**Here’s What You Need To Know About The Revamped Content Code 2022**

**8 Key Enhancements That Were Made To The Content Code 2022**

**Suicide Prevention Awareness, Abuse Of Religion In Ads & 6 More Enhancements To The Content Code**

*The Content Code 2022 gives everyone in the content ecosystem the tools to better regulate themselves without relying too much on the government.*

***Kuala Lumpur, 9 November 2022*** – In a world where content is “king, " it’s essential to be aware of what we put on the Internet or any other medium. Cultivating awareness regarding broadcasting content is crucial to ensuring that everything on the electronic networked medium is fit for public consumption.

That’s where the Communications Multimedia and Content Forum (Content Forum) comes in.

After being established in 2004 under the auspices of the Malaysian Communications and Multimedia Commission (MCMC), the Content Forum, an industry forum and independent self-regulatory body, has officially launched the new and revamped [Content Code 2022](https://contentforum.my/contentcode22/), which outlines best practices and ethical standards for creating and curating content.

The update is an effort to adapt to the present and spark meaningful conversations among users; as such, it involved a nationwide public consultation exercise in which feedback was gathered through a variety of townhalls and dialogue sessions with industry participants and the general public.

The eight key focus areas in the Content Code 2022 reflect the needs of society and the evolving times, while highlighting the necessity to uphold the rights, security and welfare of various segments of the community, including women, children, consumers and persons with disabilities.

Officially launched on November 2, the eight key enhancements to the Code allow for a more inclusive, diverse, and safe content landscape in Malaysia.

Wondering what you can expect from the revamp? Here’s what you need to know:

1. **Upholding the rights of children in advertising**

The important point is that advertisements must not take advantage of a child's gullibility, loyalty, fragility, or inexperience. Therefore, it is recommended to utilise children only if the promoted products are made specifically for that demographic or if the objective is to keep kids safe.

Advertisements should also not lead children to pressure or bribe their parents into buying a product. On top of that, children should not be exposed to any advertising content that could harm their moral, intellectual, or physical growth.

1. **Upholding the rights of people with disabilities** (PWD)

In line with the Code's focus on the right of people with disabilities (PWDs) to have equal access to information, content should be made available in formats and with technologies that are easy to use.

Broadcasted content should also be respectful towards PWDs, meaning that any form of humour or ridicule based on physical, mental, or sensory disabilities may be offensive, even where no malice is intended.

1. **Suicide prevention awareness**

Any suicide-related content must be portrayed ethically and responsibly, according to the Ministry of Health Guidelines for Media Reporting on Suicide 2011.

Essentially, any reports relating to suicide must not be sensationalised or clickbait. Besides, articles should not divulge too many details about the suicide but rather steered towards seeking professional help from mental health experts.

1. **Addressing the abuse of religion in advertisements**

Any exploitation of religion for commercial gain must be avoided. Some examples of this deception include using religious figures to provide testimonials for the promotion or endorsement of products or services as if the religion itself approves of them, or using claims or misleading interpretations of religious teachings to give false promises to consumers.

1. **Prohibition against online abuse and gender-based violence** (GBV)

The Code now includes any content that incites online abuse and gender-based violence in its definition of violent content. This allows for added protection against cyber crimes and upholds women’s right to lead safe and secure lives.

1. **Addressing false content and its impact on the community**

The Content Code 2022 revamp makes it a must to steer clear of material that could mislead readers due to erroneous or missing facts. That way, false information that could disrupt public order or threaten national security is less likely to spread.

1. **Ensuring influencers and online marketplaces adhere to advertising guidelines**

The increasing number of influencers and marketplaces mushrooming in the online space underscores the need to regulate sponsored content to prevent scams and fraudulent activities. This provision ensures that advertising guidelines and best practices are to be complied with by influencers and online marketplace operators.

1. **Requiring the disclosure of advertisements from influencers and paid-for space in the news**

Paid endorsements from influencers should be treated as ads and should be labelled as such. It is also crucial for news programmes to make it apparent when airing a paid segment or advertisement so that viewers are not fooled into thinking it is genuine news coverage.

The Content Code 2022 upholds self-regulation as one of its caveats to empower the local content ecosystem, a concept that major industry players stand by to ensure their content is safe.

For content consumers, self-regulation empowers them to play their respective roles in making the digital space safer and more conducive for content consumption and social interaction.

The Content Code 2022 might be an effective self-regulation tool for consumers to consume positive content and exercise due diligence accordingly. This could include looking up content classifications before consuming it and supervising it for children in your care, fact-checking before sharing controversial or sensational content, avoiding joining the group of people engaging in abusive behaviour, and reporting any offensive or harmful content, any breaches of the Content Code or social media community guidelines.

Faster Internet connections, the availability of connected gadgets, and the widespread use of social media have all increased the number of people who produce user-generated content. By adhering to the Content Code 2022, content producers can produce more responsibly and ethically, thus enhancing their credibility.

For more information on the Content Forum and the Content Code, kindly visit <https://contentforum.my/> or follow them on social media platforms @mycontentforum.