**Self-Regulation Of Content The Way To Go For Malaysians**

**High Time For Malaysians To Adopt Self-Regulation For A Safe Online Space**

**Malaysia’s Content Forum Sets Sights On A Bigger And Better 2023**

**LETTERS:** From the rise of hate speech to the influx of scams, unethical advertisements, and the inappropriate portrayal of children in the media, 2022 was a year rife with events that shook the Malaysian content ecosystem.

Statistics from the Statista Research Department show that these problems are exacerbated by the fact that Malaysians now use social media more than ever.

A whopping 91.7 per cent of the Malaysian population were active social media users last year, showcasing a steep jump of 30 per cent from 2016.[[1]](#footnote-0)

With such a huge increase in people who have joined the ranks of netizens, the online space seems to be a lawless vacuum. This begs the question: Who is in charge of the content we put out?

**Upholding self-regulation of content**

Ramping up self-regulation of the content we put out is probably one of the best ways to take control of the content landscape.

With self-regulation, content consumers have the ability to make the most of their content experience by focusing on their favourite types of content, excluding those that aren't their cup of tea, and asserting their legal rights against any infringing content.

At the Communications Multimedia and Content Forum (Content Forum), we are huge proponents of the self-regulation of content. It’s a pretty nifty concept, especially for social media users and content creators.

Self-regulation can help content creators establish themselves as trustworthy experts in their fields, encourage meaningful dialogue, and play a key role in guiding the country in the right content direction.

**Looking back**

The Content Forum had an exciting year in 2022, when we updated the Content Code with eight important enhancements.

These enhancements are: Children in Advertising; Accessibility for Persons with Disabilities; Suicide Prevention Awareness; Use of Religion in Advertising; Online Abuse and Gender-based Violence; Influencers and Online Marketplaces; False Content; and Disclosing Advertisements.

However, we hope to come back with a bang this year with even more initiatives that will elevate our awareness initiatives to greater heights, like hosting dialogues and symposiums. On top of that, we are in the midst of drafting a few ancillary instruments, like guidelines, to ensure that content creators and the media adhere to strict standards when disseminating content.

As an example, some of the ancillary instruments include an OTT Governance Framework and Alcohol Advertising Best Practices, among others, which will be made available on our website once published. Some notable names that we plan to collaborate with are Netflix, the International Islamic University of Malaysia (IIUM), the Malaysian Advertiser’s Association (MAA), and more.

The Content Forum is also keen to explore future collaborations with Institutes of Higher Learning (IHLs), as we believe that implementing the importance of self-regulation starts at the threshold of educational institutions.

**Championing the cause**

Echoing YB Fahmi Fadzil’s sentiments, the Content Forum plans to join forces to promote a more sustainable content ecosystem for Malaysians.

We are also inviting other groups that recognise the need for community empowerment through self-regulation to get in touch and discuss what improvements we can make as a whole.

For more information, please log on to <https://contentforum.my/>

**THE COMMUNICATIONS MULTIMEDIA AND CONTENT FORUM OF MALAYSIA**

1. https://www.statista.com/statistics/883712/malaysia-social-media-penetration/ [↑](#footnote-ref-0)