



Implementing Child Online Protection (COP) Plan





AGENDA

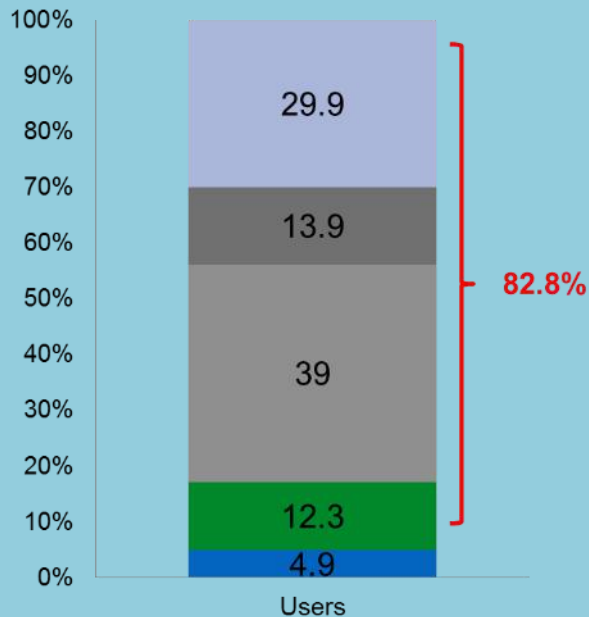
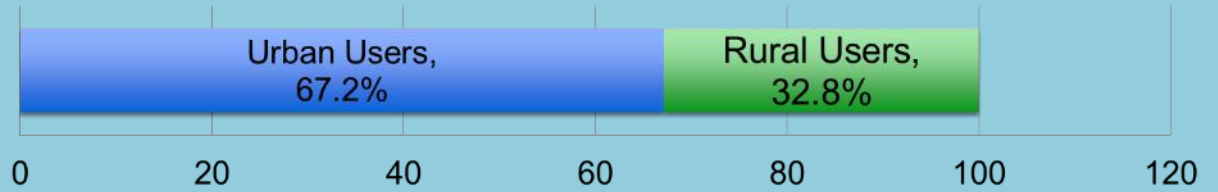
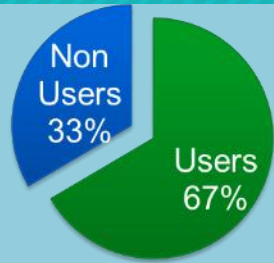
- Internet Users in Malaysia
- Online Threats to Children
- Governance Framework for COP
- MCMC Roles & Implementation Strategies for COP
- MCMC Initiatives
- Conclusion



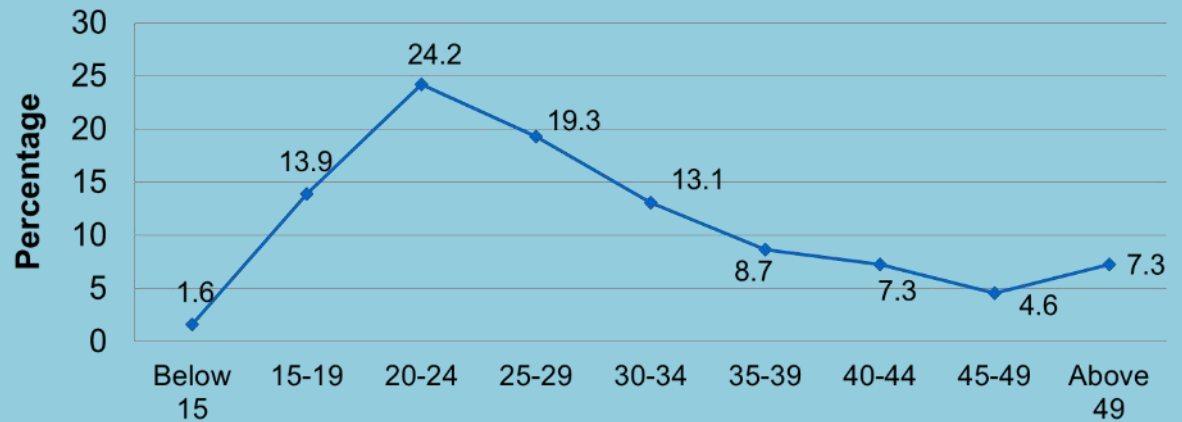


INTERNET USERS IN MALAYSIA

**INTERNET
USERS
20.1M**



AGE OF USERS



86.8%



30.3%



22.7%



14.2%



3.7%



4.0%

User profile – Majority below 40 (80.8%), lower income, urban



MAIN REASONS OF THE INTERNET USAGE ARE FOR GETTING INFORMATION AND SOCIAL NETWORKING

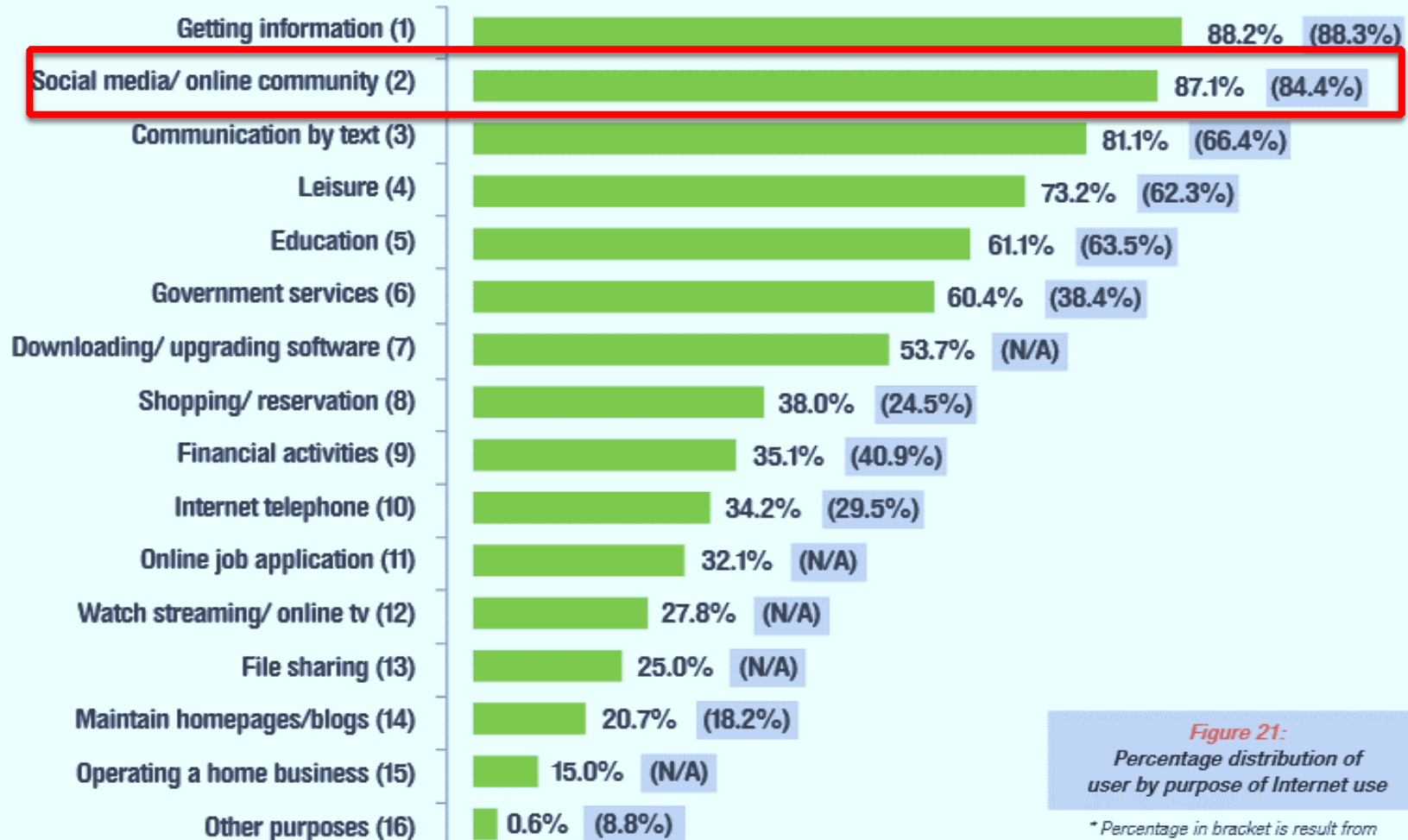
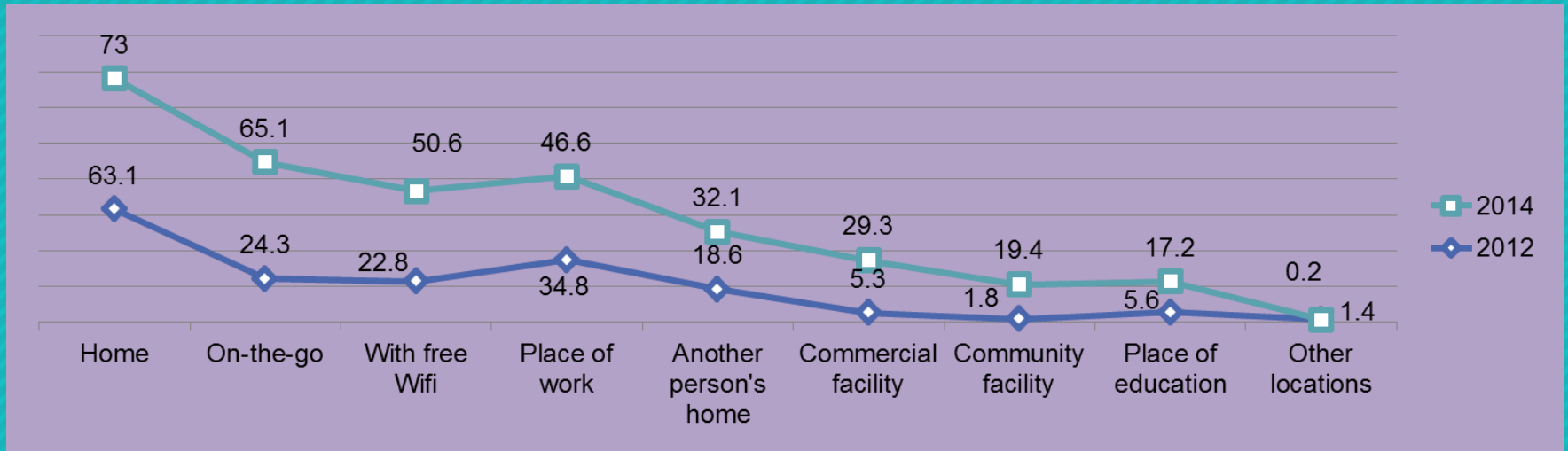


Figure 21:
Percentage distribution of user by purpose of Internet use

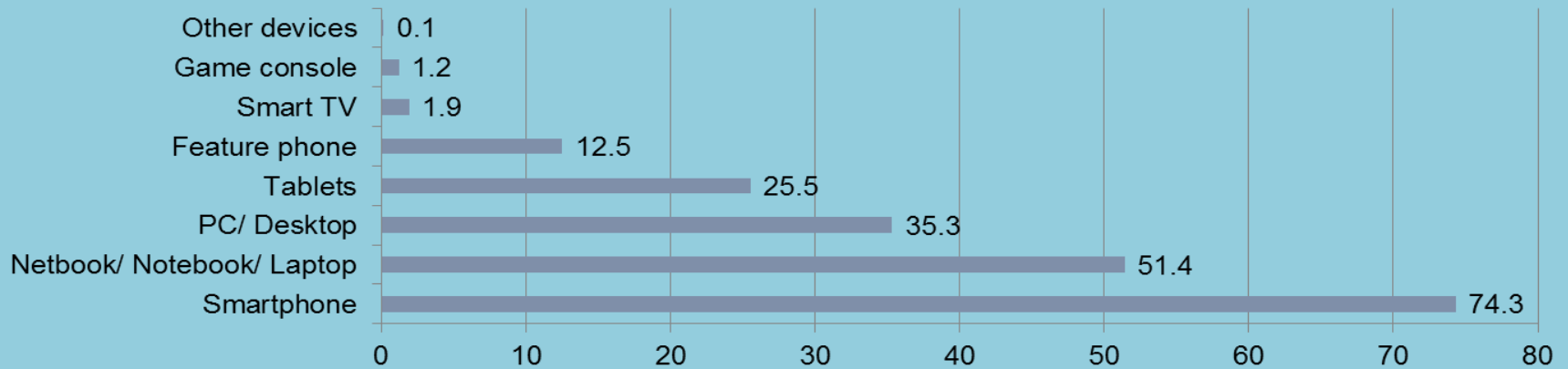
* Percentage in bracket is result from HUIS 2011



INTERNET ACCESS IS EVERYWHERE AND THROUGH VARIOUS DEVICES



ACCESS DEVICES



Source: Internet Users Survey, 2014 (MCMC)



INTERNET ACCESS USING HANDPHONES

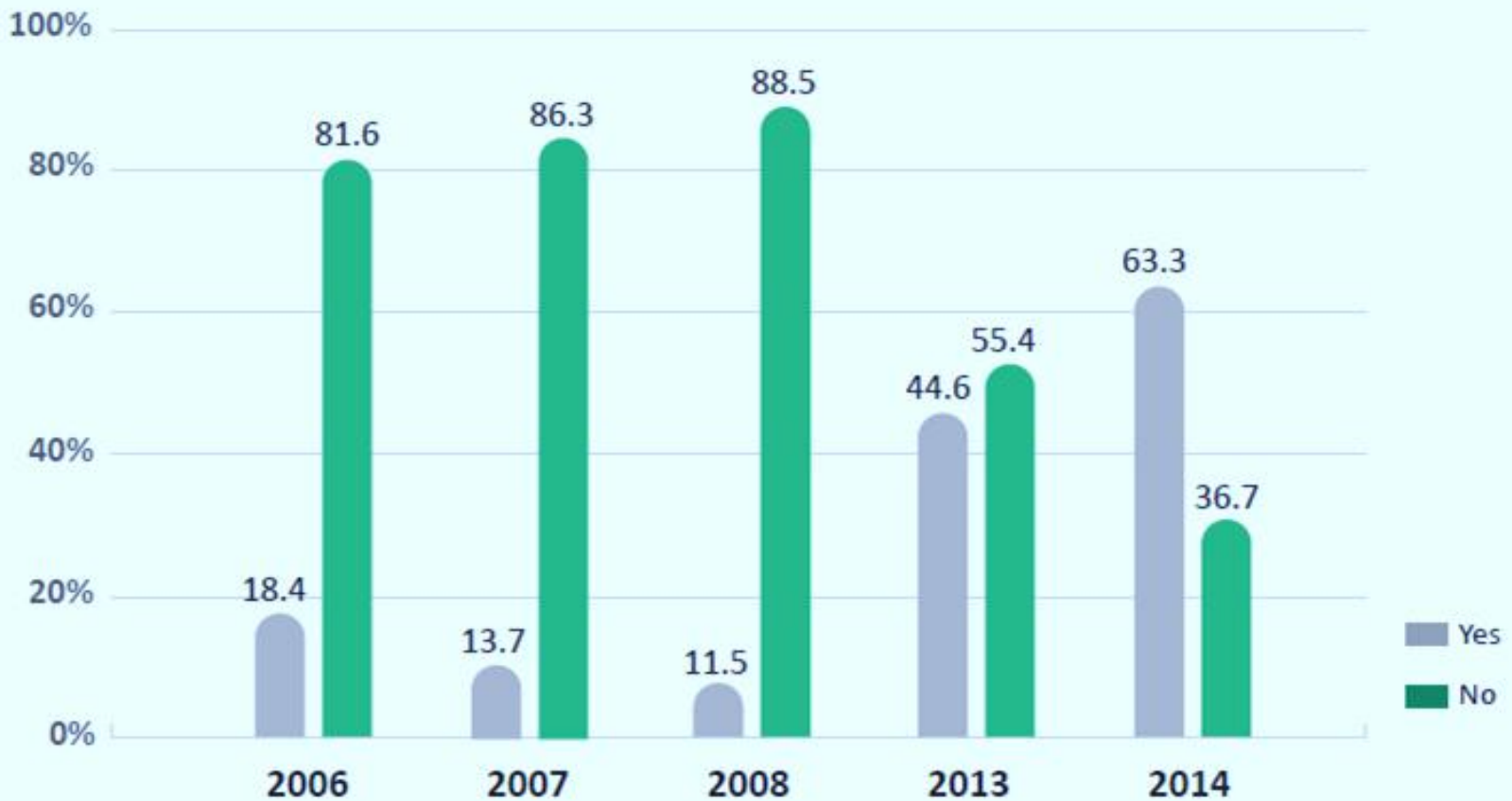


Figure 21 Percentage distribution of Internet access using hand phones



CHILDREN'S USE OF MOBILE INTERNET

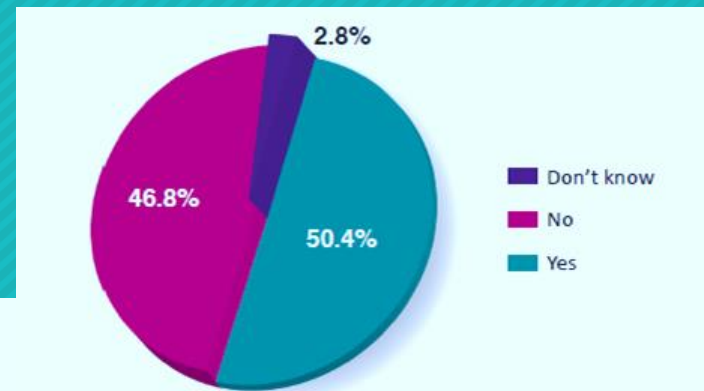


Figure 15 Children's use of mobile Internet

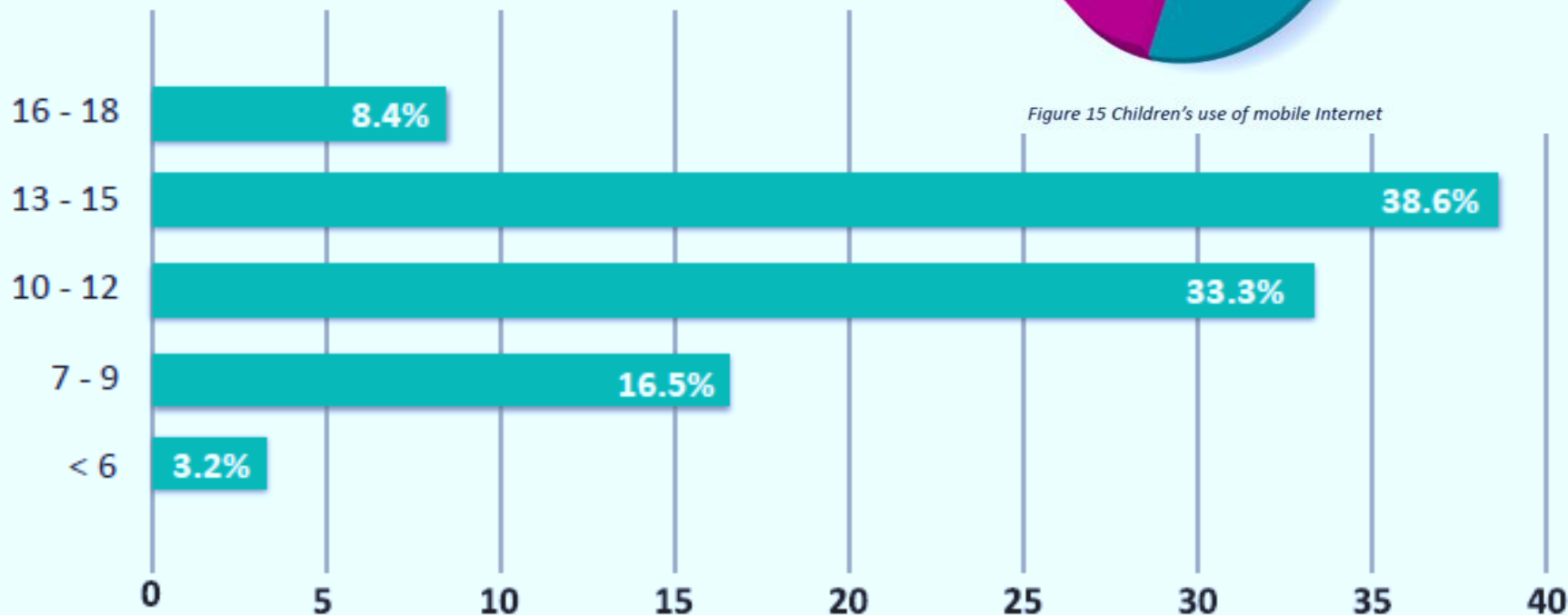


Figure 14 Percentage distribution of age of first hand phone ownership



CHILDREN AND SOCIAL NETWORKING



28%
TEACHERS

**WHO SHOULD
REGULATE
CHILDREN'S USE?**

25%
ISPs

92.5%
PARENTS

25%
GOVT

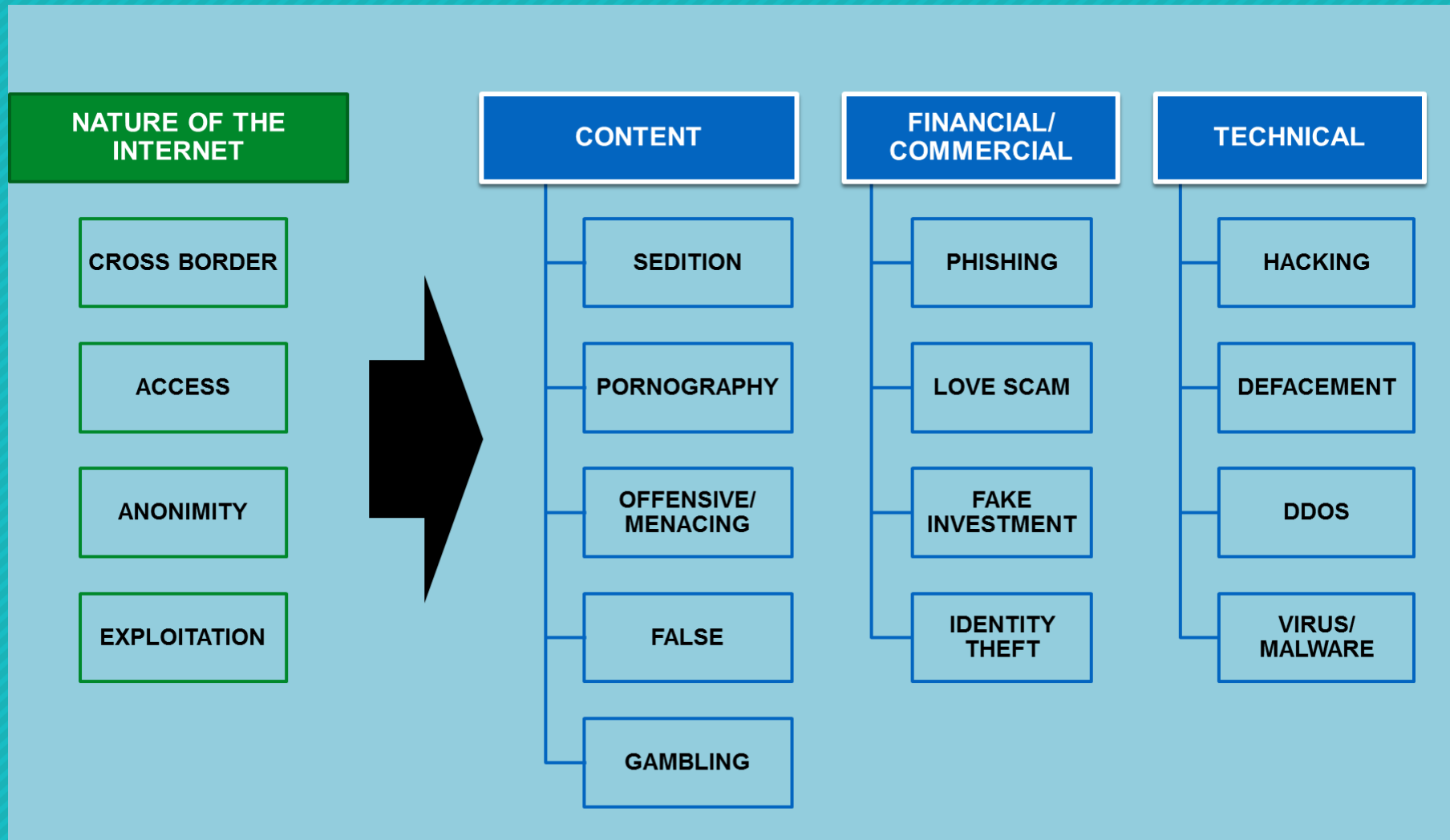


**IS SOCIAL
NETWORKING RISKY
TO CHILDREN?**





INTERNET FACILITATES THE COMMISSION OF VARIOUS CRIMES





THE NATURE OF THE INTERNET GIVES RISE TO SPECIFIC RISKS FOR CHILDREN



**ONLINE
PREDATORS**



SEXTING



**CYBER
BULLYING/
HARASSMENT**



**ABUSIVE BEHAVIOUR AND
SEXUALLY EXPLICIT MESSAGES**



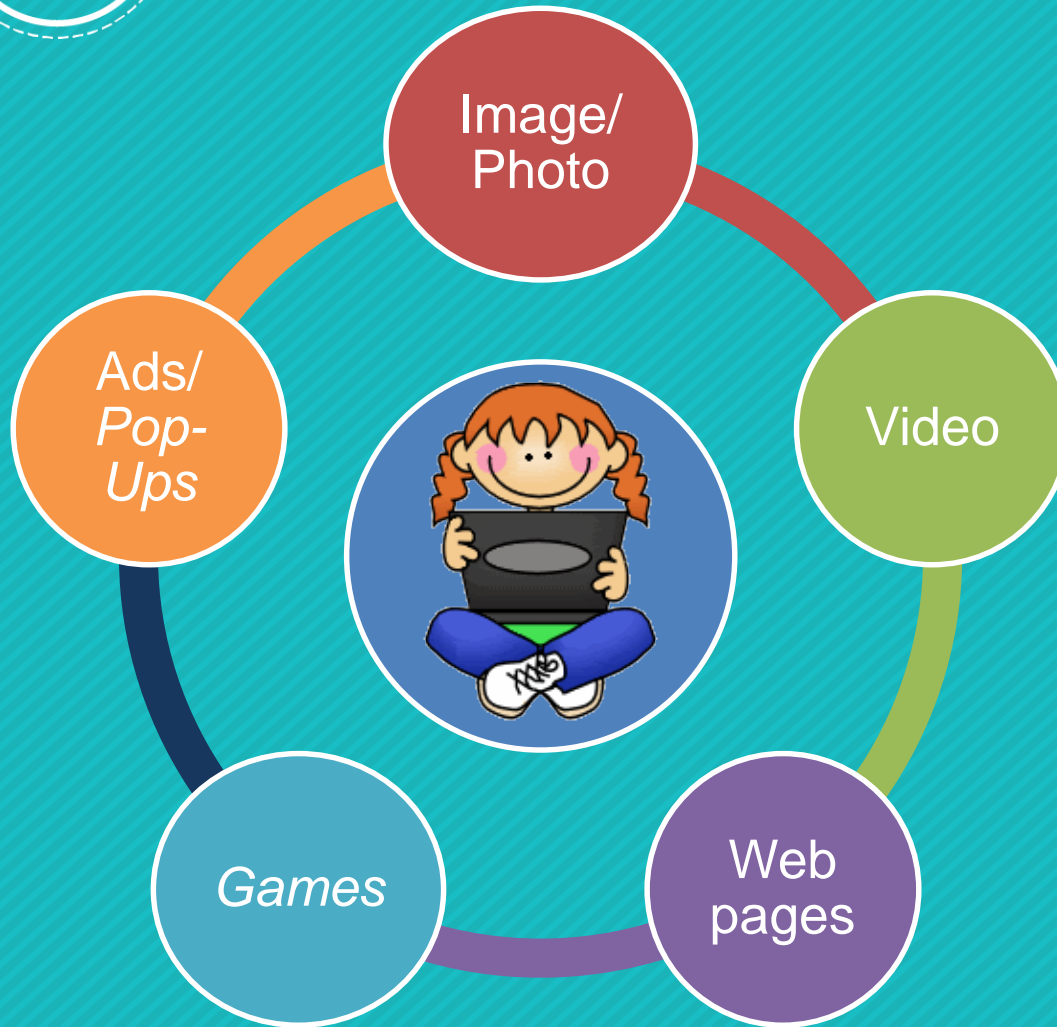
**ONLINE
ADDICTION**



**IDENTITY
THEFT**



INTERNET CONTENT RISKS FOR CHILDREN



Content Risk

- Harmful, detrimental and illegal content.
- Harassment or interaction with child sex offenders.
- Watching pornography.
- Involvement with gambling, violence and terrorism (ISIS).



CHILD PARENTAL CONTROL



Figure 16 Percentage distribution of parental concern on hand phone usage among children

Internet content is among issues of concern, **73.2%** parents/guardians admit that they check and monitor their children's hand phones.



PROTECTING CHILDREN REQUIRES ACTIVE INTERVENTION BY GOVERNMENT, INDUSTRY & PUBLIC

ITU CHILD ONLINE PROTECTION INITIATIVES ADOPTION



- Violence
- Harmful content
- Pornography/ Obscene
- Gambling



CONTENT CONTROL MECHANISM

- 1 Service provider providing mobile Internet
- 2 Content inappropriate to children
- 3 Content controlled by default
- 4 Opt Out is possible upon request by an adult



WORD OF CAUTION – THERE'S NO TECHNOLOGICAL SILVER BULLET

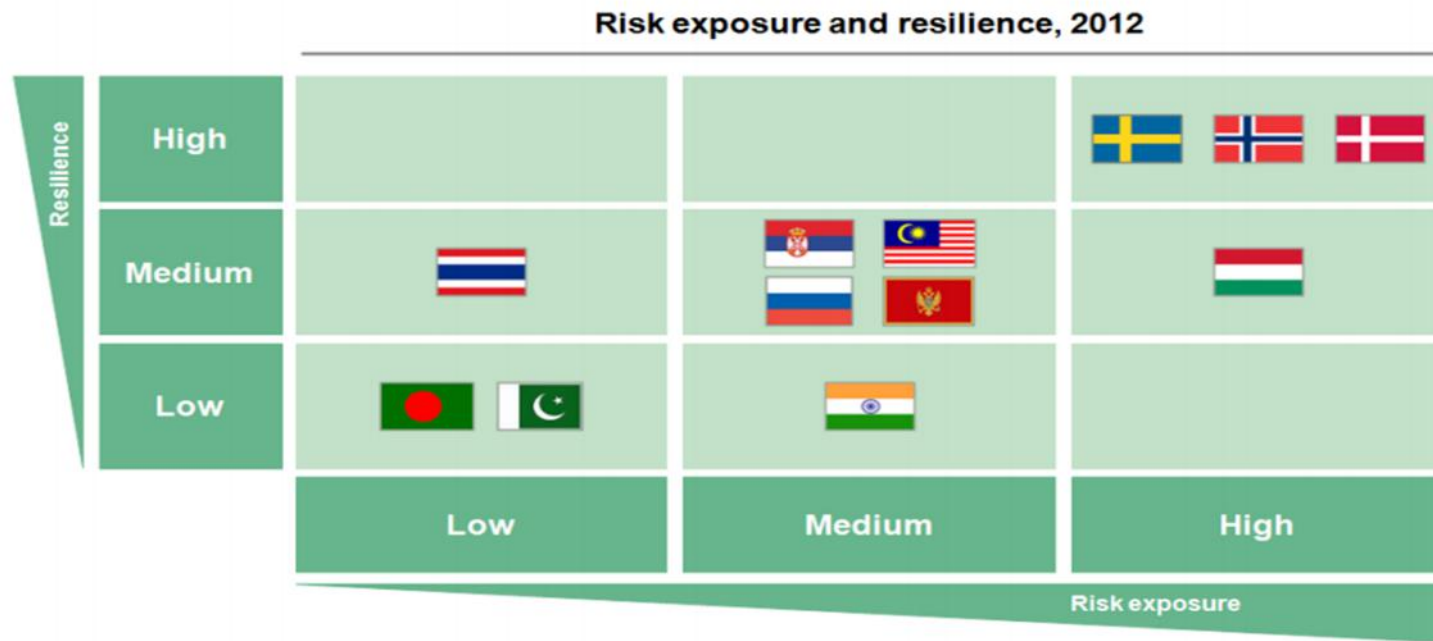
- Filters are a great tool BUT technology is not the only way in which this issue should be addressed.
- Important to ensure that children are resilient, competent and confident.
- Similarly, whilst harmful content is a risk, sometimes children's behaviour is too.

**REQUIRES A LONGER TERM PLAN AND
SETTING THE RIGHT PLATFORM**



BUILDING RESILIENCE IN CHILDREN THROUGH EDUCATION & PARENTAL GUIDANCE

Harm from risk exposure partially mitigated by resilience



Source: EIU; ITU; WEF; BMI; World Bank; Communication Chambers; IMF; OpenNet Initiative; Reporters Without Borders; IC Intelligence Center; BCG analysis
THE BOSTON CONSULTING GROUP

- Learning how to avoid harmful online encounters or seek help when they do.
- How to recover more quickly after coming across dangerous or inappropriate web content.



NATIONAL ACTION PLAN ON CHILD ONLINE PROTECTION SPEARHEADED BY MINISTRY OF WOMEN, FAMILY AND COMMUNITY DEVELOPMENT

GOALS

Aims to ensure every children is protected from cyber threats. The action plan involves cooperation and commitment from all parties, especially parents, guardians, teachers, including all members of the public and non-governmental organizations (NGOs) in protecting children in cyberspace.

OBJECTIVE



1. To raise awareness and commitment of all stakeholders to protect children in cyberspace

2. To protect children from any cyber threats



3. To ensure that children who are involved in cyber threats get intervention and recovery



4. To strengthen support services to prevent cyber threats on children





PROTECTING CHILDREN ONLINE REQUIRES A MULTI-PRONGED APPROACH

SELF REGULATION

- Promotion of self regulation by the Malaysian Communications & Multimedia Content Forum (CMCF)

PREVENTIVE

- Abuse reporting to website administrators/ social networks – depending on type of profile & content
- Issue warnings/ advisories
- Blocking of websites that are against written laws of Malaysia
- Complaint-based Monitoring
- Profiling/ Surveillance

EDUCATION & AWARENESS

- Media Engagement
- Public Awareness

INTERNATIONAL COOPERATION

- Informal assistance
- Leadership positions/ representation in international organisations or caucus



ROLES OF MCMC

1

Developing the Communications & Multimedia Industry

Broadcasting

TV

- Satellite – one provider (Astro)
- Free to Air - 7 private channels
- IPTV

Radio

- Analogue System, free to air – more than 24 stations

2

Regulating the Communications & Multimedia Industry

Communications

Cellular services

- 4 main operators, Maxis, Celcom & Digi + Umobile etc

Fixed Telephony

- Telekom Malaysia, Maxis, Time

Broadband

- TM (HSBB),
- Maxis, Time, Celcom, Digi, Umobile YES, P1 etc

Convergence of content & communications – concept of self regulation

- New Media, social media – Twitter, Facebook, blog, web sites [‘**KLIK DENGAN BIJAK**’ PROGRAMME]

Post & Courier

Post

- One Postal Company – Pos Malaysia

Courier

- More than 110 small and big courier companies in 3 categories

Overlaps with a few logistics companies which are regulated by the Transport Ministry

E-Commerce Infrastructure

Digital Signature

- 3 companies under the Digital Signature Act

Strategic Trade

- Managed by MITI-SKMM licensing body + enforcement

Cooperation on E-commerce with other agencies such as MITI, MoSTI, SIRIM, KPDNKK, MyIPO, MDeC, Bank Negara etc



COMMUNICATION & MULTIMEDIA ACT 1998 (CMA 1998)

CMA Provision

PART VI – ECONOMIC REGULATION

1. Licensing needs
2. Compliance with license conditions
3. Anti-competitive practices

PART VII – TECHNICAL REGULATION

1. Prohibition on using spectrum without assignment
2. Administration of numbering and & electronic addressing
3. Interference of spectrum usage
4. Technical standard

PART VIII – CONSUMER PROTECTION

1. Quality of service
2. Required application services
3. Resolution of consumer disputes
4. Rate regulation
5. Universal service provision

PART IX – SOCIAL REGULATION

1. Licensing of content services
2. Prohibition on provision of offensive content
3. Content forum



MCMC ROLES IN CHILD ONLINE PROTECTION (1/3)

CMA 1998 (S. 233)

- It is an offence to send content that is obscene, indecent, false, menacing or offensive in character with intent to annoy, abuse, threaten or harass another person.



CYBER GROOMING

- Content sent by offenders to gain trust of a child may not be obscene, indecent, false, menacing or offensive.
- Delivery intention is not to annoy or disturb others.
- Children may not see the content as a form of 'persecution' and may not report it.

ONLINE BULLYING

- No cases tried involving children (whether perpetrator or victim). Most applications were for technical assistance.



MCMC ROLES IN CHILD ONLINE PROTECTION (2/3)

CMA 1998 S. 263(2)

- MCMC can request assistance from licensed service providers to prevent the commission or attempted commission of an offense under any written law of Malaysia.



PORNOGRAPHY CONTENT/ CHILD SEXUAL ABUSE

- Instructions to the licensee to restrict access to websites that violate national laws based on the information /application by the police.
- MCMC DID not monitor the Internet for such content.

Note:

- Cooperation from website operators, social networking sites etc. is necessary to delete such content.
- Application will be made for websites which are based outside the country.



MCMC ROLES IN CHILD ONLINE PROTECTION (3/3)

Technical Assistance & Advocacy

Forensic

Education
&
Awareness

Forensic

Analysis of
communication
devices

Expert
statement in
court

Education & Awareness

Klik Dengan Bijak

Advocacy



SPECIFIC INITIATIVE TO EDUCATE CHILDREN THROUGH KLIK DENGAN BIJAK PROGRAM



SAFETY

To educate the public to use the Internet in a safe manner - raising awareness of the risks.

SECURITY

To remind the public to be careful in all their online interactions - building skills that can help reduce risk of harm.

RESPONSIBILITY

To promote positive use of the Internet to and by the public.

DIGITAL RESILIENCE - RESILIENCE TO EITHER AVOID RISKS OR RECOVER FROM HARM





KLIK DENGAN BIJAK TARGET AUDIENCE & MESSAGES

1



KIDS & TEENS

**Protect your
personal
information**

**Don't talk to
strangers**

Mind your manners

2



YOUTHS

Cause & effect

**Understanding the
dangers**

**Think before you
post**

3



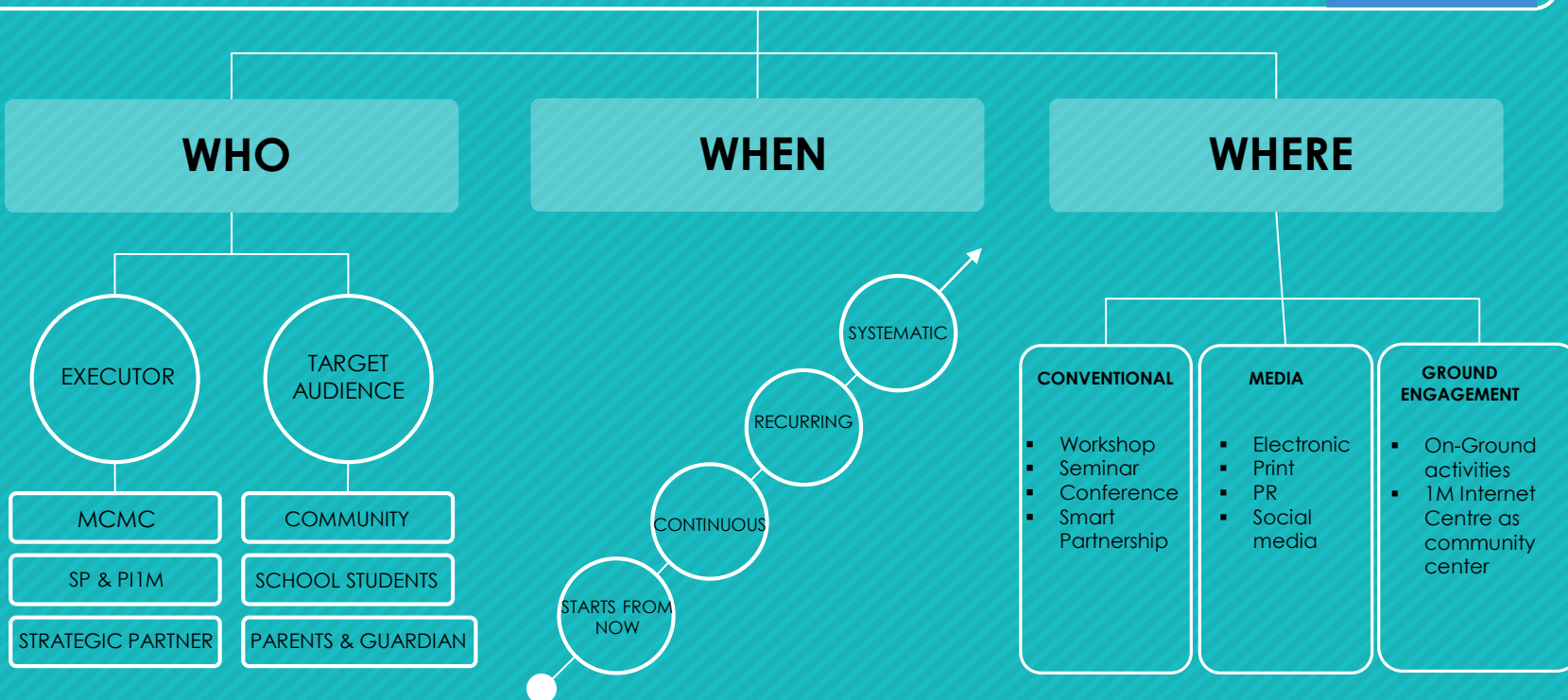
PARENTS/CAREGIVERS

**Know what your
child is doing online**



IMPLEMENTATION OF MCMC ADVOCACY PLAN

Digital and media-literate society that contribute effectively, ethically and responsibly spurring demand for communication and multimedia services.





MISSION OF MCMC ADVOCACY PROGRAM

Digital and media-literate society that contribute effectively, ethically and responsibly spurring demand for communication and multimedia services.



WHAT (Vision)

To develop educational and awareness programs for all communication and multimedia users.

To engage with strategic partners through strategic engagement initiatives in promoting MCMC advocacy messages.

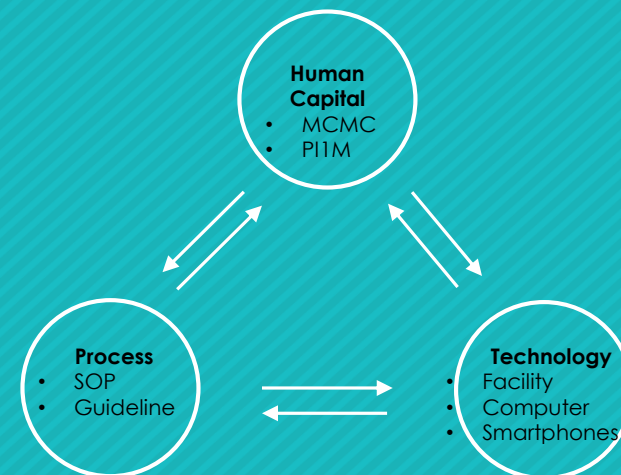
To implement sustainable and cost effective public awareness events and programs that would deliver advocacy messages.

To attain strong and positive brand recognition of MCMC's advocacy and outreach programs.

To be acknowledged as the reference point for digital and media literacy.

To implement a strategic platform to encourage digital inclusion through the creation of digital champions.

HOW



Achieve **WHAT** for **WHO**



IMPLEMENTATION STRATEGY FOR MCMC ADVOCACY PLAN

1. Regulating content effectively
2. Empowering and improving consumer protection
3. Improving human capital to carry out the regulatory function better

MCMC ADVOCACY PROGRAM & KPI

1 ENCOURAGING SELF REGULATION THROUGH INTERNET CONTENT FILTERING
- **Level of awareness**

2 CONSUMER ADVOCACY EMPOWERMENT THROUGH STRATEGIC ENGAGEMENT PROGRAM
- **Number of strategic engagement programs**

3 ENCOURAGING DIGITAL ENGAGEMENT
- **Number of MIV volunteers**

4 OUTREACH IMPLEMENTATION
- **Number of target audience**

5 MEDIA ENGAGEMENT FOR ADVOCACY
- **Media advocacy plan**

DELIVERY OF KEY ADVOCACY MESSAGES

DIGITAL INCLUSION

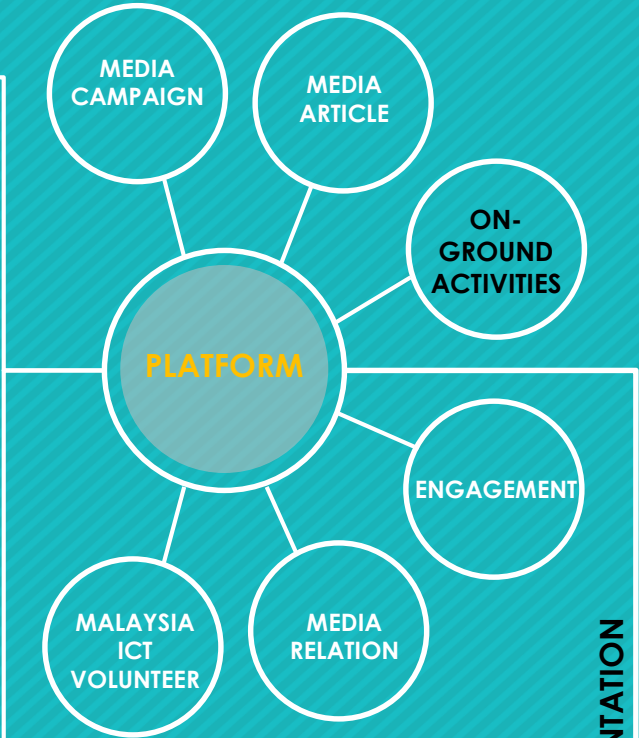
- Understanding of communication technology
- Contribution of technology to society

POSITIVE USAGE

- Legal awareness of rights and responsibilities
- Positive culture of internet usage based on Rukun Negara

DIGITAL LEADERSHIP

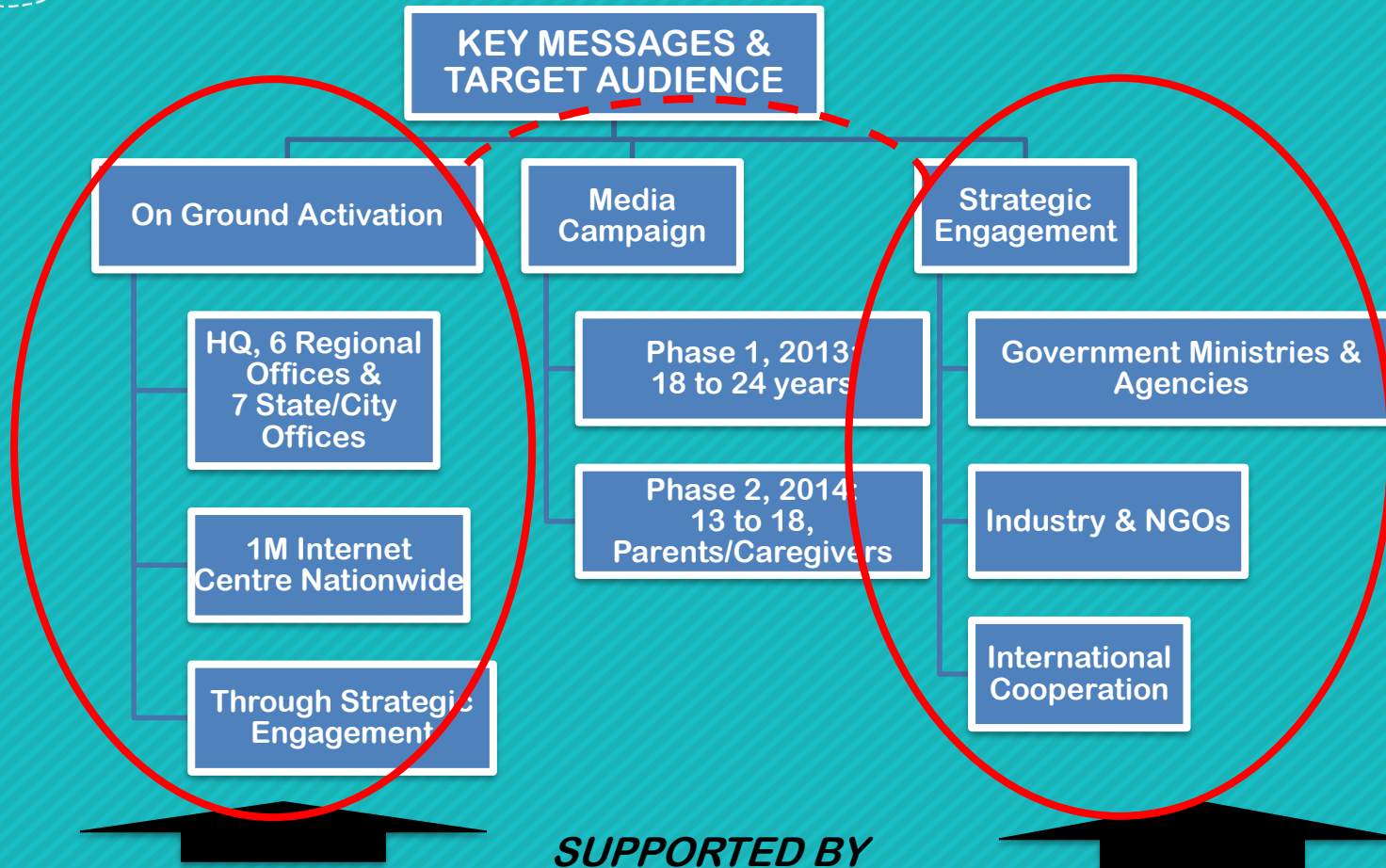
- Participation and contribution



IMPLEMENTATION



IMPLEMENTATION STRATEGY FOR MCMC ADVOCACY PLAN



SUPPORTED BY

BRANDING	MODULES
PUBLICATIONS	TEACHING KITS



RESEARCH





IMPLEMENTATION OF MCMC ADVOCACY PLAN



120 Mini Community
Broadband Centres

99 Community
Broadband Libraries

5,652
1Malaysia
Wi-Fi Villages

704 1Malaysia
Internet Centres
> 454,958 members

Source: MCMC (Figures as at Q4, 2014)



IMPLEMENTATION OF MCMC ADVOCACY PLAN

IMPLEMENTATION
OF
MCMC
ADVOCACY PLAN

Industry

MCMC
Headquarter

MCMC
Regional

SRO

SBRO

CRO

ERO

SWRO

NRO

SP

1M
Internet
Centre

704 1M Internet Centre
ACROSS MALAYSIA

ON GROUND
ARM

STRATEGIC
ARM



STRATEGIC ENGAGEMENT WITH GOVERNMENT AGENCIES & NGOS



Voices of Youth Digital Citizenship & Safety Desk Review on Exploring the Digital Landscape in Malaysia



Seminar on National Action Plan on COP (2013) Training by Wise Kids UK(2013, 2014) Wise Kids (Safe & Protect) Programme – Welfare Dept. ASEAN Regional Seminar (March 2015)

Training of Trainers (TOT) 1600 PLKN Trainers Sub-Modul KlikBijak@PLKN KDB@Kem PLKN Road Show



KEMENTERIAN PENDIDIKAN MALAYSIA



TTT For Scout Leaders, Annual KDB Camps (2013 – Melaka, 2014 – Sandakan, 2015 – Perak, 2016 – 5th ASEAN Jamboree in Terengganu)



Joint Media & Activities Strategic Partner of PDRM's Be Smart Campaign

Partnership Programme (Primary School)



ENGAGEMENT PROGRAMME

Rakan Muda Volunteer Programme - KDB MeetUp! The Curve - KL Converge (P. Carey) - NMRCP Seminar

Talks & Carnivals

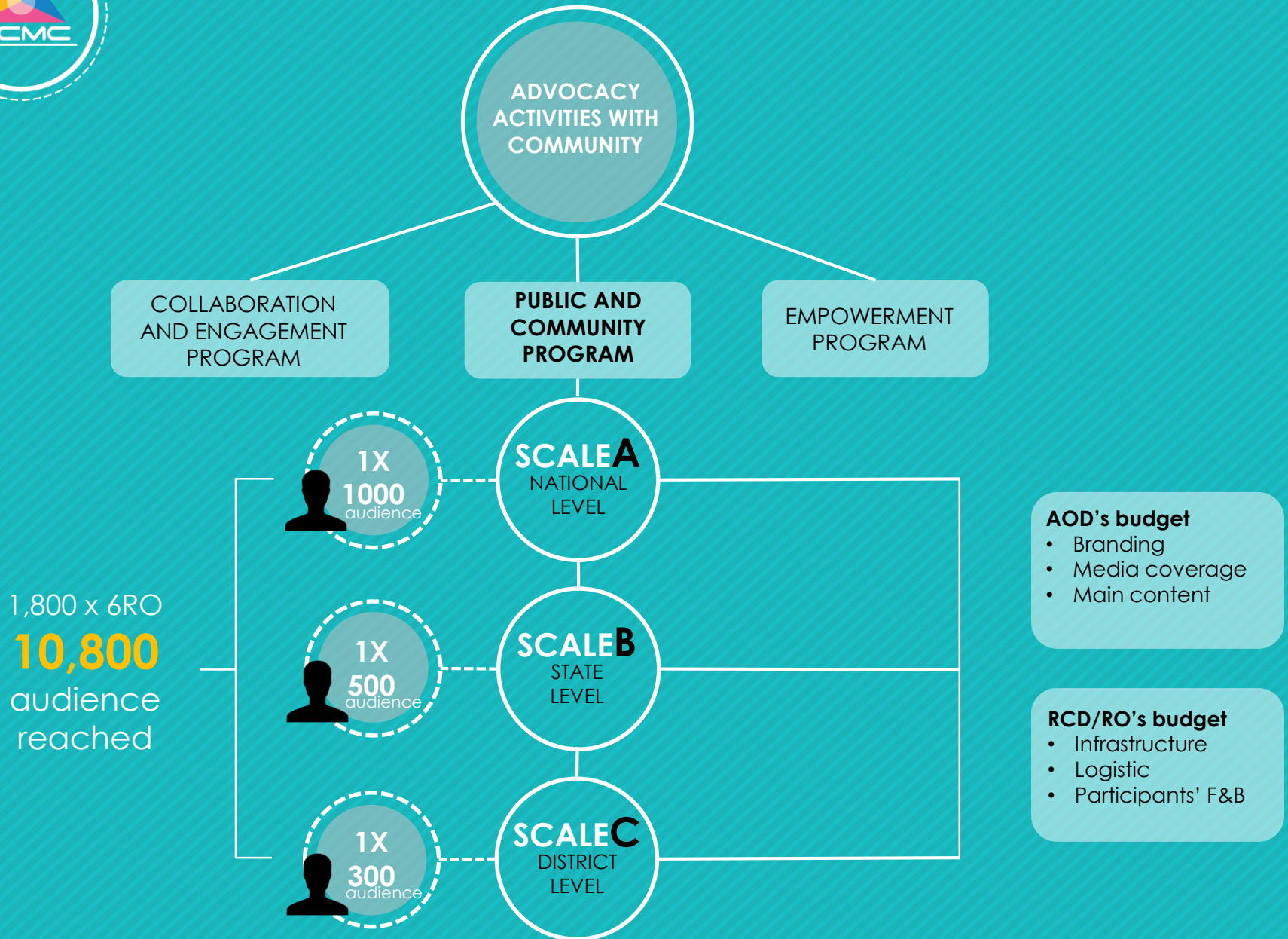


Communications and Multimedia Consumer Forum of Malaysia



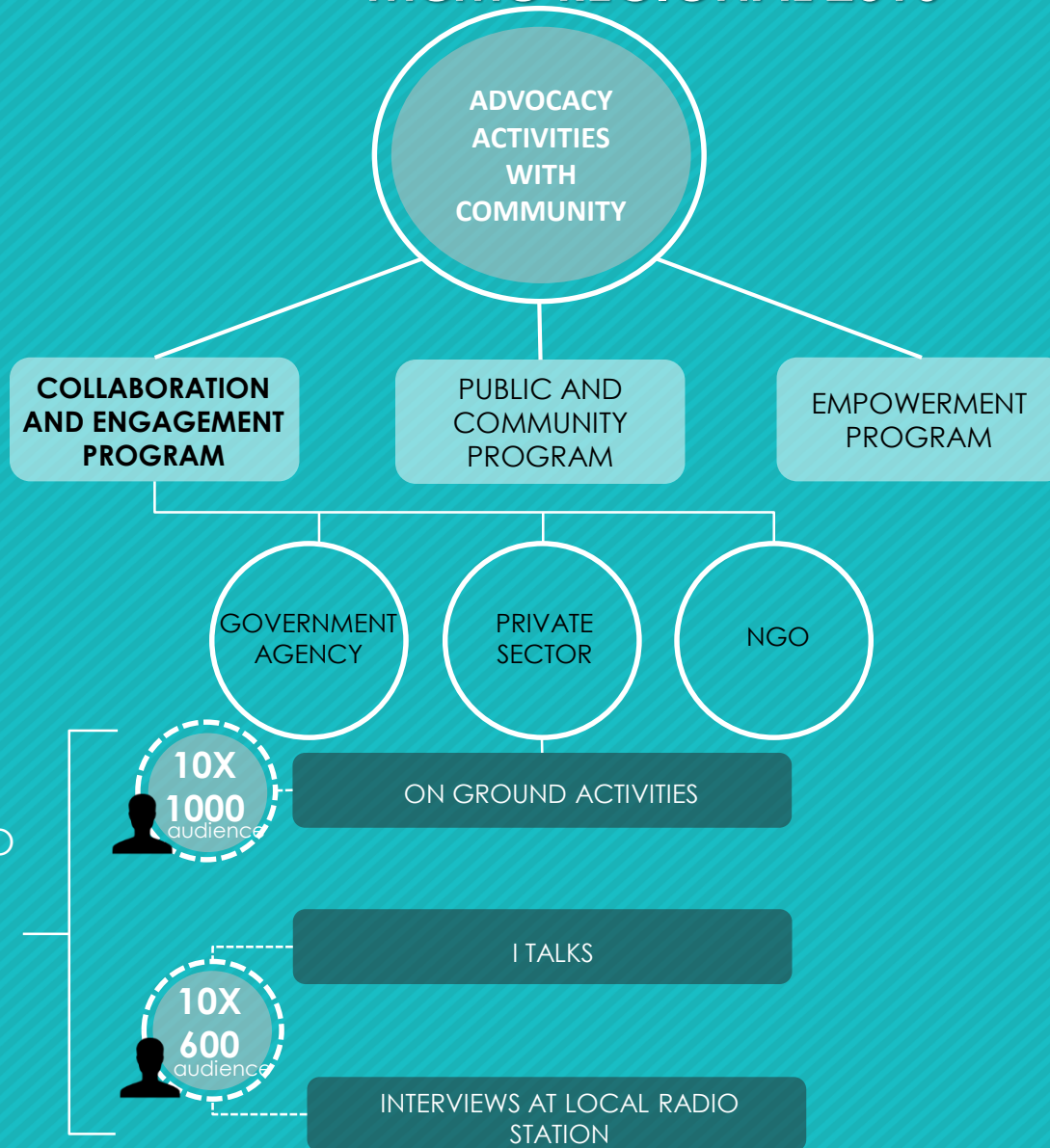


IMPLEMENTATION OF MCMC ADVOCACY PLAN AT MCMC REGIONAL 2016





IMPLEMENTATION OF MCMC ADVOCACY PLAN AT MCMC REGIONAL 2016



16,000 x 6 RO
96,000
 audience reached

EXISTING STRATEGIC PARTNERS

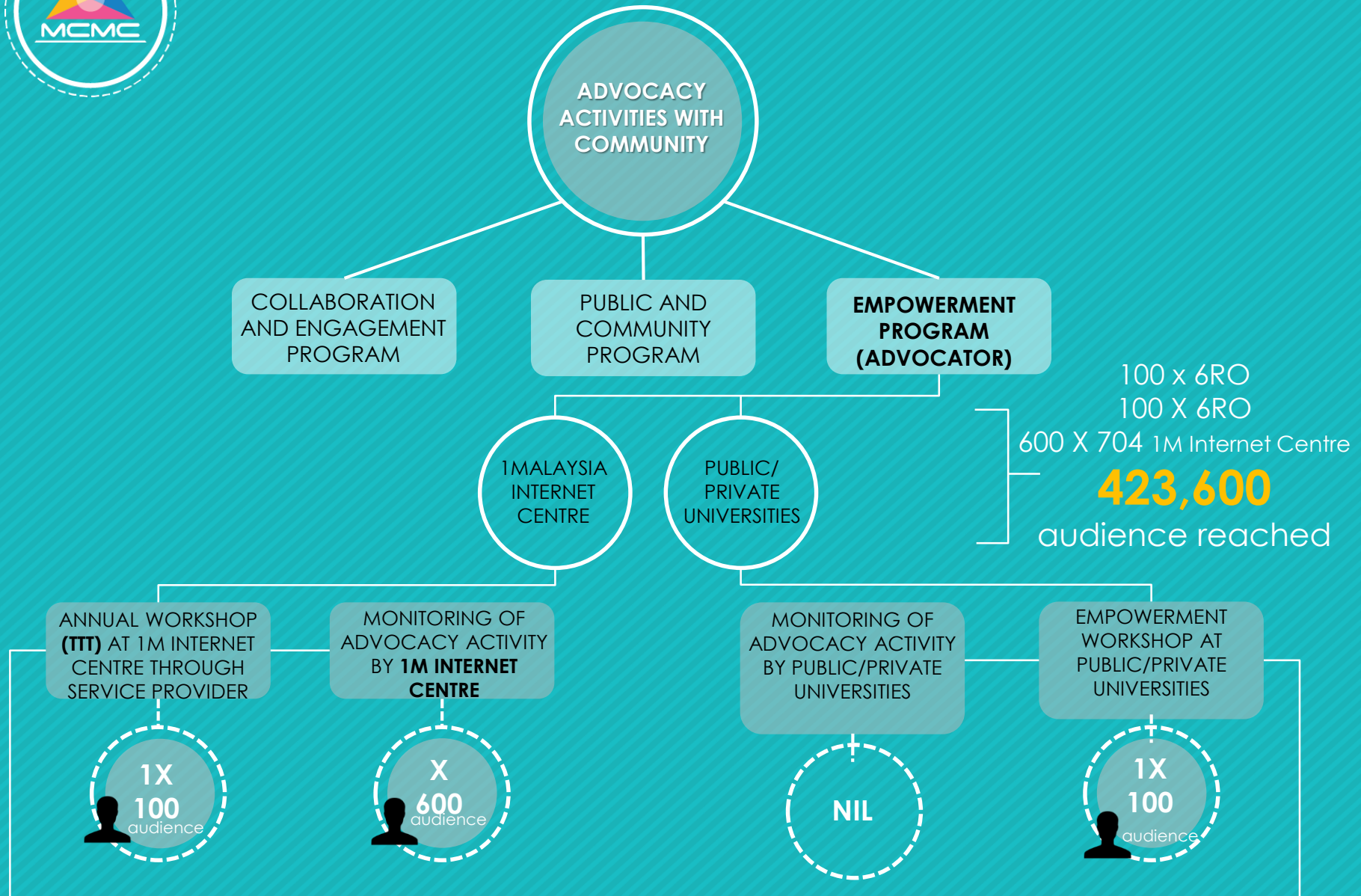
1. MINISTRY OF YOUTH & SPORTS
2. MINISTRY OF EDUCATION
3. MINISTRY DEFENCE
4. MINISTRY OF HEALTH
5. MINISTRY OF COMMUNICATION & MULTIMEDIA
6. MALAYSIAN DEPARTMENT OF ISLAMIC RELIGION
7. ROYAL MALAYSIA POLICE
8. KIDZANIA
9. SCOUTS ASSOCIATION OF MALAYSIA
10. CMCF
11. CFM

MAIN ORGANIZATIONAL ENGAGEMENT 2016

1. STATE/DISTRICT EDUCATION DEPARTMENT
2. YOUTH & SPORTS DEPARTMENT
3. STATE ISLAMIC DEPARTMENT
4. STATE HEALTH DEPARTMENT
5. STATE SOCIAL WELFATE DEPARTMENT
6. SCOUTS ASSOCIATION (STATE BRANCH)
7. TELECOMMUNICATION SERVICE PROVIDER
8. STATE GOVERNMENT
9. STATE LIBRARY



IMPLEMENTATION OF MCMC ADVOCACY PLAN AT MCMC REGIONAL 2016





IMPLEMENTATION OF MCMC ADVOCACY PLAN AT 1MALAYSIA INTERNET CENTRE 2015 vs 2016

INTERNET CENTRE ACHIEVEMENT

2015

674



15,842

ACTIVITIES BY ALL
INTERNET CENTRE

372,217

 audience
reached

TARGET TO BE REACHED

2016

704



X

600

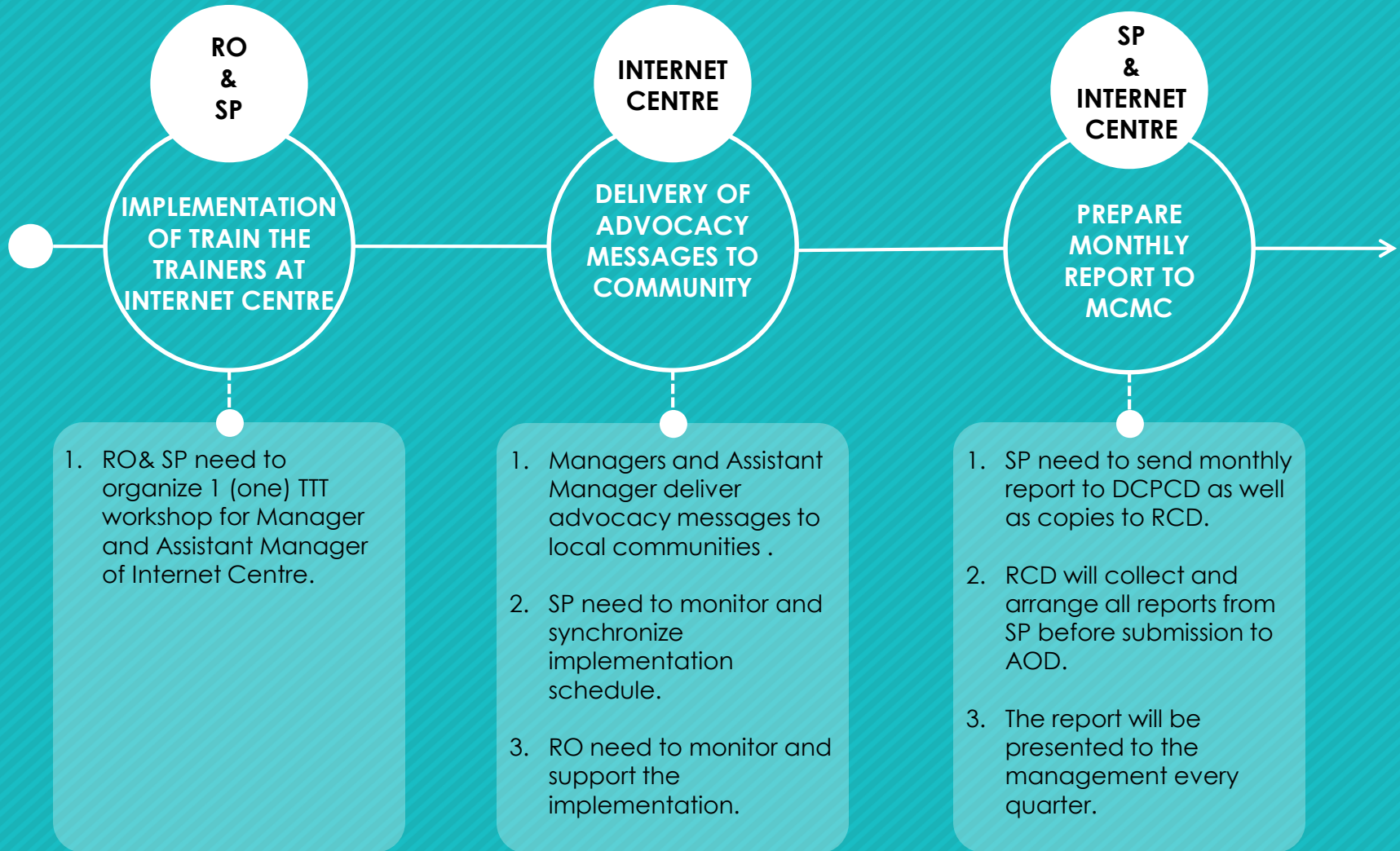
REACH FOR EVERY
INTERNET CENTRE IN 2016

422,400

 audience
to be
reached



IMPLEMENTATION OF MCMC ADVOCACY PLAN AT 1MALAYSIA INTERNET CENTRE





IMPLEMENTATION OF MCMC ADVOCACY PLAN AT 1MALAYSIA INTERNET CENTRE

OBJECTIVES OF TRAIN THE TRAINERS IMPLEMENTATION AT THE INTERNET CENTRE

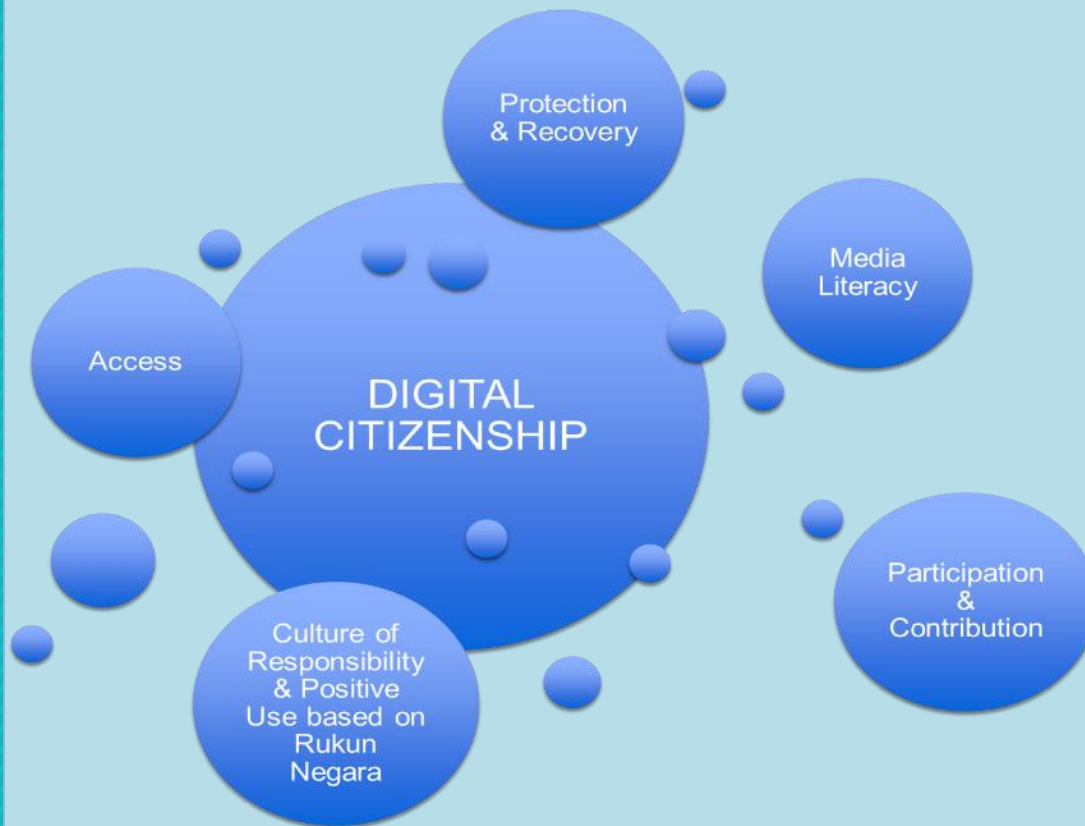
1. To introduce initiatives implemented by MCMC and work together to achieve initiatives' objective.
2. To provide information that can be used by the Manager and Assistant Manager of Internet Centre in contributing to the development of local communities.
3. To empower Managers and Assistant Managers' knowledge on latest ICT issues to build strong and competitive human capital.
4. To synchronize all activities at the Internet Centre.
5. To share advocacy materials such as referral materials and collaterals that are used for implementation of advocacy activities.

OBJECTIVES OF ADVOCACY PROGRAM'S IMPLEMENTATION AT THE INTERNET CENTRE

1. To increase community awareness on the importance of positive and responsible ICT usage.
2. To empower community to be the delivery channel of advocacy messages.
3. To encourage community engagement in developing the digital citizen.
4. To promote digital citizenship through various platforms which are continuous and sustainable.



ULTIMATELY, THE OBJECTIVE IS TO CREATE EFFECTIVE DIGITAL CITIZENS...



Digital Citizenship is about building “a **culture of responsibility online; and equips children and youth with the ability to judge, navigate and create a range of media content and services, while operating a system of selection, control and protection”.**
(UNICEF)



INITIATIVES TO BUILD DIGITAL CITIZENS (ENGAGEMENT TOOLS WITH AUDIENCE)



FUTURE DIGITAL CITIZENS

This module covers three key advocacy messages which are **digital inclusion**, **positive usage of ICT** and **digital leadership**. It is aimed to encourage digital citizenship and at the same time establish a secure online environment.



MALAYSIA ICT VOLUNTEER

An initiative under **digital leadership**. MIV is an ICT volunteer platform which is intended to manage ICT volunteer as resources to help communities at selected rural areas to become digital citizens and support the development of a smart digital nation.



SMART COMMUNITY

MCMC initiatives to develop smart community and enhance digital literacy among rural communities. It also aims at improving the quality of life and socio-economic status of the local community through the use of ICT and faster access to information.



INITIATIVES TO BUILD DIGITAL CITIZENS (ENGAGEMENT TOOLS WITH AUDIENCE)

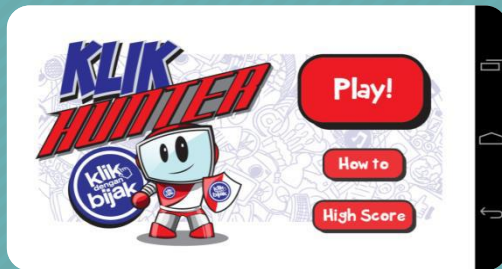


Social Media - Facebook (Klik Dengan Bijak)

Advocacy activities, messages and tips are uploaded to be shared with friends and 'likers'.

Computer Games (KDB Words Puzzle)

Indirect learning. This activity can be customized based on messages to be delivered and target audience.



Online Games (Klik Hunter Kaunter)

Learning through gadgets and technology. The application can be downloaded from Google Play or Apple Apps Store.

Mobile E-Waste

Awareness on the right e-waste management as well as collecting the waste from users to be recycled.



KDB Advocacy Video

Understanding of advocacy messages through content delivered in video.

Check Your Label

Awareness on consumers' self regulation to check whether their communication devices are certified and genuine. This mobile app is available for both Android and iOS devices.





INITIATIVES TO BUILD DIGITAL CITIZENS (ENGAGEMENT TOOLS WITH AUDIENCE)



KDB FUNNIEST 15 SECONDS

15 second short video contest that is based on internet safety

Objective :

To empower and encourage community's participation in delivering advocacy messages in creative ways.



KDB CYBER CHALLENGE

A contest which involves physical activities during field event

Objective :

To encourage community's participation to improve understanding of key advocacy messages which are digital inclusion, positive usage and digital champion.



SO YOU THINK YOU KNOW ONLINE QUIZ

A web based application quiz contest

Objective:

To assess internet users' understanding on three main advocacy messages and encourage the Internet users (community) to use technology responsibly and to get advocacy messages from valid sources.

Web based application which can store the number of internet users as well as their information. The application can also evaluate users' basic understanding on advocacy messages.

DIGITAL ADVOCACY PORTAL



[facebook.com/
klikdenganbijak](https://facebook.com/klikdenganbijak)

[youtube.com/
klikdenganbijak](https://youtube.com/klikdenganbijak)

klikdenganbijak.my

[instagram.com/
klikdenganbijak](https://instagram.com/klikdenganbijak)



CHALLENGES IN CHILD ONLINE PROTECTION IMPLEMENTATION



Challenges

Organizational Structure

Behavior

Cross-functional coordination

- Separate functions of organizations (Region/1M Internet Centre/Partner) must work together.

Resource allocation

- Organizations to utilize effectively the 'know-how' of staff at the right places.

Communication

- Every parties involved must know the directions and what are the objectives.

Commitment of workforce

- Commitment by regional, internet center and strategic partners to decisions.

Leadership of managers

- The role of the leaders in regional, internet center and strategic partners



THANK YOU

More about us:

<http://www.klikdenganbijak.my>

[http:// www.facebook.com/klikdenganbijak](http://www.facebook.com/klikdenganbijak)

[http:// www.instagram.com/klikdenganbijak](http://www.instagram.com/klikdenganbijak)

[http:// www.youtube.com/klikdenganbijak](http://www.youtube.com/klikdenganbijak)