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

Source: Internet Users Survey, 2014 (MCMC)

User profile – Majority below 40 (80.8%), lower income, urban
MAIN REASONS OF THE INTERNET USAGE ARE FOR GETTING INFORMATION AND SOCIAL NETWORKING

- **Getting information (1)**: 88.2% (88.3%)
- **Social media/online community (2)**: 87.1% (84.4%)
- **Communication by text (3)**: 81.1% (66.4%)
- **Leisure (4)**: 73.2% (62.3%)
- **Education (5)**: 61.1% (63.5%)
- **Government services (6)**: 60.4% (38.4%)
- **Downloading/upgrading software (7)**: 53.7% (N/A)
- **Shopping/reservation (8)**: 38.0% (24.5%)
- **Financial activities (9)**: 35.1% (40.9%)
- **Internet telephone (10)**: 34.2% (29.5%)
- **Online job application (11)**: 32.1% (N/A)
- **Watch streaming/online tv (12)**: 27.8% (N/A)
- **File sharing (13)**: 25.0% (N/A)
- **Maintain homepages/blogs (14)**: 20.7% (18.2%)
- **Operating a home business (15)**: 15.0% (N/A)
- **Other purposes (16)**: 0.6% (8.8%)

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

*Percentage in bracket is result from HUIS 2011

Source: Internet Users Survey, 2014 (MCMC)
INTERNET ACCESS IS EVERYWHERE AND THROUGH VARIOUS DEVICES

Source: Internet Users Survey, 2014 (MCMC)

ACCESS DEVICES

- Other devices: 0.1
- Game console: 1.2
- Smart TV: 1.9
- Feature phone: 12.5
- Tablets: 25.5
- PC/ Desktop: 35.3
- Netbook/ Notebook/ Laptop: 51.4
- Smartphone: 74.3

Source: Internet Users Survey, 2014 (MCMC)
INTERNET ACCESS USING HANDPHONES

Figure 21 Percentage distribution of Internet access using hand phones

Source: Handphone Users Survey 2014, MCMC
CHILDREN’S USE OF MOBILE INTERNET

Source: Handphone Users Survey 2014, MCMC
CHILDREN AND SOCIAL NETWORKING

WHO SHOULD REGULATE CHILDREN’S USE?

- 92.5% PARENTS
- 25% ISPs
- 28% TEACHERS
- 25% GOVT

IS SOCIAL NETWORKING RISKY TO CHILDREN?

- 65.5% YES
- 28.5% NO
- 5.9% NEUTRAL

Source: Internet Users Survey, 2011 (MCMC)
INTERNET FACILITATES THE COMMISSION OF VARIOUS CRIMES

NATURE OF THE INTERNET
- CROSS BORDER
- ACCESS
- ANONIMITY
- EXPLOITATION

CONTENT
- SEDITION
- PORNOGRAPHY
- OFFENSIVE/ MENACING
- FALSE
- GAMBLING

FINANCIAL/ COMMERCIAL
- PHISHING
- LOVE SCAM
- FAKE INVESTMENT
- IDENTITY THEFT

TECHNICAL
- HACKING
- DEFACEMENT
- DDOS
- VIRUS/ MALWARE

Source: ECPAT International www.ecpat.net
THE NATURE OF THE INTERNET GIVES RISE TO SPECIFIC RISKS FOR CHILDREN

- Online Predators
- Sexting
- Cyber Bullying/Harassment
- Online Addiction
- Abusive Behaviour and Sexually Explicit Messages
- 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).
Internet content is among issues of concern, 73.2% parents/guardians admit that they check and monitor their children’s hand phones.

Source: Handphone Users Survey 2014, MCMC
PROTECTING CHILDREN REQUIRES ACTIVE INTERVENTION BY GOVERNMENT, INDUSTRY & PUBLIC

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

http://www.
• 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
• 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

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

GOALS

Aims to ensure every child 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.

Source: www.kpwkm.gov.my
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]

   E-Commerce Infrastructure
   - Digital Signature
     - 3 companies under the Digital Signature Act
   - Strategic Trade
     - Managed by MITI-SKMM licensing body + enforcement

   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
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
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.
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.

PORTNOGRAPHY 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.
Technical Assistance & Advocacy

Forensic
- Analysis of communication devices
- Expert statement in court

Education & Awareness
- Klik Dengan Bijak
- Advocacy

MCMC ROLES IN CHILD ONLINE PROTECTION (3/3)
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
Digital and media-literate society that contribute effectively, ethically and responsibly spurring demand for communication and multimedia services.

**WHO**
- EXECUTOR: MCMC, SP & PI1M
- TARGET AUDIENCE: COMMUNITY, SCHOOL STUDENTS, PARENTS & GUARDIAN

**WHEN**
- SYSTEMATIC
- RECURRING
- CONTINUOUS
- STARTS FROM NOW

**WHERE**
- CONVENTIONAL
  - Workshop
  - Seminar
  - Conference
  - Smart Partnership
- MEDIA
  - Electronic
  - Print
  - PR
  - Social media
- GROUND ENGAGEMENT
  - On-Ground activities
  - 1M Internet Centre as community center
MISSION OF MCMC ADVOCACY PROGRAM

Digital and media-literate society that contribute effectively, ethically and responsibly sparking 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

- Human Capital • MCMC • PIIM
- Technology • Facility • Computer • Smartphones
- Process • SOP • Guideline

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

ENCOURAGING SELF REGULATION THROUGH INTERNET CONTENT FILTERING
- Level of awareness

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

ENCOURAGING DIGITAL ENGAGEMENT
- Number of MIV volunteers

OUTREACH IMPLEMENTATION
- Number of target audience

MEDIA ENGAGEMENT FOR ADVOCACY
- Media advocacy plan

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

PLATFORM

ON-GROUND ACTIVITIES

MEDIA CAMPAIGN

MEDIA ARTICLE

MALAYSIA ICT VOLUNTEER

MEDIA RELATION

ENGAGEMENT

IMPLEMENTATION
IMPLEMENTATION STRATEGY FOR MCMC
ADVOCACY PLAN

KEY MESSAGES & TARGET AUDIENCE

On Ground Activation
- HQ, 6 Regional Offices & 7 State/City Offices
- 1M Internet Centre Nationwide
- Through Strategic Engagement

Media Campaign
- Phase 1, 2013: 18 to 24 years

Strategic Engagement
- Phase 2, 2014: 13 to 18, Parents/Caregivers
- Government Ministries & Agencies
- Industry & NGOs
- International Cooperation

SUPPORTED BY

BRANDING
MODULES
PUBLICATIONS
TEACHING KITS
RESEARCH

Networked Media Research Collaboration Programme
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

Industry

MCMC Headquarter

MCMC Regional

1M Internet Centre

SP

SRO
SBRO
CRO
ERO
SWRO
NRO

ON GROUND ARM

STRATEGIC ARM

1M Internet Centre ACROSS MALAYSIA

704
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


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

Partnership Programme (Primary School)
Talks & Carnivals

Rakan Muda Volunteer Programme
- KDB MeetUp! The Curve
- KL Converge (P. Carey)
- NMRC Seminar
IMPLEMENTATION OF MCMC ADVOCACY PLAN AT MCMC REGIONAL 2016

ADVOCACY ACTIVITIES WITH COMMUNITY

COLLABORATION AND ENGAGEMENT PROGRAM

PUBLIC AND COMMUNITY PROGRAM

EMPOWERMENT PROGRAM

NATIONAL SCALE

1X 1000 audience

STATE SCALE

1X 500 audience

DISTRICT SCALE

1X 300 audience

1,800 x 6RO

10,800 audience reached

AOD’s budget
- Branding
- Media coverage
- Main content

RCD/RO’s budget
- Infrastructure
- Logistic
- Participants’ F&B
IMPLEMENTATION OF MCMC ADVOCACY PLAN AT MCMC REGIONAL 2016

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 WELFARE DEPARTMENT
6. Scouts Association (State Branch)
7. TELECOMMUNICATION SERVICE PROVIDER
8. STATE GOVERNMENT
9. STATE LIBRARY

COLLABORATION AND ENGAGEMENT PROGRAM
PUBLIC AND COMMUNITY PROGRAM
EMPOWERMENT PROGRAM

GOVERNMENT AGENCY
PRIVATE SECTOR
NGO

ADVOCACY ACTIVITIES WITH COMMUNITY

ON GROUND ACTIVITIES
16,000 x 6 RO
96,000 audience reached

I TALKS

INTERVIEWS AT LOCAL RADIO STATION

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 WELFARE 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

ADVOCACY ACTIVITIES WITH COMMUNITY

COLLABORATION AND ENGAGEMENT PROGRAM

PUBLIC AND COMMUNITY PROGRAM

EMPOWERMENT PROGRAM (ADVOCATOR)

1MALAYSIA INTERNET CENTRE

PUBLIC/PRIVATE UNIVERSITIES

ANNUAL WORKSHOP (TTT) AT 1M INTERNET CENTRE THROUGH SERVICE PROVIDER

MONITORING OF ADVOCACY ACTIVITY BY 1M INTERNET CENTRE

MONITORING OF ADVOCACY ACTIVITY BY PUBLIC/PRIVATE UNIVERSITIES

EMPOWERMENT WORKSHOP AT PUBLIC/PRIVATE UNIVERSITIES

1X 100 audience

X 600 audience

NILL

100 x 6RO
100 x 6RO
600 x 704 1M Internet Centre

423,600 audience reached
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 TRAIN THE TRAINERS AT INTERNET CENTRE

1. RO & SP need to organize 1 (one) TTT workshop for Manager and Assistant Manager of Internet Centre.

INTERNET CENTRE

1. Managers and Assistant Manager deliver advocacy messages to local communities.
2. SP need to monitor and synchronize implementation schedule.
3. RO need to monitor and support the implementation.

PREPARE MONTHLY REPORT TO MCMC

1. SP need to send monthly report to DCPCD as well as copies to RCD.
2. RCD will collect and arrange all reports from SP before submission to AOD.
3. The report will be presented to the management every quarter.

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.

DIGITAL ADVOCACY PORTAL

facebook.com/klikdenganbijak
youtube.com/klikdenganbijak
klikdenganbijak.my
instagram.com/klikdenganbijak
CHALLENGES IN CHILD ONLINE PROTECTION IMPLEMENTATION

Challenges

Organizational Structure

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.

Behavior

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.instagram.com/klikdenganbijak
http://www.youtube.com/klikdenganbijak