

UNIVERSITI TEKNOLOGI MARA

THE IMPLEMENTATION OF SELF-REGULATION IN THE COMMUNICATIONS AND
MULTIMEDIA INDUSTRY: BALANCING THE INTEREST OF THE INDUSTRY AND
CONSUMERS.

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The students/authors confirm that the work submitted is their own and that appropriate credit has been given where reference has been made to the work of others.

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1.0 Introduction

This research focuses on the study on the implementation of self-regulation by an independent self-regulatory body set up by the Malaysian Communications and Multimedia Commission (MCMC), the Malaysian communications industry regulator in governing the multimedia and communication industry in Malaysia. Basically this study examines whether the self-regulation is better at protecting the interest of the industry or interest of the consumers, or that there is a balance between the two interests.

This chapter is divided into 9 parts; (1)research background, (2)research question, (3)research objectives, (4)research methodology, (5)scope of the research, (6)limitation to the research, (7)significance of the research, (8)literature review, and (9)Gantt chart. For a better understanding, all of the elements above were elaborated in this research.

1.1 Research Background

The Malaysian Communications and Multimedia Commission (MCMC) is the regulator for the communications and multimedia industry. Its main role is the regulation of the communications and multimedia industry based on the powers provided for in the Malaysian Communications and Multimedia Commission Act 1998 (MCMCA) and the Communications and Multimedia Act 1998 (CMA).¹ Under the CMA, the MCMC can designate or appoint four industry forums and one of the forums is the Communications and Multimedia Content Forum of Malaysia (CMCF), or the Content Forum which consists of industry players and representatives from the community.² The CMCF will govern the content by self-regulation in accordance with the Malaysian Communications and Multimedia Content Code. This Content Code is a model of self-regulation among industry and is drafted by members representing all the key industries.

¹ Suruhanjaya Komunikasi Dan Multimedia Malaysia, "Roles and Responsibilities," MCMC Portal, <http://www.skmm.gov.my>.

² Communications And Multimedia Content Forum of Malaysia, "Know Your Rights !," <http://www.cmcf.my>.