

Social media platforms must apply for licence before Dec 31

KUALA LUMPUR: Social media platform providers have been urged to promptly register their service licences ahead of the enforcement of the Class Licence for Application Service Providers, which takes effect on Jan 1.

Deputy Communications Minister Teo Nie Ching (pic) said the deadline for submitting licence applications is Dec 31.

She also praised Telegram and Tencent (WeChat) for initiating the licensing process required to operate in Malaysia.

"Thank you to Tencent and Telegram



for cooperating and complying with the regulations set by the Malaysian Communications and Multimedia Commission (MCMC).

"I hope other platforms will follow suit if they wish to provide services in Malaysia," she told reporters after visiting veteran actor Sathia Periasamy, better known as Sathiya, during the Ziarah Madani @ Finas session at his residence in Setapak Jaya, here, Friday.

On Thursday, MCMC said the licensing requirement aims to enhance online safety, protect users and strengthen regulation of internet messaging and social media service providers.

The framework is designed to create a safe and trusted online environment by

encouraging service providers to safeguard users, particularly children and other vulnerable groups.

Failure to submit applications may lead to regulatory action although this is a measure all parties wish to avoid.

Regarding the unethical use of artificial intelligence (AI) by certain individuals, Teo said licensing for over-the-top (OTT) platforms is necessary to ensure service providers take down harmful content.

"This is why we need to make a decision to implement OTT licensing because we also need assistance from platform providers to remove harmful content. AI is a new technology on which we cannot make a u-turn.

"There are individuals using AI to create meaningful videos. However, for harmful content, it needs to be taken down. In Korea and the United States, AI has been used to produce child pornography, which is why the last Parliament session tightened the laws regarding this issue," he said.

On Sept 20, the National Guidelines on Artificial Intelligence Governance and Ethics (AIGE) were launched as a clear framework for users, policymakers and AI technology providers to ensure that every step taken aligns with high ethical principles, demonstrating the government's commitment to creating a safe, ethical and public-interest-oriented technology ecosystem.

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