SKMM CLARIFIES ON THE STAR RFM STATION ISSUE

Cyberjaya, 20 August 2010 – Following several complaints received by SKMM on the morning programme, the radio station, Star RFM Sdn Bhd (98.8 FM) is being investigated by SKMM for breach of licence conditions. SKMM has also informed the station regarding the complaints received.

Star RFM Sdn Bhd holds the Content Applications Service Provider-Individual (CASP-I) that requires compliance to licence conditions as stipulated in the licence; which includes prohibition on providing content which may upset the sensibilities and sentiments of any race or religion in this country.

In view of this, SKMM has received complaint against the content that was broadcast on 13 August 2010 by the radio station operated by Star RFM Sdn Bhd which may contain content that may upset the sensibilities and sentiments of races in this country.

Accordingly, SKMM evaluated the complaint and proceeded to investigate the radio station. The purpose of the investigation is to establish whether there is an offence committed.
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Press Release

Upon completion of the investigation, the case would be referred to Attorney General for further action.

Any decision with regards to this investigation will be communicated in due course, in accordance with provision of the Communications and Multimedia Act 1998 (CMA 1998) or any other relevant laws.

In short, SKMM’s concern is only on the compliance of the licence condition to ensure there is no future breach. Issues relating to staffing of any licensee is an internal matter within the organization (the station) to which SKMM is unable to comment. Any actions taken by SKMM will be in accordance to the licence condition for the radio station and provision of the CMA 1998 or any other relevant laws.

[Ends]

Notes to Editor:
1 If your organization wishes to include a quote from Malaysian Communications and Multimedia Commission (SKMM) in an article or news item, kindly attribute the quote to our organization (SKMM) rather than an officer of the organization, unless a designated spokesperson from SKMM is specified in the Press Release or reply to Press.

SKMM’s Content Regulation
One of SKMM’s primary roles is to ensure that content application service providers support the Government’s national policy objectives for the communications and multimedia sector, as set out in the Communications and Multimedia Act (CMA) 1998. In particular, to portray the diverse and rich heritage of Malaysian culture, identity and social values. In this aspect, SKMM oversees the regulatory framework for the convergent telecommunications, broadcasting industries and online activities, ensuring that the services and content provided are suitable, of
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Press Release

choice quality and fulfill national aspirations as well as the needs of all segments of the Malaysian community.

The Commission takes a four-pronged approach towards content regulation, namely, content monitoring, complaints management, new media initiatives and strengthening the self-regulatory mechanism.

Content monitoring is an ongoing activity of the Commission which ensures compliance with licence conditions as well as content standards, the Content Code by Content Applications Service Providers (CASP) and also relevant Application Service Providers (ASP). Services are monitored by the Content Monitoring Centre. Services monitored include traditional broadcast services such as radio and television as well as newer services such as online publishing and information services.

In addition to monitoring, the Commission responds to complaints regarding content in advertisements, online content and mobile content services. Such responses may include further monitoring, evaluation, taking enforcement action and providing reports on areas of public interest regarding standards and effectiveness of content policies, codes and standards.

As certain aspects of the networked content industry fall under the purview of other ministries and government agencies, the Commission’s role includes collaborating and co-ordinating with the relevant ministries and government agencies towards clarity of policies and practices for effective implementation and enforcement of the regulatory framework. Some of the key ministries and government agencies are the Ministry of Information Communications and Culture (MICC), Ministry of Home Affairs (MoHA), Ministry of Health (MoH), the Film Censorship Board, the Content Forum and the National Film Development Corporation Malaysia (FINAS).

SKMM also participates in inter-agency committees relating to content monitoring and regulation including the Jawatankuasa Penyelarasan Pemantauan Siaran TV dan Radio Awam dan Swasta (JKPPSTRAS) which is led by MICC. SKMM is also an observer in the Medicine Advertisement Board, which is led by the Ministry of Health.

Enforcement action is also taken for breaches of any licence condition as well as for breaches of Sections 211 and 233 under the CMA 1998 for prohibited content in the networked environment.
About Malaysian Communications and Multimedia Commission (SKMM)
The primary role of SKMM is to implement and promote the Government's national policy objectives for the communications and multimedia sector. SKMM is also charged with overseeing the new regulatory framework for the converging industries of telecommunications, broadcasting and on-line activities, in accordance with the national policy objectives set out in the Communications and Multimedia Act 1998 (CMA), as well as postal services and digital certifications.
The CMA provides that SKMM undertakes a policy implementation role, while policy decision-making is vested with the Minister. The Minister may also give policy directions to the Commission.

For more information visit http://www.skmm.gov.my
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