tindakan Menangani Keganasan Terhadap Wanita**

- MCMC had invited CMCF to attend the said meeting which was organised by The Ministry of Women, Family and Community Development at the Ministry Office in Putrajaya on 26 May 2015.
- Purpose of the workshop was to review the current policy and develop new action plans for women. The coverage includes rights and safety.
- CMCF's Executive Director and officers from the Executive Office had attended the meeting.

**xiv. Meeting With Delegation of Korea Communications Standard Commission**

- MCMC had invited CMCF to attend the abovementioned meeting which was held on 1 June 2015 at their office in Cyberjaya.
- CMCF's Executive Director had handled the Q&A session with the Korean delegates which mainly focussed on self-regulation.
- CMCF's Executive Director and officers from the Executive Office had attended the meeting.



**xv. Meeting With MCMC (June)**

- CMCF had a meeting with the MCMC on 8 June 2015 at their office in Cyberjaya.
- In the meeting, it was informed that the internal reorganization of the MCMC had realigned their activities especially on the areas of awareness as well as advocacy and empowerment. The MCMC is looking for the CMCF to play a more industry related role and to give more emphasis to educate and improve industry compliance to a higher level.
- It was then suggested that the CMCF may focus more for industry development whereas community awareness can be ancillary to complement awareness activities undertaken by the MCMC and utilise their resources. Resources allocated to the CMCF can then be used for industry training and events (seminars, conferences, talks, etc.), policy development, Complaints Bureau related matters and other activities to empower and increase self-regulatory capabilities to the industry.
- As such, a reallocation of budgetary requirement for 2015 was requested of which the portion for the industry should be increased to achieve this suggestion.
- CMCF's Executive Director and officers from the Executive Office had attended the meeting.

**xvi. Mesyuarat Membincangkan Penambahbaikan Akta Penapisan Filem**

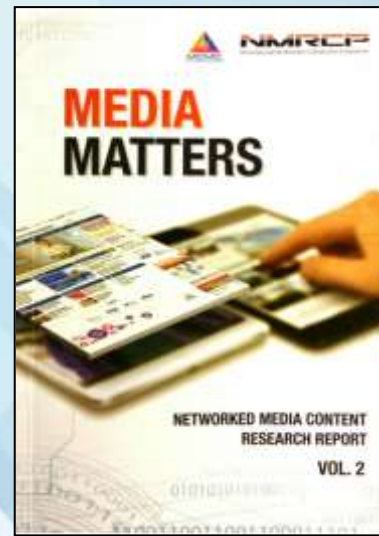
- The Ministry of Home Affairs Malaysia (KDN) had invited CMCF to attend the said meeting which was held at their office in Putrajaya on 2 June 2015.
- LPF was looking towards strengthening the Film Censorship Act 2002 to encompass films that goes through the Internet which may be subject to censorship by the said authority.



- The framework will be worked out and further consultation will be done. Attendees to the meeting amongst others from the Ministry of Home Affairs were representatives from MCMC, KPDNKK, MyIpo, FINAS and CMCF.
- Officer from the Executive Office had attended the meeting.

**xvii. MCMC-NMRCP Steering Committee Meeting (1/2015)**

- CMCF's Executive Director had attended the abovementioned meeting which was held at MCMC Tower 1, Cyberjaya on 30 June 2015.
- The meeting discussed the periodic progress reports of previous submissions by the universities that received their grant for research.
- Overall discussion was also done on the direction of the overall programme by MCMC in which it was informed that the MCMC is allocating more funds towards the project.
- Additionally, the second edition of Media Matters has been published which contains completed research papers from participating universities from a previous period. ( A copy is distributed to Council Members)



**xviii. Mesyuarat Jawatankuasa Teknikal Karnival Socialcare Dan Community Empowerment Program (CEP)**

- The Ministry of Women, Family and Community Development had invited CMCF to attend the abovementioned meeting which was held at Bilik Mesyuarat Persatuan Penduduk, PPR Hilir Ampang, Kuala Lumpur on 2 and 10 July 2015.
- Purpose of the meeting was to discuss on the upcoming event which was planned to be held on 15 August 2015 at PPR Hilir Ampang, Kuala Lumpur.
- CMCF was asked to create some Internet safety related games for the public during the said event.

**xix. Meeting With MCMC (August)**

- CMCF had a meeting with the MCMC on 14 August 2015 at their office in Cyberjaya.
- During the meeting, CMCF's Executive Director had presented CMCF's 2014 Performance and 2015 activities moving forward to the MCMC. The presentation was for CMCF's paper that MCMC will present during its Management Committee Meeting (MCM).
- MCMC had also informed that CMCF is required to prepare its 2016 budgetary requirement which include special projects that CMCF will undertake in 2016.
- However, as a start, the CMCF may submit its 2016 Operating Expenses budget first and follow up with a special projects budget once it has been planned and finalised.
- Further to the same, the MCMC informed that the new direction for CMCF is to `champion` **content standards** for electronic content as specialists to be directed to the masses **as a whole**, inclusive of that of the industry or public of all ages.
- This will also directed to promote ethics in social media as people nowadays not only consume content but also create content (on social media).
- The "Content Standards" message should encompass online news portals and public journalism (writing in social media / blog).
- CMCF was requested to be more visible in promoting the abovementioned standards.
- CMCF's awareness campaign needs to go beyond the Content Code although remains within CMCF's scope.
- CMCF's Executive Director and officers from the Executive Office had attended the meeting.

**xx. Meeting on KL Converge 2015 (27 to 29 August 2015)**

- MCMC had invited CMCF to attend the abovementioned meeting which was held at MCMC Tower 1, Cyberjaya on 20 August 2015.
- Purpose of the meeting was to discuss on plan of activities during KL Converge 2015.

- MCMC requested CMCF to give short briefings and create some games for the duration of the event.
- Officers from the Executive Office had attended the meeting.

**xxi. Mesyuarat Jawatankuasa Teknikal Karnival Socialcare Dan Community Empowerment Program (CEP)**

- The Ministry of Women, Family and Community Development had invited CMCF to attend the abovementioned meeting which was held at their office in Putrajaya on 17 August 2015.
- Purpose of the meeting was to finalise matters for the upcoming event which was planned to be held on 15 August 2015 at PPR Hiliran Ampang, Kuala Lumpur.
- Officer from the Executive Office had attended the meeting.

**xxii. MCMC-NMRCP Steering Committee Meeting (2/2015)**

- CMCF's Executive Director had attended the abovementioned meeting which was held at MCMC Tower 1, Cyberjaya on 25 August 2015.
- The meeting discussed new research priority areas which covers amongst others:
  - i. Digital and Media Literacy;
  - ii. Impact of New Media on the Population;
  - iii. Digital Inclusion;
  - iv. Internet, Medicine and Health; and
  - v. Internet, Religion and Spirituality.

**xxiii. Sesi Perbincangan Mengenai Penambahbaikan Akta Penapisan filem 2002**

- The Film Censorship Board (LPF) had invited CMCF to attend the abovementioned meeting which was held at their office in Putrajaya on 8 September 2015.

- Purpose of the meeting was to seek opinion from the attendees of the meeting which is CMCF, MCMC, KKMM, KPDNKK, FINAS and MyIPO on the proposal to amend Section 2 (3) of the Film Censorship Act 2002:

*"Akta ini tidak boleh ditafsirkan sebagai membenarkan penapisan apa-apa filem atau bahan publisiti filem yang disiarkan, dipamerkan, disebar, ditayangkan, diedarkan atau dipancarkan melalui Internet atau melalui Intranet."*

- CMCF had given its opinion based on the Content Code. The ministry will consult industry players separately on this matter.
- Officers from the Executive Office had attended the meeting.

#### **xxiv. MCMC-NMRCP Steering Committee Meeting (3/2015)**

- CMCF's Executive Director had attended the abovementioned meeting which was held at MCMC Tower 1, Cyberjaya on 1 October 2015.
- The meeting heard the progress reports of participating universities and further discussion of other matters concerning the NMRCP programme.

#### **xxv. Mesyuarat Jawatankuasa Teknikal Karnival Socialcare Dan Community Empowerment Program (CEP)**

- The Ministry of Women, Family and Community Development had invited CMCF to attend the abovementioned meeting which was held at PPR Pantai Ria, Pantai Dalam, Kuala Lumpur on 12 October 2015.
- Purpose of the meeting was to finalise matters for the upcoming event which was planned to be held on 28 November 2015 at PPR Pantai Ria, Pantai Dalam, Kuala Lumpur.
- Officer from the Executive Office had attended the meeting.

#### **xxvi. MCMC-NMRCP Steering Committee Meeting (4/2015)**

- CMCF's Executive Director had attended the abovementioned meeting which was held at MCMC Tower 1, Cyberjaya on 3 November 2015.
- The meeting heard the progress reports of participating universities which is:
  - i. Universiti Putra Malaysia;
  - ii. Universiti Teknologi Petronas; and
  - iii. Heriot-Watt University Malaysia.
- The MCMC intends to organise a year end seminar to showcase certain universities research outcome that is tentatively scheduled for 15 December 2015.

#### **xxvii. Meeting With Strategy & Policy Review Department**

- MCMC had invited CMCF to attend the abovementioned meeting which was held at their office in Cyberjaya on 11 November 2015.
- Purpose of the meeting was to get an overall view on CMCF's role and functions which also includes CMCF's future planning.
- CMCF's Executive Director had briefed them about CMCF. Other matters that were discussed during the meeting are:
  - i. Content Code Review & Slimming Guideline;
  - ii. CMCF's Funding;
  - iii. KPI; and
  - iv. Staffing.
- They had requested for CMCF to submit its 2016 Business Plan and also timeline for the Content Code review process.
- CMCF's Executive Director and officers from the Executive Office attended the meeting.

#### **xxviii. Meeting On Upcoming “Bengkel Pematuhan Kandungan Pengiklanan 2015”**

- MCMC had invited CMCF to attend the abovementioned meeting which was held at their office in Cyberjaya on 16 November 2015.
- Purpose of the meeting was to discuss on the plans for the workshop.
- CMCF’s Executive Director was invited to be a speaker and moderator during the seminar which will be held on 8 and 9 December 2015 at Marriott Hotel, Putrajaya.
- CMCF was also asked to organise a workshop focussing on advertisement matters during the seminar.
- CMCF’s Executive Director and officers from the Executive Office attended the meeting.

#### **xxix. Mesyuarat Jawatankuasa Teknikal Karnival Socialcare Dan Community Empowerment Program (CEP)**

- The Ministry of Women, Family and Community Development had invited CMCF to attend the abovementioned meeting which was held at PPR Pantai Ria, Pantai Dalam, Kuala Lumpur on 13 November 2015.
- Purpose of the meeting was to finalise matters for the upcoming event which is planned to be held on 28 November 2015 at PPR Pantai Ria, Pantai Dalam, Kuala Lumpur.
- Officer from the Executive Office had attended the meeting.

#### **xxx. Townhall Session : Film Classification Guidelines With Industry**

- Film Censorship Board (LPF) had invited CMCF to attend the abovementioned Townhall session which was held at Putrajaya Convention Centre, Putrajaya on 10 December 2015.
- Purpose of the Townhall session was to...
- CMCF’s Executive Director and officers from the Executive Office had attended the Townhall session.

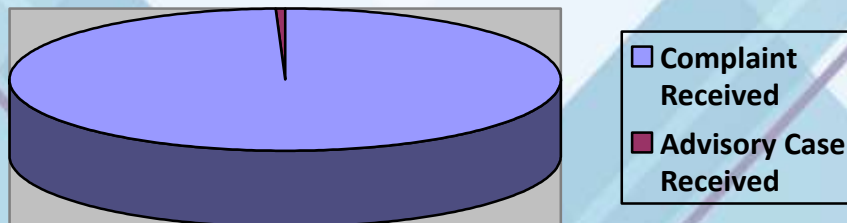
## 5.0 Complaints Bureau & Content Advisory Centre

### 5.1 Continuous Guidance and Support to the Complaints Bureau

A summary of complaints and advisory matters received as at 31 December 2015 is as follows:

Complaint Received	Advisory Case Received	Mediation / Hearing
463	2	0

**Table 1: Summary of cases under the Complaints Bureau**



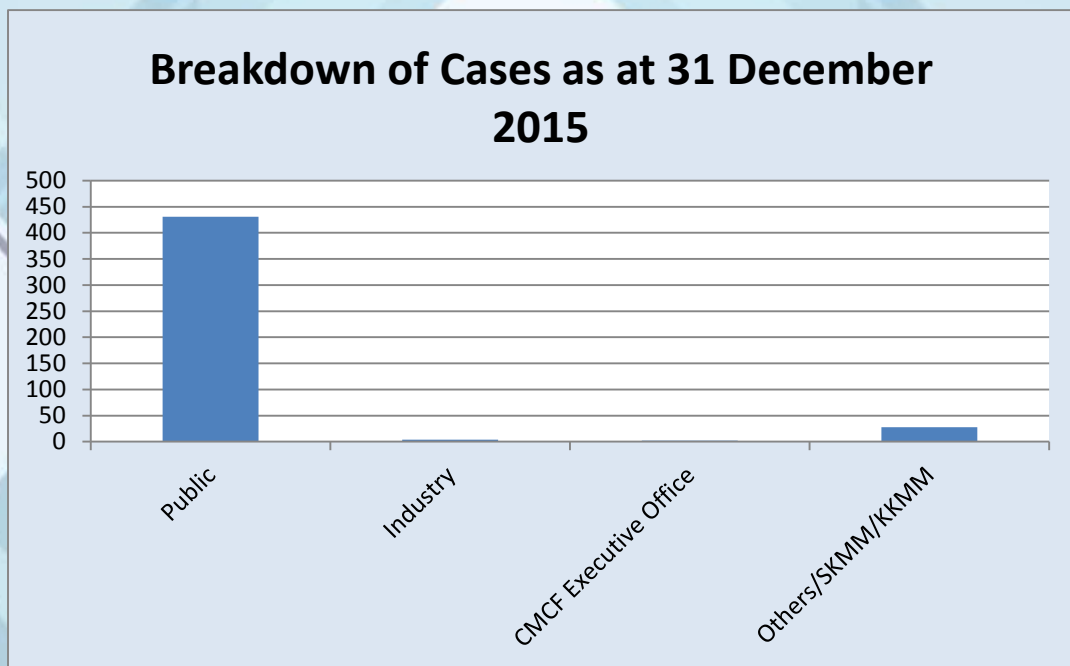
### Summary of Cases as at 31 December 2015

**Figure 1: Summary of Cases as at 31 December 2015**

**5.2 A summary of Cases Received by Type of Complainants is as per Table 2 below.**

Category	Number of complaints received
Members of the Public	431
Members of the Industry	4
CMCF Executive Office	2
Others/MCMC/KPKK	28

**Table 2: Cases received by type of complainants**



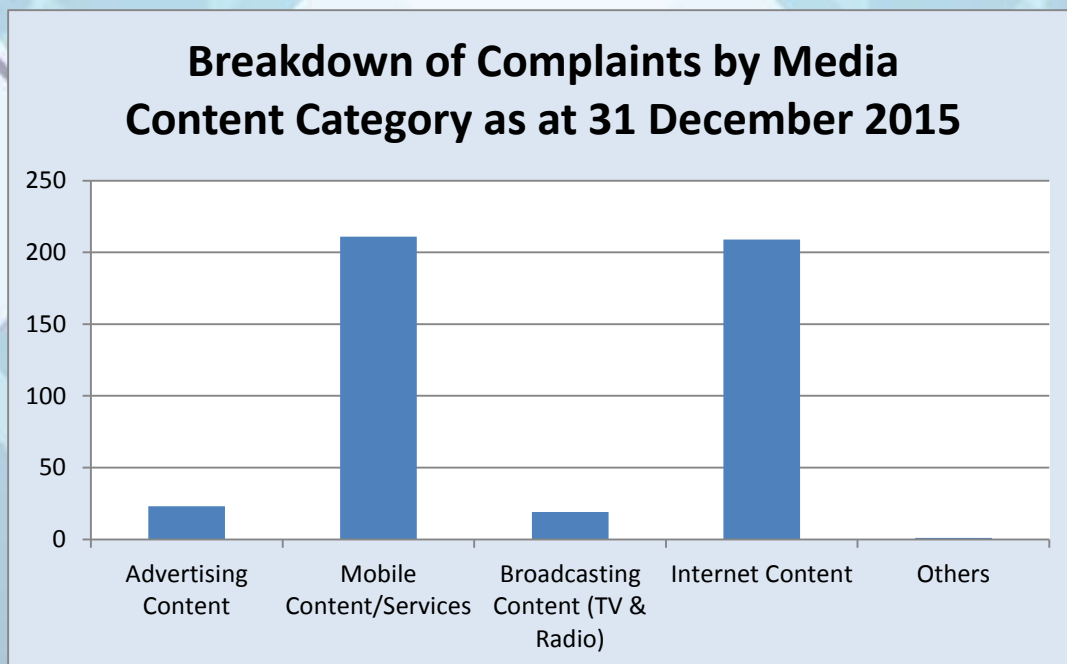
**Figure 2: Breakdown of Complaints Received as at 31 December 2015 by Category**



**5.3 A summary of Complaints Received According to Category Type is as per Table 3 below.**

Category	Number of complaints received
Advertising Content	23
Mobile Content/Services	211
Broadcasting Content (TV & Radio)	19
Internet Content	209
Others	1

**Table 3: Complaints received by category type**

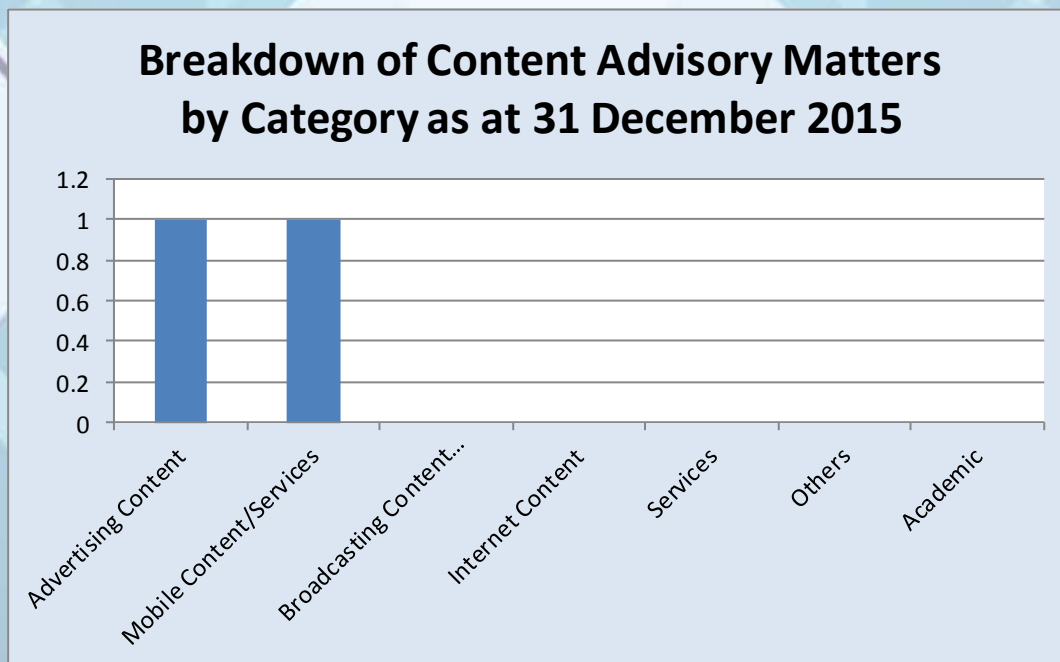


**Figure 3: Breakdown of Complaints by Media Content Category as at 31 December 2015**

**5.4 A summary of Content Advisory Matters received according to category is as per Table 4 below.**

Category	Number of advisory cases received
Advertising Content	1
Mobile Content	1
Broadcasting Content (TV & Radio)	-
Internet Content	-
Services	-
Others	-
Academic	-

**Table 4: Content Advisory Cases**



**Figure 4: Breakdown of Content Advisory Matters by Category as at 31 December 2015**

## 5.5 Overall Conclusion

During the period of 1 January 2015 to 31 December 2015, the CMCF's Complaints Bureau had received a total number of 465 cases comprising 463 complaints and 2 advisory enquiries. The largest portion of cases received was with regard to Mobile Content and Services (212 cases). This constitutes 46 percent of the total number of cases received by CMCF for the year 2015.

Based on the experience gained in the past and the advice of the MCMC Content Regulations Department, the Complaints Bureau had been efficient in handling cases especially pertaining to Internet content as the measures to deal with the cases had been agreed upon and standardised.

	2007	2008	2009	2010	2011	2012	2013	2014	2015
<b>Complaint</b>	<b>12</b>	<b>29</b>	<b>81</b>	<b>164</b>	<b>111</b>	<b>156</b>	<b>431</b>	<b>624</b>	<b>463</b>
<b>Advisory</b>	<b>16</b>	<b>15</b>	<b>17</b>	<b>14</b>	<b>16</b>	<b>7</b>	<b>6</b>	<b>10</b>	<b>2</b>

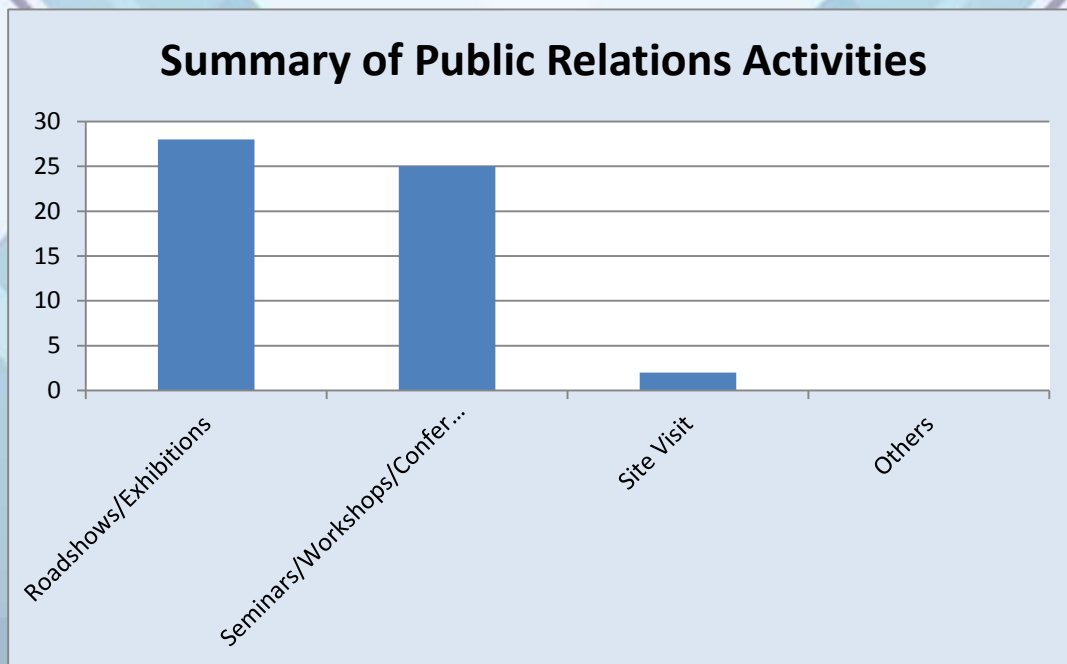
## 6. Organisational Activities

### 6.1 Public Relations Initiatives and Awareness Activities

The table below depicts a snapshot of the types of activity that the Content Forum was involved in between 1 January 2015 until 31 December 2015:

No	Type of Activity	Frequency
1	Roadshows/Exhibitions	28
2	Seminars/Workshops/Conferences	25
3	Site Visit	2
4	Others	0

**Table 5: Summary of Public Relations Initiatives as at 31 December 2015**



**Figure 5: Breakdown of Public Relations Activities**

## 6.2 Other Activities

### 6.2.1 Distribution of Content Code

The Executive Office of the CMCF had distributed copies of the Content Code to individuals and various organisations in the country. As at 31 December 2015, a total of **500** of the Content Code were distributed in conjunction with various events and requests made through the CMCF Executive Office. The figure had reduced from previous year due to the CMCF encourage public to self-download the Content Code from our website.

A breakdown of the Content Code distribution is as shown below:

No.		Total Copies
1.	Public/CMCF Members/Organisations	100
2.	Content Code Training	250
3.	Road Shows/Exhibitions	150
	<b>Total:</b>	<b>500</b>

### 6.2.2 Website and Social Media

- The CMCF website ([www.cmcf.my](http://www.cmcf.my)) is being continuously updated with the latest news and events, awareness materials, Content Code (downloadable), Complaints Bureau decisions, Content Code training schedules and various other announcements.
- On its social media platforms, the CMCF maintains its Facebook fan page of which as at 31 December 2015 the page has 1320 likes.



- The CMCF usually shares information especially those related to communications and multimedia i.e. general knowledge, current issues, tips and fun facts.
- The CMCF also maintains its presence on its Youtube page with constant uploads of videos during our roadshows and seminars, informative videos and public service announcements.
- The CMCF further maintains a Twitter and Instagram account which will be put into more active position soon.
- The CMCF had also organised a contest for our social media followers in 2015 where we had asked general questions about the CMCF and its function. Prizes were given to the winners.



### **6.2.3 CMCF's Awareness and Media Campaign**

- CMCF is adopting the direction whereby it intends to create a higher level of mass awareness for both the public and trade sectors to either generate or consume good content; hence the existing campaign will be geared towards highlighting the areas of responsibility, accountability as well as ethical and respectful values when it comes to electronic content.
- The awareness programmes will continue to educate people on the concept of self-regulation for usage and access to electronic networked content which covers content over television, radio, the Internet and mobile platforms. For the second phase of the campaign, the focus will be on messages for the promotion of creating or distributing only responsible, accountable and verifiable content. Additionally, further emphasis to this campaign will include accessing content responsibly by the public.
- The CMCF will continue with its current on-the-ground activation as well as other initiatives through social media as we develop further strategic areas to enhance this campaign with the assistance of our third party media agency, Astana International Sdn Bhd.

#### 6.2.4 CMCF Newsletter

- CMCF will be producing an online version of the CMCF's Newsletter starting from 2016. Our first online version will be ready in February 2016.
- It will be published **quarterly** and will be available to download on our [www.stickswithyou.com](http://www.stickswithyou.com) website.

#### 6.2.5 Media Appearance For Year 2015

As at 31 December 2015, CMCF had appeared several times in newspapers, magazine, radio and television programme as per the following:



**NST – 5 January 2015**

**Sinar Harian – 13 January 2015**



**The Star – 5 February 2015**



The Malay Mail – 28 February 2015



NST – 14 April 2015



Berita Harian - 9 April 2015



## Asia Radio Today - 14 April 2015



### Izham re-elected CMCF chairman

ABIMAD Izzham Omar was unanimously re-elected as Communications and Multimedia Content Forum of Malaysia (CMCF) chairman for a second two-year term following the CMCF 15th annual general meeting held last month.

CMCF registered a record year in 2014 with 634 complaints and 19 advisory requests from members of the public, the industry, and others in the trade and government sectors.

The total number of complaints marks an increase of close to 2000 from 2013.

"The fact that the majority of the complaints received concerned consumer issues is proof that our public relations efforts have not failed on deaf ears. CMCF's outreach initiatives to various schools, government bodies, trade associations, and the general public have borne positive results, supported by the media campaign we launched last year," Izham said in a statement.

At the AGM, the council members received to:

- Approve and adopt the annual report for 2014;
- Appoint 16 council members representing the advertisers, audiotext, hosting service providers, broadcasters, civil groups, content creators and distributors, and internet access service providers; and
- Appoint the representatives for the Complaints Bureau.

Among CMCF's priorities for this year include revisiting the review of the Content Code, increase engagements with the Malaysian Communications and Multimedia Commission (MCMC), and to continue promoting best practices across the electronic medium when sharing, creating, posting, and distributing information and images.

"We will continue to strive forward for the benefit of this country. With digital convergence and technological advances, our role as custodians of the Content Code will entreat us with more substantive responsibilities and it is timely that this task be revisited," he added.

## The Star - 25 April 2015



## Marketing Online - April 2015



**Malaysian Business - April 2015**

**Malaysian Indian Business - April 2015**



**The StarBiz – 16 May 2015**

NEW STRAITS TIMES ONLINE

Self-regulation not a deterrent to creativity

By SITI FARHANA | SUNDAY, 1 JULY 2015 11:58 AM

**PETAUNING JAYA:** "We are not stopping ourselves," said Ahmad Isham Omar when met at the office of the Communications and Multimedia Content Forum of Malaysia (CMCF) in Putrajaya yesterday.

This was with regards to the CMCF Content Code, which is a set of industry guidelines for the usage and dissemination of content for public consumption.

"In fact we feel that once you understand the parameters, your creativity will flourish," said Isham, who was co-elected as CMCF's chairman for a second two-year term following the CMCF 13th annual general meeting held last February.

Ish added: "I myself am a creative person and I'm in full support of creativity."

No stranger to the creative content industry, the 43-year-old was a one-time multi-recording company owner who has influenced Malaysians to reality TV shows such as Malaysian Idol, One In A Million and So You Think You Can Dance Malaysia.

Isham, who is also CEO of Media Prima Television Networks and Entertainment Studios, explained that the latter industry practitioners' judgement and have been self-regulating to ensure that content produced does not offend or disrespect and come in line with Malaysian culture and identity.

"We're trying to get to see the new virtual TV content producers online, the younger set who have YouTube Channels with over 100 million subscribers."

"They have an influence over young minds and they should realise that they have a certain responsibility to them," he said.

"After all, with great power comes great responsibility," he said, quoting the famous quote from the comic books and movies.

Isham added that everyone had a role to play including the public.

"Parents especially, should ensure they know what their children are up to," he said.

In order to create awareness, CMCF had undertaken outreach initiatives to various officials, government bodies and trade associations, as well as to conducting the "What you do online with you" campaign last year.

The primary goal of the campaign was to educate people, especially the youth, on the concept of self-regulation for usage and access to electronic networked content, which covers content over TV, radio, the internet and mobile platforms.

Isham was available for more information and to download a copy of the CMCF Content Code.

By SITI FARHANA | SUNDAY, 1 JULY 2015 11:58 AM



NST – 1 July 2015



Bername Radio – 23 November 2015

Harian Metro – 1 December 2015



## 7. Membership Management

7.1 As at 31 December 2015 the CMCF carries a total number of fifty one (50) companies and organisations under its stable of members with forty nine (47) Ordinary Members and two (3) Associate Members.

7.2 The list of members as at 31 December 2015, are as follows:

No.	List of Ordinary Members
1.	AIMS Data Centre Sdn Bhd (Formerly known as Applied Information Management Services Sdn Bhd)
2.	Alt Media Sdn Bhd
3.	Asia Media Sdn Bhd
4.	Association of Accredited Advertising Agents Malaysia (4A's)
5.	Capital FM
6.	Celcom Axiata Sdn Bhd
7.	Ch-9 Media Sdn Bhd (TV9)
8.	Colgate Palmolive (Malaysia) Sdn Bhd
9.	Commercial Radio Malaysia (CRM)
10.	Dapat Vista (M) Sdn Bhd
11.	DE Multimedia Sdn Bhd
12.	Fonterra Brands (M) Sdn Bhd
13.	Infobip Asia Pacific Sdn Bhd
14.	Kesatuan Perkhidmatan Perguruan Kebangsaan (NUTP)
15.	Maestra Broadcast Sdn Bhd
16.	Malaysian Advertisers Association (MAA)
17.	Malaysian Association of Advertising Film Makers (PPFIM)
18.	Malaysian Mobile Content Providers Association (MMCP)
19.	Maxis Mobile Services Sdn Bhd
20.	Measat Broadcast Network System Sdn Bhd (ASTRO)
21.	Measat Radio Communications Sdn Bhd (AMP Radio Networks)

22. Media Specialists Association of Selangor & WP
23. Metropolitan TV Sdn Bhd (8TV)
24. National Council of Women's Organisations (NCWO)
25. Natseven TV Sdn Bhd
26. Nestle Products Sdn Bhd
27. Online e-Club Management Sdn Bhd
28. Persatuan Industri Komputer Dan Multimedia Malaysia (PIKOM)
29. Primeworks Studios Sdn Bhd
30. Procter & Gamble (M) Sdn Bhd (P&G)
31. RIMAKMUR Sdn Bhd
32. Recording Industry Association of Malaysia (RIM)
33. Shinjiru Technology Sdn Bhd
34. Sistem Televisyen Malaysia Bhd
35. Star Group Media Berhad
36. Star Rfm Sdn Bhd
37. Telekom Malaysia Berhad (TM)
38. TM Net Sdn Bhd
39. Timedotcom Sdn Bhd
40. U Mobile Sdn Bhd
41. U Television Sdn Bhd
42. Unilever (M) Holdings Sdn Bhd
43. Universiti Putra Malaysia - Jabatan Komunikasi, Fakulti Bahasa Moden dan Komunikasi (UPM)
44. Universiti Utara Malaysia (UUM)
45. VADS Bhd
46. YTL Communications Sdn Bhd (YTL)

<b>List of Associate Members</b>	
<b>48.</b>	.My Domain Registry Bhd
<b>49.</b>	CyberSecurity Malaysia
<b>50.</b>	Malaysian Screen Industry Sdn Bhd

**Table 6: List of CMCF Members as at 31 December 2015**

## **8. Executive Office**

### **8.1 Office**

The CMCF premise is fully operational and utilised.

### **8.2 Staff**

As at this date of reporting (31 December 2015), the CMCF Executive Office's full time staffs are as follows:

- (i) Mohd Mustaffa Fazil bin Mohd Abdan - Executive Director;
- (ii) Ahmad Fazlin bin Abu Kassim - Assistant Supervisor;
- (iii) Mohd Saufi bin Sujono - Assistant Supervisor;
- (iv) Khairul Amin bin Abd Rashid - Operations Executive (Research and Monitoring);
- (v) Muhammad Fakhri bin Mazri - Operations Executive (Research and Monitoring);
- (vi) Ahmad Firdaus bin Shubhi - Operations Executive (Research and Monitoring);
- (vii) Nur Dina binti Abu Bakar - Administrative Executive

The Complaints Bureau Chairman, Y. Bhg. Datuk Mohamed Bazain bin Idris is retained on an honorarium basis.

The organisation structure of the CMCF's Executive Office and Complaints Bureau is presented as per **Appendix I**.

## 9. Moving Forward

- 9.1 Enhanced mass media and online presence via infographic that can be utilised on traditional media as well as online platform (Facebook, Instagram, Twitter and YouTube).
- possibility of engaging celebrities and/or YouTubers to create messages / spokesperson(s) for CMCF's materials.
  - Promoting '**Responsible Content Standards**' and to make sure the messages are understood accordingly.
- 9.2 Based on the strategic direction of the Management, the focus for 2016 will encompass the following:

### **Public Relations Initiatives and Awareness Activities**

#### **(i) Public Relations Plan and Calendar**

The CMCF continuously updates its Public Relations Plan and Calendar that will encapsulate various public relations activities and participations for the year 2016. Through these initiatives, the CMCF aims to sustain its presence in the Malaysian mainstream media by being continuously featured in articles and/or news coverage. As was achieved for the year 2015, CMCF had appeared a total number of 15 appearances in print media and once in radio broadcast. The CMCF plans to surpass these numbers in the coming year as a measure to enhance our outreach to the masses.

#### **(ii) Seminars, Training and Forums**

##### **(a) Content Code Training**

The CMCF will continue to organise training sessions for the industry and the public in the year 2016. Training programs had been tailored and ready to be executed on a monthly basis to either type of participants. This is in line with the Content Forum's objectives of educating the industry to provide '**Responsible Content Standards**' and engaging the public to enhance their awareness in issues related to content.



(b) Road shows

As in the previous years, the CMCF will continue to work together with MCMC, KKMM as well as the CMCF's own members and affiliates to participate in any awareness campaign that includes road shows. This is to fulfil the mandate of being the industry's designated self-regulatory organisation. Through the presence at such events, the CMCF will illuminate the mass population on the role of the CMCF and the rights of the consumers and industry in regard to electronically disseminated content.

(c) CMCF School Educational Collaboration Programme

For the year 2016, CMCF intends to engage students from various age group in promoting '**Responsible Content Standards**'. CMCF will start with four (4) target educational institutions which are:

- i. S.M.K. Ayer Keroh Melaka;
- ii. Universiti Putra Malaysia (UPM);
- iii. INTI International University; and
- iv. Politeknik Sultan Haji Ahmad Shah (POLISAS) Kuantan.

CMCF plans to create an awareness by delivering talks on the Content Code and Internet Safety as well as creating special activities tailored to their age group.

The main purpose of the programme is to deliver knowledge on the subject of the Content Code and Internet Safety in order to build their awareness and the cultivation of self-regulation exercise as a way to control the degree of safety in the electronic content environment in Malaysia.

(iii) **Internet Safety Project ("i-Mark")**

CMCF is looking into the possibility of developing a viable certification for content on locally registered websites. The idea is to provide a mark that a particular website would be in compliance with certain basic elements of the Content Code. The initial thought is

to certify a particular website's content to be safe for the general public with an emphasis to child audiences.

For this purpose, the CMCF had looked into the eventuality for such certification to be done solely by the CMCF but it could be beyond the CMCF's capabilities and resources. As such, the CMCF has engaged in discussion with Cybersecurity Malaysia as the agency that administers the "Malaysia Trustmark" programme.

In recent discussions, Cybersecurity Malaysia has expressed their willingness to collaborate with CMCF as they are currently looking into creating new versions of 'seals' for websites of which CMCF will be able to provide its expertise in assessing the content of the websites before the 'seal' can be awarded.

The CMCF intends to utilise its current framework under its Complaints Bureau and Content Advisory Centre (CAC) to achieve the objectives of this collaboration. However there is a need to employ further resources (with further staffing required) to enhance the capabilities of the CMCF under this area which includes but not limited to undertake research and consultation with internal and external parties in addition to the current workload of the Complaints Bureau and CAC. The MOU is currently being formulated by Cybersecurity Malaysia of which the CMCF will be consulted in due course.

**(iv) Content Code review exercise**

CMCF will continue its initiatives to look into several specific areas of the Content Code that is aimed to provide further guidance, clarity and understanding of such provisions to Industry practitioners. CMCF had completed its formulation of what is known as the 'Industry Guideline For The Advertisements Of Slimming Products' as part of its 2014 Content Code Consultative Initiative and has started to review Part 3 of the Content Code on Unacceptable Products and Services in its second phase of the review.

As informed to us by MCMC's Strategy and Policy Review Department, the CMCF will commence with the review of the Content Code as a whole in 2016. Starting date is targeted for middle of February 2016.

**(v) Membership**

The CMCF's membership drive is targeted at public bodies and industry players as well as those who are involved in the dissemination of content over the electronic networked medium.

In terms of membership attraction, the CMCF, through its' public relations initiatives aim to reach organisations and companies from not just directly involved in the communications and multimedia industry but to include others such as in the financial, manufacturing and retail sectors. These organisations and companies would typically be involved in and/or utilise communications and information technology in conducting their affairs and business activities.

## **10. Key Performance Indicators and Plan of Activities 2016**

### **10.1 Key Performance Indicators**

Arising from the Content Forum's desire to enhance its professionalism, efficiencies and effectiveness, CMCF had developed a prescribed period business plan which is a four (4) years business plan (2014 – 2017) which contains intrinsic key deliverables that may also be charted as performance indicators so as to enable the CMCF to reach its full potential with the required resources. A breakdown of the said KPI's is illustrated as per **Appendix II** herein.

### **10.2 Plan of Activities for 2016**

For the next business period, the CMCF is looking at several key objectives, namely:

(a) Complaints Bureau Operations

The Complaints Bureau is running in full swing with multitude of cases increasing in numbers with every given year. Pursuant to the previous business plan, the enhancements made to the Complaints Bureau had allowed for the CMCF to deal with complaints received by both the public and the industry.

Nevertheless, management of the systems in place for complaints handling activities and mechanisms carries elements of variable overhead costs that is necessary to adjudicate cases, which includes mediation and hearing proceedings.

(b) Operations of Working Sub-Committees

For 2015, CMCF will continue with the initiatives which will look into several specific areas of the Content Code that is aimed to provide further guidance clarity and understanding of such provision.

Working Sub-Committees remains a mainstay in the CMCF due to the organisation's involvement in various developmental works. Members to such working Sub-Committee convene to discuss issues under current areas of expertise. For the above area of review, the Sub-Committee has taken the form

of a Legal Committee Working Group headed by the head of CMCF Council's Legal Committee.

The working committees allow for specialist members of the CMCF to be utilised in bringing about the best possible resolve and/or direction for the industry. The projected outcome is expected to be in the form of a possible sub-code, guidelines and/or industry best practise note.

(c) **Enhanced Awareness Programmes**

On top of the CMCF's Branding Initiatives as mentioned earlier, the CMCF plans to enhance awareness and self-regulation on a massive scale. This is to solidify CMCF's relevance and presence to Malaysian consumers and to establish CMCF as the one stop centre for content related issues.

Run of PSA's via print ads, radio ads, television ads and possibly strategic outdoor ads will be used to achieve this objective.

In 2015, the CMCF was involved in several major events organised by the MCMC and KKMM such as the 'Jelajah Jejak Digital' programme. These events largely centred on engagement with students. As a result, the CMCF gained valuable exposure in engaging with young Malaysians and the trend will continue thereon.

(d) **Branding Initiatives Through Digital Advertising And Outdoor Advertising**

To further the effectiveness of the Stickswithyou campaign, it was planned for the branding of this campaign to be visible to the masses through other means of advertising.

The CMCF identified outdoor advertising at specific and strategic locations across Malaysia to be a compelling method to spread the word and increase interest towards the message for self-regulation and safety.

Additionally, digital advertising will be initially managed in-house and will be geared to grow parallel with the 'Stickswithyou' campaign as it gathers momentum. Currently, the advertising assets owned by CMCF are hosted via its social media networks.

(e) Publication of Complaints Bureau Order / Advisory Order

The Complaints Bureau still continues to address complaints received from members of the public or industry members regarding electronic content, pursuant to the Malaysian Communications and Multimedia Content Code (Content Code).

Orders from previous cases are now compiled into a publication as a means of reference and is also one of the initiatives for CMCF to generate own earnings.

### **10.3 Strategic Direction**

Based on the principles of the CMCF's formation, the entity will continue to maintain its core focus on the following areas:

- a) Be the voice of the industry through collective rationale from members to be communicated to the MCMC;
- b) Providing guidance from the industry's perspective on matters relating to Content policies;
- c) Continue to educate the industry and general public on Content regulations;
- d) Provide a single point for content related complaints through the operations of a full time Complaints Bureau; and
- e) Building links with external agencies of common standing regionally and globally.

These activities constituted a large portion of the CMCF's expenditure for the year 2015 2015 as appended in **Appendix III** (Management Account as at 31 December 2015).

**11. The above is submitted for the Commission's notice, information and further consideration.**