

## MALAYSIA



Patrick Mirandah  
patrick mirandah co.  
[malaysia@mirandah.com](mailto:malaysia@mirandah.com)  
[www.mirandah.com](http://www.mirandah.com)

<b>1. Topic:</b>	<b>CODE OF CONTENT FOR FREE TV STATIONS NOW IN FORCE</b>
<b>Where:</b>	Malaysia
<b>When:</b>	28 <sup>th</sup> July 2004
<b>What Happened:</b>	<p>A Code of Content for all programmes that are telecast free on television stations has been registered by the Malaysian Communication and Multimedia Commission (MCMC) and is now enforceable in Malaysia.</p> <p>Stations that are found to be in breach of this code could be penalized by way of a fine if found to be a habitual offender, or even have their operating license revoked. This would very much depend on the magnitude as well as the severity of the offence committed.</p> <p>The said content code would now regulate the practices of players in the said industry containing among others, the do's and don'ts for airing of selected commercial content as well as programmes, covering aspects that affect cultural and religious sensitivities.</p> <p>Since the enforcement of this new code, a local television station has become the first to be penalized by the relevant authorities governing the said code of content. The local television station had aired an advertisement concerning liquor beverages during the recent European football competition that was held in the month of July.</p>
<b>Comments:</b>	<p>With the enforcement of the content code, there is now some form of regulation over the kind of content that is broadcasted on television. However the case, these guidelines only apply to free television stations and are not applicable to pay-satellite television operators who are subject to self regulation. In order to ensure proper dissemination of information, the jurisdiction of the code should not be restricted to free television operators alone but should be applicable across the board so as to achieve a uniform standard of enforcement.</p>

<b>2. Topic:</b>	<b>TOBACCO ADVERTISING TAKES NEW COURSE</b>
<b>Where:</b>	Malaysia
<b>When:</b>	14 <sup>th</sup> August 2004
<b>What Happened:</b>	<p>Tobacco companies are now aggressively promoting their products via other means in the face of stricter regulations over direct advertising and promotional activities.</p> <p>As there is currently no regulations on indirect advertising, tobacco companies are now embarking on a new form of promotion which takes place at the point of sales. These can be seen in famous nightspots and restaurants which are mostly frequented by the young crowd. These targeted consumers happen to</p>

	<p>be the focus of tobacco companies.</p> <p>The Government, in its efforts to reduce the number of growing smokers especially among the young as well as among females to which it has acknowledged as alarming, have among other things, put aside a large budget to finance an anti-smoking campaign.</p> <p>Apart from the Government's efforts in increasing sales taxes for tobacco products in the recently tabled Budget, it has also ban the sales of loose cigarettes as well as imposed a ban on the sale of cigarettes to children under the age of 18 years.</p>
<p><b>Comments:</b></p>	<p>Lack of legislation would be the main reason for the increased and aggressive promotional activities by most cigarette companies. The Government among other things, should use advertising as a tool to inform the public about the dangers as well as the ill effects of consuming tobacco products.</p>