

EMPOWERING CONSUMERS



COMMUNICATIONS AND MULTIMEDIA
CONSUMER FORUM OF MALAYSIA



A N N U A L R E P O R T 2 0 1 6



LOOKING FOR A
BETTER PLAN?

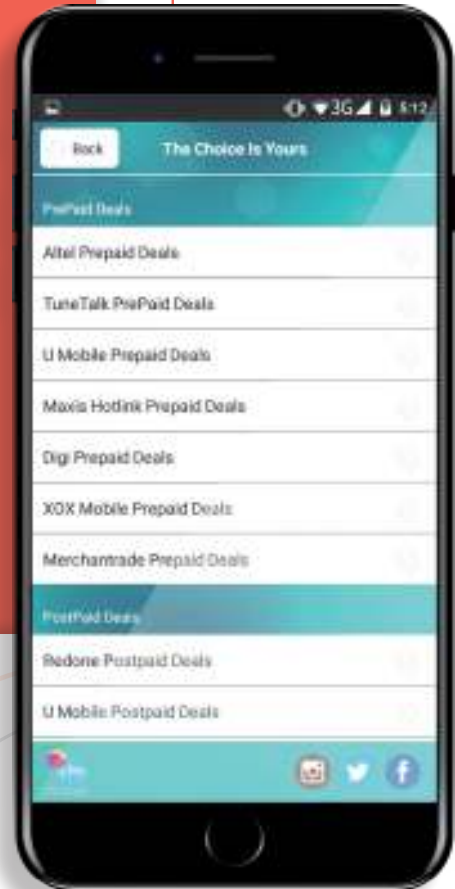


CHOICES ARE THERE FOR YOU





Information on the various subscription plans available in Malaysia with the aim of helping consumers do a comparison and then make an informed decision on their subscription.



**THE
CHOICE IS
YOURS**



LOOKING FOR THE NEAREST
SERVICE PROVIDER?



CONVENIENCE FOR YOU





A listing of contact details for all service providers for each state throughout Malaysia.



SERVICE PROVIDERS LOCATION



MAKING A COMPLAINT TO THE SERVICE PROVIDER?



WE'RE HERE TO LISTEN





Users can lodge their complaints on communications and multimedia services directly to the respective service providers through the app, both for first-time complaints as well as those seeking redress on complaints already lodged with their respective service providers.



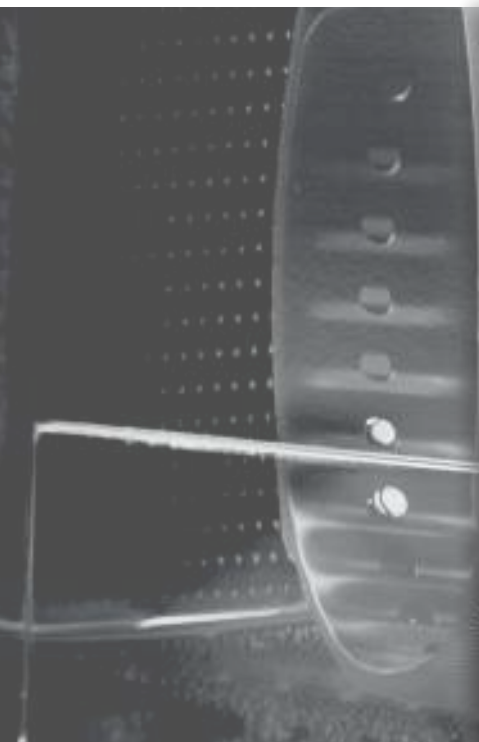
COMPLAINTS SUBMISSION



UNDERSTANDING MORE
ON JOUR RIGHTS.



INFORMATION IN JOUR HANDS



Tips and guides on communications and multimedia services in Malaysia and how to get the best out of it.



TIPS AND GUIDES



41

COMPLAINTS AND COMPLIANCE
MANAGEMENT DEPARTMENT (CCMD)



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CODES DRAFTING
DEPARTMENT (CDMD)



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CHAIRMAN'S
STATEMENT

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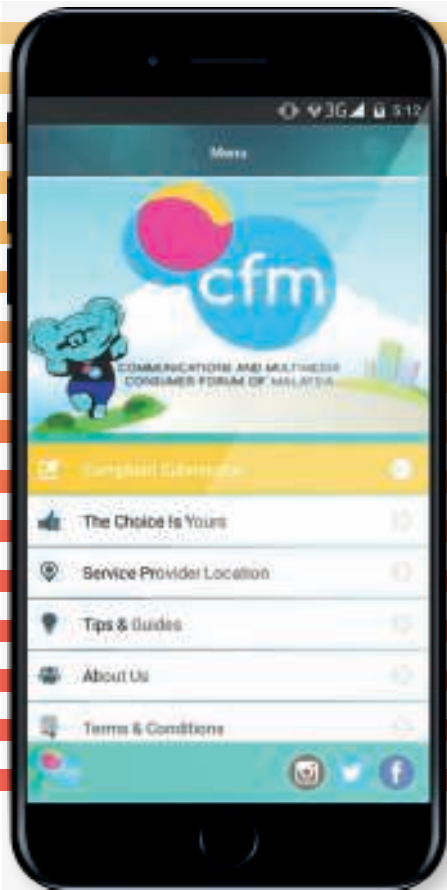


COVER RATIONALE

EMPOWERING CONSUMERS

At CFM, we aim to provide an exceptional telecommunications dispute resolution platform for consumers and service providers. Our work is based on values of integrity, collaboration and excellence. In this respect, we endeavour to remain fair, impartial and ethical. We work together to share insights and have a healthy respect towards each other. Ultimately, we ensure that each individual within the organisation is innovative, quality driven and responsive to the needs of each consumer.

COMMUNICATIONS AND MULTIMEDIA CONSUMER FORUM OF MALAYSIA (CFM) CONTINUES TO REACH THE CONSUMERS BY INTRODUCING ITS FIRST MOBILE APPLICATION, MY MOBILE RIGHTS (MMR)



as one of the initiatives under the Consumer Empowerment Plan (CEP) by the Malaysian Communications and Multimedia Commission (MCMC) with the objective of empowering consumers through better access to information and through promotion of self-regulation.

MMR provides a one-stop platform for consumers regardless of their communications and multimedia service provider. Complaints submission is also made easier with drop-down menus.


The main objective of the app is to empower Malaysian consumers with;

CFM MMR app will act as an additional but important platform for consumers to easily interact with us by accessing the various services at the tip of their fingers.


The introduction of CFM MMR is an innovation to the way CFM interacts with the public and also helps to enhance consumers' knowledge on the services in the telecommunications and multimedia industry.

Prior to this, the empowerment of consumers was mainly through the CFM Complaints Online Portal (CoP) as well as through the CFM Consumer Info Portal, but now consumers will have access to these services via a mobile application.


With the launch of CFM MMR together with the existence of the CoP and Consumer Info Portal, we are ensuring that issues involving consumers are being given the necessary attention.

- 


THE CHOICE IS YOURS

Latest mobile and broadband plan packages from Malaysia's most popular service providers.
- 

SERVICE PROVIDERS LOCATION

Provide Service Providers outlet locator.
- 

COMPLAINTS SUBMISSION

Submit a complaint on communications and multimedia services to service providers.
- 

TIPS AND GUIDES

Provide tips & guides to be a smart consumer.





CFM WAS ESTABLISHED IN FEBRUARY 2001 AS A SOCIETY WITH REPRESENTATION FROM ALL RELEVANT PARTIES, INCLUDING THE “SUPPLY AND DEMAND” SIDE OF THE COMMUNICATIONS AND MULTIMEDIA INDUSTRY.

It was designated by MCMC as the Communications and Multimedia Consumer Forum in 2002 to protect the rights of consumers of that sector. This is in line with the requirements of the Communications and Multimedia Act 1998 (CMA) which facilitates industry self-regulation.

As a designated forum, CFM is tasked with, among others, the preparation of consumer Codes that would be used as a base guideline for the provisioning of services by the communications and multimedia service providers. The General Consumer Code (GCC) was accepted by MCMC as an industry Code in 2002 along with the Internet Access Code.

CFM reviews and updates the GCC every three years. An Annual Report is also available on activities and progress of CFM. Please visit our website to download or write in to enquiries@cfm.my to obtain a CD copy.



COMPLIANCE & MONITORING

To enhance the understanding of the General Consumer Code (GCC) among service providers, to promote adoption of GCC in service providers' procedure, practices and policy, to ensure a high level of compliance with GCC and to prepare the industry for self-regulation.



EDUCATION AND PROMOTION

To promote the objectives and publish the activities of CFM and to provide avenues for dissemination of public information and education regarding consumer rights.



CODES DRAFTING

To draft, develop, prepare, amend, modify, review and update the guidelines for the provisioning of communications and multimedia services to the consumers.



COMPLAINTS HANDLING

To provide avenues for lodging complaints relating to consumer matters. To provide unresolved procedures for handling complaints and grievances and to recommend solutions for the resolution of such complaints.



LEGAL

To advise the Council on legal requirements and considerations on communications and multimedia practices in Malaysia.



MEMBERSHIP

To enlist and update the membership of CFM.

Shanker & Co Chartered Accountants (AF1881)

25-1 Jalan USJ 16/1E, Taipan USJ,
47620 Subang Jaya,
Selangor, Malaysia.
Tel: 603-8081 4345

AUDITOR

REGISTRAR

Pendaftar Pertubuhan Malaysia

Registered on 13 February 2001
Registration No:
PPM-011-14-13022001

**The Communications and Multimedia
Consumer Forum of Malaysia (CFM)**

Malaysian Communications and Multimedia
Commission (MCMC) Old Building,
Jalan Impact, Off Persiaran Multimedia,
63000 Cyberjaya, Selangor Darul Ehsan.

**REGISTERED
OFFICE**

BANKERS

**Bank Muamalat Malaysia Berhad
CIMB Bank Berhad**



**CFM
RESOLVES 99%
OF CONSUMERS'
COMPLAINTS**

CFM has received 7,556 complaints for the year 2016, which was 3.14% increase from the previous year.

MEGAT ISHAK MAAMUNOR RASHID

Chairman

CONSUMER FORUM OF MALAYSIA (CFM)

ASSALAMUALAKUM W.B.T

The Communications and Multimedia Consumer Forum of Malaysia's (CFM) journey over the past 15 years has been a story of prioritising consumer rights through continuous engagement with all relevant stakeholders of the communications and multimedia industry in Malaysia.

TOGETHER WE WILL CONTINUE TO PUT CONSUMER RIGHTS IN MALAYSIA FIRST, IN LINE WITH OUR SLOGAN "OUR RIGHTS, OUR PRIORITY".



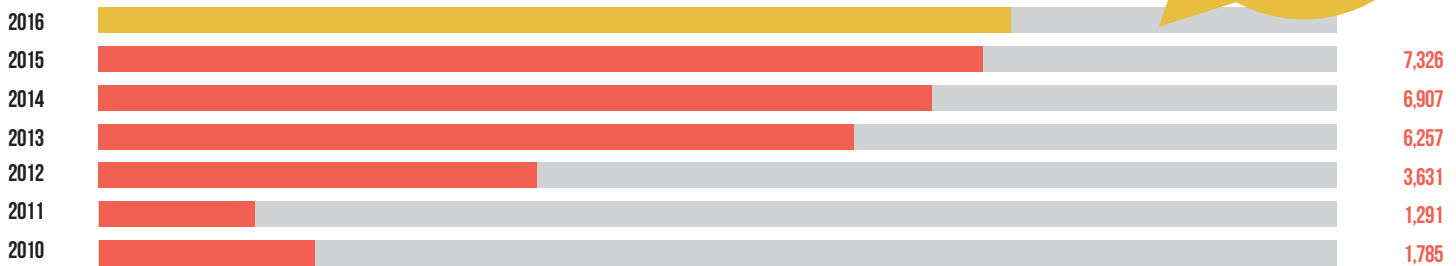
Our driving force has undoubtedly been the trust that our Malaysian consumers have placed in us to manage their unresolved complaints with their respective Service Providers. We have stood together with the consumers as we help the industry to prioritise the consumer rights in Malaysia. The constant quest to be the focal point in consumer – related issues has encouraged CFM to strive to ensure transparency in the handling of complaints while continuously monitoring the service delivery of the Service Providers.

Managing consumer complaints is one of our core activities, CFM received a total of 7,556 complaints for the year 2016, which an increase of 3.14% compared to the previous year. Complaints about Billing and Charging remain the most common issue, accounting for 2,914 complaints altogether, followed by 2,506 complaints about Poor Services. I am very proud to note that our complaints team worked tirelessly to resolve 99% of the complaints it received in 2016 and will continue to work with all service providers to improve its complaints resolution performance, as mandated by the General Consumer Code of Practice for the Communications and Multimedia Industry Malaysia (GCC).

CFM achieved another significant milestone with the introduction of CFM's first mobile application, MY Mobile Rights, which provides an additional platform for telco consumers to lodge complaints to their respective service providers directly from their smartphones. MY Mobile Rights also offers tips

TOTAL COMPLAINTS RECEIVED FROM 2010 – 2016

2016
7,556



and guides on communications and multimedia services in Malaysia as well as the locations of all service providers including snapshots of their best offerings to the consumers.

We understand that for CFM to be a more effective forum, we need to continuously reach out to a wider audience. Towards this end, I am happy to report that CFM worked together with the Faculty of Communications and Media Studies (FKPM) of Universiti Teknologi Mara (UiTM) Melaka to organise a campus-wide awareness event, ViRAL16 (Voice is Raised Anonymously) targeted at younger consumers where social media plays a very dominant role. This event was held in conjunction with CFMs' 15th Anniversary.

We are also very pleased to welcome seven new members to CFM and we have no doubt that they will contribute not only towards a better communications and multimedia industry in Malaysia, but also towards a more dynamic and proactive CFM in particular. Please join me in welcoming them.

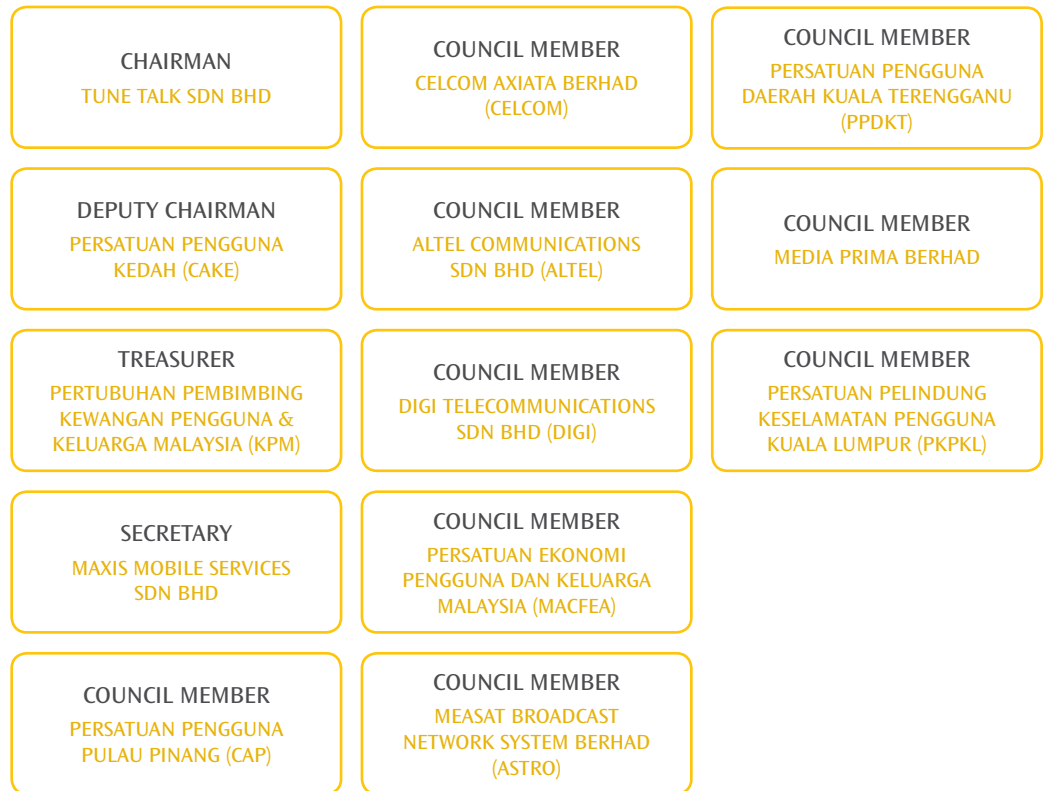
1. Pertubuhan Jaringan Melayu Malaysia (JMM)
2. Talk Focus Sdn Bhd (TRON)
3. Pavo Communications Sdn Bhd (Speakout)
4. Tone Plus Sdn Bhd
5. Tone Xcel Sdn Bhd
6. Symphonet Sdn Bhd
7. En. Norizan Ghazali

Finally, on behalf of the Board of Councillors, I wish to express my sincere thanks to the organisation's stakeholders—my fellow councillors, CFM members, Malaysians Communications and Multimedia Commission (MCMC), media associates and our strategic partners, for the continued support of CFM towards the benefit of both industry and consumers. Together we will continue to put consumer rights in Malaysia first, in line with our slogan "Your Rights, Our Priority".

Thank you.

CFM ACHIEVED ANOTHER SIGNIFICANT MILESTONE WITH THE INTRODUCTION OF CFM'S FIRST MOBILE APPLICATION, MJ MOBILE RIGHTS, WHICH PROVIDES AN ADDITIONAL PLATFORM FOR TELCO CONSUMERS TO LODGE COMPLAINTS TO THEIR RESPECTIVE SERVICE PROVIDERS DIRECTLY FROM THEIR SMARTPHONES.

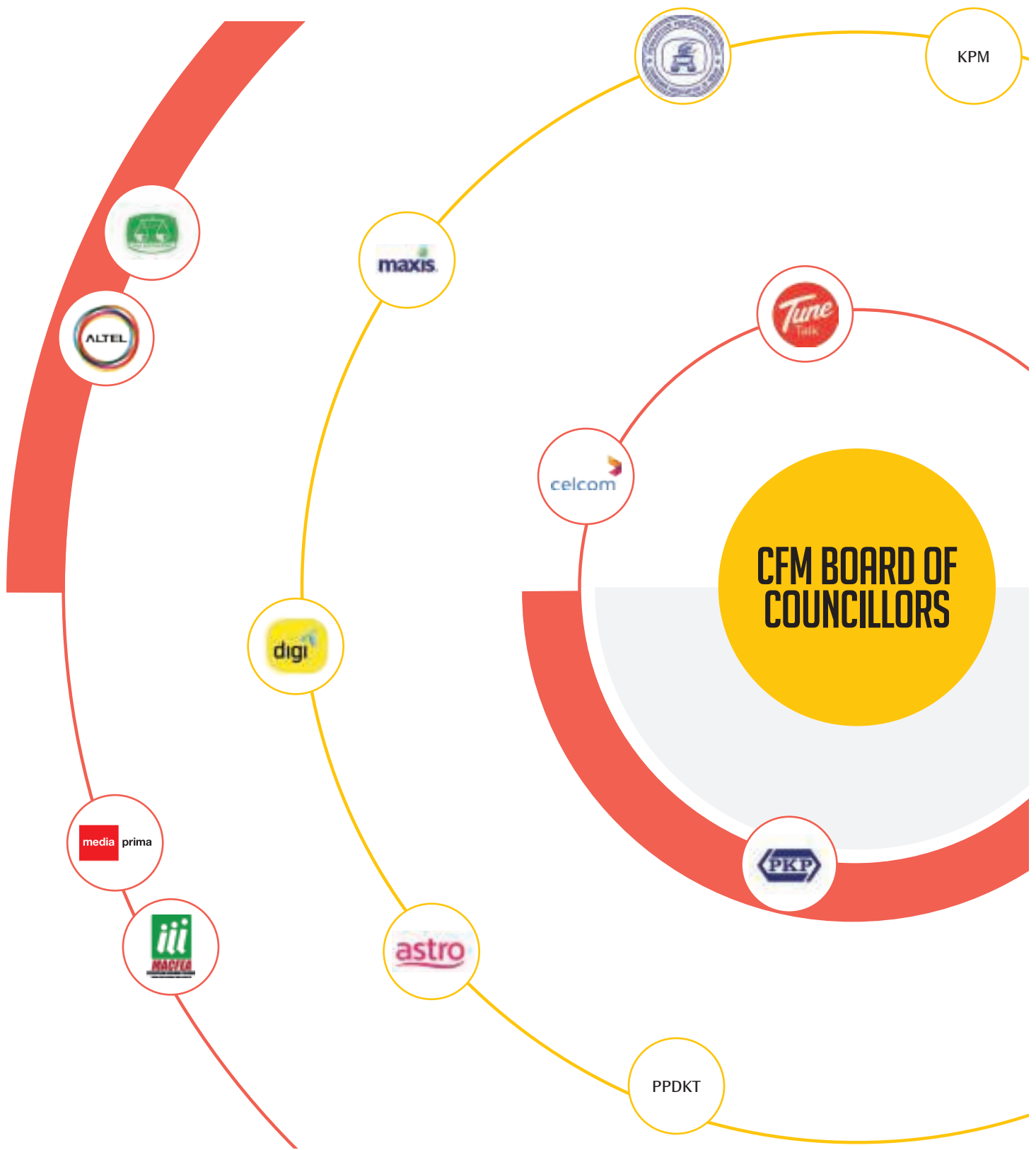
CFM BOARD OF COUNCILLORS STRUCTURE 2015-2017



IN SUPPORT OF THE OPERATIONAL FUNCTIONS OF THE FORUM, WORKING COMMITTEES ARE SET UP IN THE BEST POSITION TO SEE THE OVERALL DEPARTMENTS PROGRESS AND MAKE ADJUSTMENTS AND IMPROVEMENTS. HEAD OF WORKING COMMITTEES ARE COMPRISED OF MEMBERS OF THE BOARD OF COUNCIL.

WORKING COMMITTEES





**CFM BOARD
OF COUNCILLORS
2015-2017**





AZLINDA ZAINAL ABIDIN

COUNCIL MEMBER

*Measat Broadcast Network System
Sdn Bhd (ASTRO)*



RAVINDER SINGH

COUNCIL MEMBER

*Persatuan Pengguna Pulau
Pinang (CAP)*



AZIZAN MOHD AFANDI

COUNCIL MEMBER

*Altel Communications Sdn Bhd
(ALTEL)*



KHAIRUDDIN ISMAIL

COUNCIL MEMBER

*Persatuan Pengguna Daerah
Kuala Terengganu (PPDKT)*



HAIRUNNISA NASIR

COUNCIL MEMBER

*Celcom Axiata Berhad
(CELCOM)*





<
**MEGAT ISHAK
MAAMUNOR RASHID**

CHAIRMAN
*Tune Talk Sdn Bhd
(TUNE TALK)*



<
**ROSLAN
ROSLI**

COUNCIL MEMBER
*Digi Telecommunications Sdn Bhd
(DIGI)*



>
**DATIN NORHANIZAR
SHAFIE**

COUNCIL MEMBER
Media Prima Berhad

∨
**MOHAMAD YUSRIZAL
DATO' YUSOFF**

DEPUTY CHAIRPERSON
*Persatuan Pengguna Kedah
(CAKE)*

>
**MAHFUZAH
AZAHARI**

SECRETARY
*Maxis Mobile Services Sdn Bhd
(MAXIS)*



>
**SAMSUDIN MOHAMAD
FAUZI**

COUNCIL MEMBER
*Persatuan Keselamatan Pengguna
Kuala Lumpur (PKPKL)*



>
**ABDUL RAHMAN
SAMAD**

TREASURER
*Pertubuhan Pembimbing
Kewangan Pengguna Dan
Keluarga Malaysia (KPM)*



<
**DR ELISTINA ABU
BAKAR**

COUNCIL MEMBER
*Persatuan Ekonomi Pengguna
Dan Keluarga Malaysia
(MACFEA)*





AZLINDA ZAINAL ABIDIN

COUNCIL MEMBER

Measat Broadcast Network System Sdn Bhd (ASTRO)



RAVINDER SINGH

COUNCIL MEMBER

Persatuan Pengguna Pulau Pinang (CAP)



AZIZAN MOHD AFANDI

COUNCIL MEMBER

Altel Communications Sdn Bhd (ALTEL)



KHAIRUDDIN ISMAIL

COUNCIL MEMBER

Persatuan Pengguna Daerah Kuala Terengganu (PPDKT)



HAIRUNNISA NASIR

COUNCIL MEMBER

Celcom Axiata Berhad (CELCOM)

OVERVIEW

One of the functions of CFM is to invite, collect and collate public opinions and views on consumerism as well as to promote and create public and industry awareness. A service provider, who obtains a license to operate, is encouraged to be a member of CFM as the “Supply” side. The public are also welcome to become a member of CFM through consumer associations as a “Demand” side.

Currently the Forum is made up of 45 members from various industries such as service providers, telecommunications companies, broadcasting stations (Supply Side) and non-governmental organisations and public interests groups (Demand Side).

- Opportunity to manage unresolved complaints & disputes through a neutral platform for win-win outcomes, considering both sides of the dispute, not just the complainant's, and where necessary, assisting the parties to find a fair resolution.
- Opportunity to provide inputs and feedback to the formulation of new industry codes as well as the revision of existing ones where CFM allows the member access to participate in the drafting, developing and preparing of codes that protect the rights of consumer pursuant to the provision of Communications and Multimedia Act 1998.
- Neutral platform for members to discuss issues and best practices in terms of complaints management and resolutions.
- Access to industry-related statistics on the number and nature of complaints received as well as other related information. This data can be useful in helping members to identify internal customer service issues.
- Able to increase consumer confidence in a provider as existing customers know that they can contact CFM if they have a problem that cannot be resolved directly with their provider.
- Allows member to participate in ground events such as knowledge sharing session, booth exhibition and celebration day.

BENEFITS OF MEMBERSHIP

CATEGORIES OF MEMBERS

Two Types of Members:

1. Ordinary Membership

Open to commercial organisations, public interest groups, non-governmental organisations and institutions of higher learning.

2. Associate Membership

Open to Non-MCMC licensed commercial organisations and individuals.

BECOMING A MEMBER

Information and membership form can be obtained from the corporate website or by sending an email to membership@cfm.my.

SUBSCRIPTION FEES

ORDINARY SUPPLY MEMBER	ORDINARY DEMAND MEMBER	ASSOCIATE MEMBER (ORGANISATION)	ASSOCIATE MEMBER (INDIVIDUAL)
Entrance Fee RM1,000	Entrance Fee RM10	Entrance Fee RM100	Entrance Fee RM10
Annual Subscription RM3,000	Annual Subscription RM30	Annual Subscription RM200	Annual Subscription RM20
The above mentioned entrance fee and annual subscription is applicable to all Ordinary Members save and except Ordinary Members who are classified by the Council as within the definition of a Non-Governmental Organisation, Public Interest Group or Institutions of Higher Learning.	Ordinary Members who are classified by the Council as within the definition of a Non-Governmental Organisation, Public Interest Group or Institutions of Higher Learning.	The above mentioned entrance fee and annual subscription is applicable to all Associate Members who are non-individuals.	The above mentioned entrance fee and annual subscription is applicable to all Associate Members who are individuals.

- Aims to foster cooperative relationships with its members, and where possible, to help members to implement strategies to better understand and resolve the root cause of complaints.

At the same time, members are also allowed to be part of any of the four working group committees which have been set up to assist in the meeting the forum's objectives:

1. The Code Drafting Committee

- To draft, develop, prepare, amend, modify, review and update the Codes

2. The Educations & Promotions Committee

- To promote and publish the activities and objectives of the Forum
- Provide avenues for dissemination of public information and education regarding consumer rights

3. The Complaints Handling Committee

- To provide an avenue and channel for complaints relating to consumer matters
- To provide for proceedings for such complaints and grievances
- For the consideration, adjudication and disposal of such complaints

4. The Membership Committee

- To enlist new members
- To engage current members

BENEFITS OF MEMBERSHIP

(CONT'D)

MEMBERSHIP ACTIVITIES

Throughout 2016, CFM has allocated funds for members to help them to encourage these organisations to proactively in educating and promoting consumerism in the telecommunications and multimedia in the industry and also to the communities/residence in their area.

This initiative helps the organisation with an opportunity to hold information sharing sessions or to have awareness programs/campaigns and at the same time to engage new members. Addition to that, it also helps the organisations to achieve their goals and objectives on consumer advocacies.

No.	Programme	Date
1.	Forum Pendidikan Pengguna at Sekolah Menengah Kebangsaan Tuanku Muhammad, Negeri Sembilan with Persatuan Pengguna Negeri Sembilan (NESCA)	4 March
2.	Isu-isu Kepenggunaan: Perkongsian Maklumat Mengenai Penggunaan Data Internet dan Harga at Sekolah Menengah Kebangsaan Agama Nahdzah, Yan, Kedah organised by Persatuan Pengguna Kedah (CAKE)	13 August
3.	Kesedaran Dan Hak-hak Pengguna Sempena Hari Pengguna Peringkat Kebangsaan at Dewan Teratai, Sutera Hotel Seremban, Negeri Sembilan organised by Persatuan Pengguna Negeri Sembilan (NESCA)	24 September
4.	Pengiklanan Penulisan dalam Akhbar Tempatan by Persatuan Keselamatan Pengguna Kuala Lumpur (PKPKL)	September & October
5.	Meeting with Persatuan Pengguna Johor (JCWA)	8 September
6.	Collaboration with Webe Digital Sdn Bhd for Pusat Internet 1Malaysia Open Day (4 locations in Northern)	September & October
7.	Collaboration with Persatuan Pengguna Johor (JCWA) on Sesi Perkongsian Maklumat Industri at New York Hotel, Johor Baru, Johor	9 November

Listed below is the list of members as at end of December 2016. For the year, we have recruited five new members from Supply Side and one from Demand Side and one new from associate member.

SUPPLY SIDE

No.	Company	Joined
1.	Astro Radio Sdn Bhd	8 March 2001
2.	Media Prima Berhad	2 March 2001
3.	Maxis Mobile Services Sdn Bhd	7 March 2001
4.	TIME dotCOM Berhad	7 March 2001
5.	DiGi Telecommunications Sdn Bhd (DIGI)	9 March 2001
6.	Telekom Malaysia Berhad (TM)	11 March 2002
7.	Measat Broadcast Network Systems Sdn Bhd (ASTRO)	30 December 2003
8.	Celcom Axiata Berhad	18 August 2004
9.	Webe Digital Sdn Bhd	24 July 2007
10.	U Mobile Sdn Bhd	21 December 2009
11.	Tune Talk Sdn Bhd	15 April 2010
12.	YTL Communications Sdn Bhd	1 March 2011
13.	Altel Communications Sdn Bhd	15 March 2013

MEMBERS 2016

MEMBERS 2016 (CONT'D)

SUPPLY SIDE

No.	Company	Joined
14.	REDtone Mobile Sdn Bhd	6 August 2013
15.	XOX Com Sdn Bhd	7 January 2015
16.	M-Mode Berhad	23 April 2015
17.	Merchantrade Asia Sdn Bhd	11 May 2015
18.	Talk Focus Sdn Bhd (TRON)	11 May 2016
19.	Pavo Communications Sdn Bhd (SPEAKOUT)	10 June 2016
20.	Tone Plus Sdn Bhd	25 August 2016
21.	Tone Xcel Sdn Bhd	25 August 2016
22.	Symphonet Sdn Bhd	9 September 2016

ASSOCIATE MEMBERS

No.	Name	Joined
1.	Messers Raja Darryl and Goh	8 February 2010
2.	Abdul Manaf bin Bohari	21 April 2010
3.	Norizan bin Ghazali	1 November 2016

DEMAND SIDE

No.	Company	Joined
1.	Persatuan Pengguna Pulau Pinang (CAP)	2 March 2001
2.	National Council of Women's Organizations' Malaysia (NCWO)	3 March 2001
3.	Consumer's Association of Miri (CAM)	13 July 2004
4.	Persatuan Pengguna Negeri Sembilan (NESCA)	31 Aug 2006
5.	Persatuan Ekonomi Pengguna & Keluarga Malaysia (MACFEA)	14 Nov 2007
6.	Malaysian Mobile Content Providers Association (MMCP)	10 April 2008
7.	Persatuan Pengguna Kedah (PPK)	24 February 2010
8.	Persatuan Pengguna Daerah Kuala Terengganu (PPDKT)	25 February 2010
9.	Persatuan Pengguna Melaka Tengah (PPMT)	1 March 2010
10.	Persatuan Kebajikan Pengguna Johor (JCWA)	2 March 2010
11.	Pertubuhan Pembimbing Kewangan Pengguna & Keluarga Malaysia (KPM)	21 March 2012
12.	Persatuan Pelindung Pengguna Kelantan (PELINDUNG)	21 March 2012
13.	Universiti Kebangsaan Malaysia (UKM)	21 March 2012
14.	Malaysian Consumer Association (MACONAS)	21 March 2012
15.	Persatuan Pelindung Pengguna Pulau Pinang (PCPA)	20 September 2012
16.	Universiti Sains Islam Malaysia (USIM)	20 September 2012
17.	Persatuan Keselamatan Pengguna Kuala Lumpur (PKPKL)	20 September 2012
18.	Persatuan Kebajikan Pengguna Melaka	1 January 2013
19.	Persatuan Pengguna Komunikasi Dan Media Malaysia (PEKOMA)	10 June 2015
20.	Pertubuhan Jaringan Melayu Malaysia (JMM)	18 March 2016

MEMBERS 2016 (CONT'D)

ASSALAMUALAKUM W.B.T

Over the past 15 years, the Communications and Multimedia Consumer Forum of Malaysia (CFM) has served Malaysian consumers as a Public Benefit Organisation that prioritises the rights of consumers as well as providing avenues for lodging unresolved complaints with the aim of facilitating the resolution of such complaints.

ALY SHAHAROM

Executive Director

CONSUMER FORUM OF MALAYSIA (CFM)



*As we enter
our 16th year
of operations
in 2017,*

CFM will continue
to work with the
industry as we
do our utmost to
achieve our goal
of empowering
consumers.

FREE

TO ENSURE THE EMPOWERMENT OF CONSUMERS, THE GCC PROVIDES BENCHMARKS FOR PROTECTING CONSUMER RIGHTS IN MALAYSIA.



Our secretariat of 17 helps support the Board of Councilors to execute and operationalise the strategic directions of CFM. Coming from various backgrounds, training and experiences, the secretariat team is the “engine” that drives CFM towards achieving its objectives.

In terms of strengthening the operations of CFM, we had the amazing opportunity to organise a KPI Retreat 2016 for both our council members and secretariat to measure our achievements in 2016 and



- There are usually “catchy” words in advertisements which attract consumers to buy.
- You should know what it means – here are some words.

to map out our key initiatives for the coming years. All three departments in CFM, Complaints and Compliance Management Department (CCMD), Corporate and Codes Management Department (CDMD), and Communications and Public Relations Department (CPRD) will continue to serve all of CFMs’ stakeholders in a fair and impartial manner while working more efficiently towards achieving our goals for 2017.

In line with this, we have stepped up the revision and the documentation of all internal processes that would help CFM become more structured, transparent and driven by best practices. This has resulted in the development of various guidelines and Standard Operating Procedures (SOP) that would help provide a clearer direction on how CFM conducts its operations.

As required by the constitution, CFM held its 16th Annual General Meeting at the Malaysian Communications and Multimedia Commission (MCMC) auditorium. Among the items discussed by the members were the needs to strengthen complaints management and to continuously improve the performance of complaints resolution as well as to enhance consumer awareness and optimise membership engagement for both supply and demand. We also discussed numerous ways to enhance consumer empowerment in communications and multimedia services.



DO YOU KNOW?

The CONSUMERinfo Portal provides various guides, tips and fact sheets about various issues and solutions to troubleshoot and manage your services. For more information, visit www.consumerinfo.my.

I would also like to take this opportunity to thank the Malaysian Communications and Multimedia Commission (MCMC), CFM Board of Councillors, our members and all our stakeholders for their support in 2016. Last but not least, I would also like to thank members of the secretariat who continue to work hard towards achieving CFM’s objectives.

Thank you.

CFM WILL STRIVE TO CONTINUOUSLY PROVIDE THE BEST SERVICE TO CONSUMERS OF COMMUNICATIONS AND MULTIMEDIA SERVICES IN MALAYSIA.



**NOOR SHAHDIELLA
ABD MANAN**



KARTINI HASBI



LIZAWATI MAT ISA



JOUHANA MANSOR



**MUHAMMAD HANIF
GHAZALI**



**SALABIAH MOHAMAD
MADNASH**



MEMBERSHIP

DZAREEN SHAMSIR



**ROHARRASHIDAH
ABDUL HALIL**



**EXECUTIVE
DIRECTOR**

ALY SHAHAROM



MOHD SAFWAN SABREE

SECRETARIA



DIRECTOR

**AHMAD IZHAM
KHAIRUDDIN**



NAZIERAH NAZLI



RAZALEIGH ZAIN



**UNGKU AZILAH
UNGKU AZIZ**



AKMAL AZMANSHAH






AIZAD OSMAN



NUR MADIHA CHE ANI



NAZRIEN NAZLI

- 
[CCMD]
 COMPLAINTS AND COMPLIANCE
 MANAGEMENT DEPARTMENT
- 
[CPRD]
 COMMUNICATIONS AND PUBLIC
 RELATIONS DEPARTMENT
- 
[CDMD]
 CORPORATE AND CODES
 MANAGEMENT DEPARTMENT


RIAT 2016

20/1

SILKA MAYTOWER HOTEL, KUALA LUMPUR

CFM Digital Media Workshop

A workshop was held with the theme “How digital media changes the communication world especially in Public Relations”. Datuk Zainul Ariffin and Mr. Azmi Anshar shared their experiences with participants before commencing a roundtable discussion to share their findings.



FEBRUARY

JOURNAL



MARCH

5/3

KAMPUNG BHARU, KUALA LUMPUR

Santai Ilang Bakar

CFM continues to empower consumers by spreading awareness about their rights with regards to communications and multimedia services to the local community in Kampung Bharu. Officiated by Terengganu Menteri Besar, YAB Ahmad Razif Abdul Rahman, the event was attended by over 500 Terengganu natives who reside in Kuala Lumpur.

20/2

SERI UTAMA RESIDENCE, KOTA DAMANSARA

CFM Awareness Event

CFM opened a booth to share their mission with over 300 residents who took part in a Chinese New Year celebration. Residents were shown on how to lodge complaints with CFM if they have problems with their service provider and were given tips on being a smart communications and multimedia services consumer.

23 & 24/2

UITM LENDU CAMPUS, MELAKA

Voice is Raised Anonymously (ViRAL16)

Officiated by Deputy Minister for the Ministry of Communication and Multimedia Malaysia, YB Dato' Jailani Johari, the event acted as a platform to discuss issues related to the viral phenomenon on social media. This event marks the first collaboration between CFM and UITM Melaka as part of CFM's initiative to engage with student population in Malaysia.

27/2

LUNDU, SARAWAK

Komuniti Pintar Launch

The Lundu Komuniti Pintar launch saw CFM establishing a booth onsite to spread awareness on communications and multimedia issues among the local community. The event was organised by the Malaysian Communications and Multimedia Commission (MCMC), Sarawak Region.

NEW YEAR IN 2016

11 - 13/3

KUCHING, SARAWAK

MINDA Komuniti KKMM

Organised by MCMC, Telekom Malaysia and the Ministry of Communications and Multimedia (KKMM), the Malaysia Inklusif Negara Digital (MINDA) programme is intended to increase awareness of communications technology to the local community and empower them to be smart consumers. CFM was on the ground to enhance awareness of their role to the public.

7 - 10 & 15 - 18/3

UNIVERSITY PUTRA MALAYSIA, SERDANG & UNIVERSITY MALAYA, PETALING JAYA

Campus Youth Carnival

CFM engaged with university students by setting up a booth at both campuses. Exciting games and quizzes organised by the CFM team enabled students to learn more about their rights as consumers as well as the roles of CFM in communications and multimedia services.



APRIL

14/4

ANGKASAPURI, KUALA LUMPUR

CFM interviewed on TV1 Biz Malaysia

The TV1 Biz Malaysia program covers about economic and business news. CFM Director, Ahmad Izham Khairuddin was a guest on the show and offered tips on choosing the best Telco packages and also about hidden costs and misleading promotions.

11 – 25/5

JERAI, KEDAH; PEKAN, PAHANG; SIBU, SARAWAK; KOTA TINGGI, JOHOR; BANTING, SELANGOR

CFM gives talks at MCMC workshops for Pi1M nationwide

MCMC organised reinforcement and advocacy activity workshops for Pusat Internet 1Malaysia (Pi1M) personnel at five locations across Malaysia. The CFM team gave talks at each workshop, sharing more about their role and functions in protecting consumer rights.

MAY

JUNE

1/6

PERSIARAN BUKIT KIARA, KUALA LUMPUR

Technology Best Practices sharing session with MOE

The Education Technology Section (BTP) of the Ministry of Education organised a Technology Best Practices sharing session attended by education professionals and BTP staff. CFM Director, Ahmad Izham Khairuddin was invited to talk about CFM's critical role and function to the delegates.

20/4

CFM HEADQUARTERS, KUALA LUMPUR

Berita TV9 interviews CFM Chairman

CFM Chairman, Megat Ishak Maamunor Rashid was interviewed by Berita TV9. The Chairman highlighted the issue of falsely registered prepaid SIM cards and the risks it entails. He also shared tips on how to safeguard personal information to prevent such an act from taking place.

25/4

CYBERJAYA, SELANGOR

CFM relocates to Cyberjaya

CFM officially relocates to the former HQ of MCMC which is located in Cyberjaya. After calling the Wisma Straits Trading in Kuala Lumpur home for the past eight years, CFM is now located in the buzzing ICT Hub, dubbed as the Silicon Valley of Malaysia.

28/4

PAVILION MALL, KUALA LUMPUR

MY Mobile Rights is an initiative under the Consumer Empowerment Plan 2014 - 2016 (CEP) by MCMC with the objective of empowering consumers via a developmental approach to promote a self-regulating environment. The app is available for free download on the Google Play Store and aims to give consumers the ability to file complaints straight from their smartphone.

16/5

ANGKASAPURI, KUALA LUMPUR

CFM interviewed by "Suara Kita Hak Kita" RTM TV1 program

CFM Director, Ahmad Izham Khairuddin was invited as a guest speaker on the hit TV show to talk about Telco hidden charges and other consumer issues about communications and multimedia.

27 - 29/5

ALAMANDA, PUTRAJAYA

Hari Bersama Pelanggan@ Putrajaya 2016

A "Hari Bersama Pelanggan" celebration was organised by MCMC and CFM joined the festivities as an exhibitor. The three-day event saw hundreds of visitors stopping by the CFM booth to learn more about their rights as a consumer and how to file complaints to CFM.

8/6

KAMPUNG SUNGAI LEMAN,
SUNGAI BESAR, SELANGOR

CFM joins Pi1M Kampung Sungai Leman Open Day

Organised by MCMC, the Open Day of the 1Malaysia Internet Center at Sungai Leman saw CFM opening a booth there to educate the local community on the issues in communications and the multimedia industry as well as their rights as consumers.

11/6

KUALA KANGSAR, PERAK

Launch of new Pi1M Internet Centre

CFM was invited to participate at the opening of 'Pusat Internet 1Malaysia' (1Malaysia Internet Centre) in Kuala Kangsar. CFM's aim during the event was to spread awareness on rights of consumers in communications and multimedia services in Malaysia. The event was held in conjunction to the World Telecommunication and Information Society Day (WTISD) 2016.

15/6

SUNGAI BESAR & SEKINCHAN, SELANGOR

Pi1M holds Open Day in Sungai Besar and new Pi1M Center Launch at Pasir Panjang

CFM participated in the launching of the Pi1M Pasir Panjang center in Sekinchan and also took part in the Open Day of the Pi1M Sungai Besar center by setting up a booth to share valuable tech and communication tips with attendees.

M JULY

10 & 11/8

SUNGAI LONG, KAJANG

Campus Mania at UTAR

Part of a series of roadshows at private colleges and universities, Campus Mania saw CFM establishing a booth at UTAR to educate students on communications and multimedia issues while sharing tips on how to be a smart consumer.

13/8

KOTA BELUD, SABAH

“Hari Komuniti Pintar” with CFM in Sabah

CFM sought to enhance awareness of their noble role to the local community and established a booth at the event. The launch of the event was officiated by the Minister of Communications and Multimedia, YB Senator Datuk Seri Panglima Dr. Salleh Tun Said.

17 & 18/8

KPJ HEALTH UNIVERSITY, NEGERI SEMBILAN

Campus Mania at KPJ Health University

This CFM team established a booth onsite at the KPJ Health University campus where students could find out more about their rights as consumers and play a series of educational games to gain valuable knowledge too.

22 & 23/8

MULTIMEDIA UNIVERSITY, CYBERJAYA

Campus Mania at MMU

Students at Multimedia University Cyberjaya Campus had a field day as CFM set up a booth on the university grounds to share more about CFM’s mission. Students were able to participate in games and quiz sessions to win fun CFM collectibles.

22 - 24/7

KEMAMAN, TERENGGANU

“Hari Komuniti Pintar” with CFM in Terengganu

Officiated by YB Dato’ Sri Ahmad Shabery Cheek, Member of Parliament for Kemaman, the event saw CFM participating as an exhibitor for three days to empower and educate the local community on communications and multimedia issues.

28/7

ANGKASAPURI, KUALA LUMPUR

“Suara Kita Hak Kita” RTM TV1 program interviews CFM Chairman

CFM Chairman, Megat Ishak Maamunor Rashid was interviewed by the “Suara Kita Hak Kita” TV program on RTM TV1 to talk about the dangers of false SIM card registration. He shared about the potential hazards and gave tips on how to prevent it from happening.

13/8

KEDAH

CFM gives talk to Kedah consumers

The Consumer Associations of Kedah (CAKE) invited CFM to give a talk on internet data usage and charges to concerned consumers in Kedah. The event was a full house affair that saw students, teachers and guests intently listening to the talk.

15 & 16/8

NILAI UNIVERSITY, NEGERI SEMBILAN

Campus Mania at Nilai University

This leg of the Campus Mania programme saw CFM establishing a booth at Nilai university to educate students about communications and multimedia issues. Students were able to take part in quiz sessions and games to win CFM merchandise.

24 & 25/8

KUALA LUMPUR

Campus Mania at MAHSA University

One of a series of nationwide roadshows held at academic institutions across the nation, CFM’s Campus Mania programme allows students to find out more about their consumer rights via displays, quizzes and exciting games.

AUGUST

SEPTEMBER

21 & 22/9

PETALING JAYA, SELANGOR

Campus Mania at Segi University

CFM join the Campus Mania programme which sees CFM setting up booths to educate students on their consumer rights at campuses nationwide. Segi University students gained valuable knowledge and insight when visiting the CFM booth on campus.

26 & 27/9

KUALA LUMPUR

Campus Mania at UCSI University

While fun and education do not usually dovetail together, students at UCSI University were able to experience both when CFM set up an experiential booth on the campus. The booth allowed students to play educational games and learn more about their consumer rights.



OCTOBER

7 & 8/10

JOHOR BHARU, JOHOR

CFM at “Johor Mahir Tech” Expo

The “Johor Mahir Tech” expo aims to allow attendees to explore and find out more about the burgeoning digital economy. CFM took part as an exhibitor at the two-day expo to enhance awareness on consumer rights and share tips on communications and multimedia issues.

11/10

UNIVERSITY PUTRA MALAYSIA, SERDANG, SELANGOR

CFM interviewed on Putra FM

The Putra FM radio station is a regular fixture for UPM students and alumni who tune in on a regular basis. CFM Director, Ahmad Izham Khairuddin was interviewed by Putra FM about CFM’s role and issues in telco service quality in Malaysia.

3/9

KUALA LUMPUR

CFM at “Lepak Oh Lepak” (LOL) Kuala Lumpur

CFM set up an exhibition booth at the grand event which saw some of the show's stars appearing in-character with full costume to entertain visitors. CFM's mascot Fillo the elephant also took part and appeared at the event.

5 & 6/9

SUBANG JAYA, SELANGOR

Campus Mania at Taylor's University

Students at the sprawling Taylor's University campus were able to find out more about their rights as consumers and even win some great prizes too when CFM set up a booth on the campus grounds to educate students with interactive displays, quizzes and games.

19 & 20/9

KUALA LUMPUR

Campus Mania at International Medical University

The usually studious ambiance at IMU was changed over two days when the CFM team set up an exhibition booth on the campus. Excited students dropped by the booth to find out more about communication and multimedia issues as well as their right as consumers.

28 & 29/9

SHAH ALAM, SELANGOR

Campus Mania at KDU University College Glenmarie

Kolej Damansara Utama (KDU) University College Glenmarie was graced by the CFM team who established a booth on-campus to educate students on consumer rights and presenting technology as well as communication issues.

28/9

CYBERJAYA, SELANGOR

CFM 16th Annual General Meeting

Key stakeholders convened together for CFM's 16th Annual General Meeting where they discussed numerous ways to enhance consumer empowerment in communications and multimedia services and ways to enhance CFM's engagement with the public.

16/10

FELDA GUNUNG BONGSU, KEDAH

CFM joins Pi1M Felda Gunung Bongsu Center Open Day

The peaceful community of Felda Gunung Bongsu experienced an exciting change of pace on the Pi1M Center Open Day celebrations. CFM participated as an exhibitor to educate the local community on their rights and how to lodge service provider complaints with CFM.

19/10

KUALA LUMPUR

Bernama Radio interviews CFM leadership

CFM Deputy Chairman Mohamad Yusrizal Dato' Yusoff, who also represents the Consumer Association of Kedah (CAKE), was interviewed live by Bernama Radio about tips on choosing the ideal Telco package.

OCTOBER

22/10

PONTIAN, JOHOR

CFM participates in “Program Explorasi Pengguna 2016”

The Ministry of Domestic Trade Cooperatives and Consumerism (KPDNKK) organised a “Consumer Exploration Programme” show in Pontian which saw CFM as an exhibitor to educate the local community on their rights in the communications and multimedia industry.

28/10

WISMA BERNAMA, KUALA LUMPUR

CFM team visits Bernama

As an exercise to gain further understanding of each other’s operations and organisation, CFM’s Chairman and Director made a visit to the Bernama news agency where they held a formal meeting with Deputy Chief Editor, Datuk Mokhtar and the editors of the various news desks.

30/10

KUALA NERANG, KEDAH

CFM joins Pi1M Kuala Nerang Open Day

The Pi1M internet center at Kuala Nerang, Kedah organised a grand Open Day celebration for the local community. CFM took the opportunity to set up a booth to educate the local community and how to lodge complaints if they have problems with their service providers.

31/10 & 2 - 10/11

KEMBARA RESORT, MERANG SETIU, TERENGGANU

CFM speaks at PKP Seminar

CFM was invited to speak at a series of talks focused on consumer awareness and safety. The talks were organised by the Kuala Lumpur Consumer Safety Association (PKP) and saw close to 200 participants from government agencies participating with CFM sharing their role and their function to the participants.

9/11

JOHOR BHARU, JOHOR

CFM hosts 5th Knowledge Sharing Session (KSS)

The 5th Industry Knowledge Sharing Session (KSS) saw both supply and demand side representatives along with speakers from Telekom Malaysia, KPDNKK, CAKE and CFM discussing critical communication service issues faced by consumers. Participants were also able to gain understanding and share knowledge on their respective responsibilities in the industry.

14/11

KUALA LUMPUR

IIUM.FM Radio interviews CFM

The International Islamic University Malaysia (IIUM) radio station, dubbed IIUM.FM interviewed CFM Chairman Megat Ishak Maamunor Rashid about CFM’s role as well as their goal to educate consumers on their rights in communications and multimedia services.

24 - 29/11

MERANG SETIU, TERENGGANU

CFM speaks at Awareness Programme

CFM collaborated with PKP to organise an Awareness Programme workshop that seeks to find ways to educate and empower local communities on communication and multimedia issues. The workshop was attended by a host of representatives from various government agencies.

22 & 23/10

SUNGKAI & FELDA IJOK, PERAK

Open day with CFM at Pi1M centers at Felda Besout 4 and Ijok

The residents at Felda Besout 4 and Felda Ijok enjoyed an exciting Open Day at the Pusat Internet 1Malaysia (Pi1M) centres in their respective communities. CFM was on the ground and shared with the audience about their rights as consumers as well as the roles and functions of CFM.

25/10

ANGKASAPURI, KUALA LUMPUR

CFM goes live on “Selamat Pagi Malaysia” RTM1 TV show

A mainstay for thousands of Malaysian viewers, the “Selamat Pagi Malaysia” talk show on RTM TV1 invited CFM Director Ahmad Izham Khairuddin to talk about the post 2017 National Budget and about how it affects internet usage and broadband services.

9/11

SERI PENTAS, PETALING JAYA

TV3’s “Malaysia Hari Ini” show interviews CFM

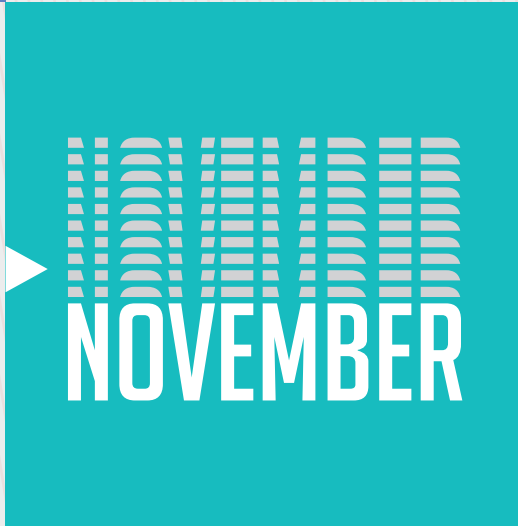
The hit talk show “Malaysia Hari Ini” by TV3 Malaysia saw CFM Chairman Megat Ishak Maamunor Rashid appearing live to talk more about the threat of the false registration of prepaid SIM card as well as ways to counter it.

6/12

MERANG SETIU, TERENGGANU

CFM speaks at Awareness Programme

CFM collaborated with PKP to organise an Awareness Programme workshop that sought to educate and empower local communities on communication and multimedia issue. The workshop was attended by a host of representatives from various government agencies.



NOVEMBER

DECEMBER

HIGHLIGHTS . . .

The Complaints and Compliance Management Department (CCMD) recorded complaints on both Communications and Multimedia services with 7,556 valid complaints and 2,385 general enquiries received in the 2016.



CFM will continue to investigate all issues

that have affected the Communications and Multimedia services consumers in Malaysia and strives to ensure transparency in the handling of complaints while continuously monitoring the service delivery of the Service Providers.

“

COMPLAINTS & COMPLIANCE MANAGEMENT DEPARTMENT (CCMD)





Consumers can walk-in to speak with CFM secretariat who will try to help you resolve issues on Communications and Multimedia services.

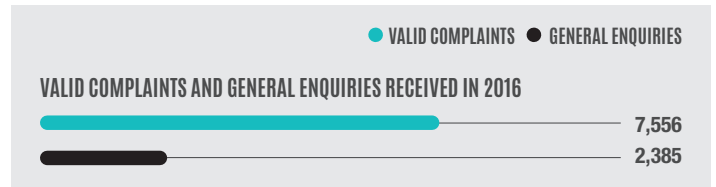
CCMD ACTIVITIES REPORT 2016

CFM is given the responsibility to empower the General Consumer Code of Practice for the Communications and Multimedia Industry Malaysia (GCC) to act as a guideline for the provisioning of services by communications and multimedia service providers. As a designated forum under the Communications and Multimedia Act (1998), CFM is tasked with, among others, providing the public with avenues for lodging complaints relating to consumer matters, provide procedures for handling complaints and grievances, and recommend solutions for the

resolution of such complaints. CFM also endeavours to enhance the understanding of the General Consumer Code of Practice (GCC) among the service providers, promote adoption of GCC in service providers' procedures, practices and policy, ensure a high level of compliance with the GCC, and

work together with the industry on self-regulation.

The Complaints and Compliance Management Department has continued to help resolve complaints from the public since it was established.



CONSUMERS CAN LODGE THEIR COMPLAINTS THROUGH VARIOUS CHANNELS MADE AVAILABLE TO THE PUBLIC SUCH AS CFM COMPLAINT ONLINE PORTAL (COP), TOLL FREE HOTLINE, E-MAIL AND CFM MY MOBILE RIGHTS COMPLAINT APPLICATION WHICH WAS LAUNCHED IN APRIL 2016.

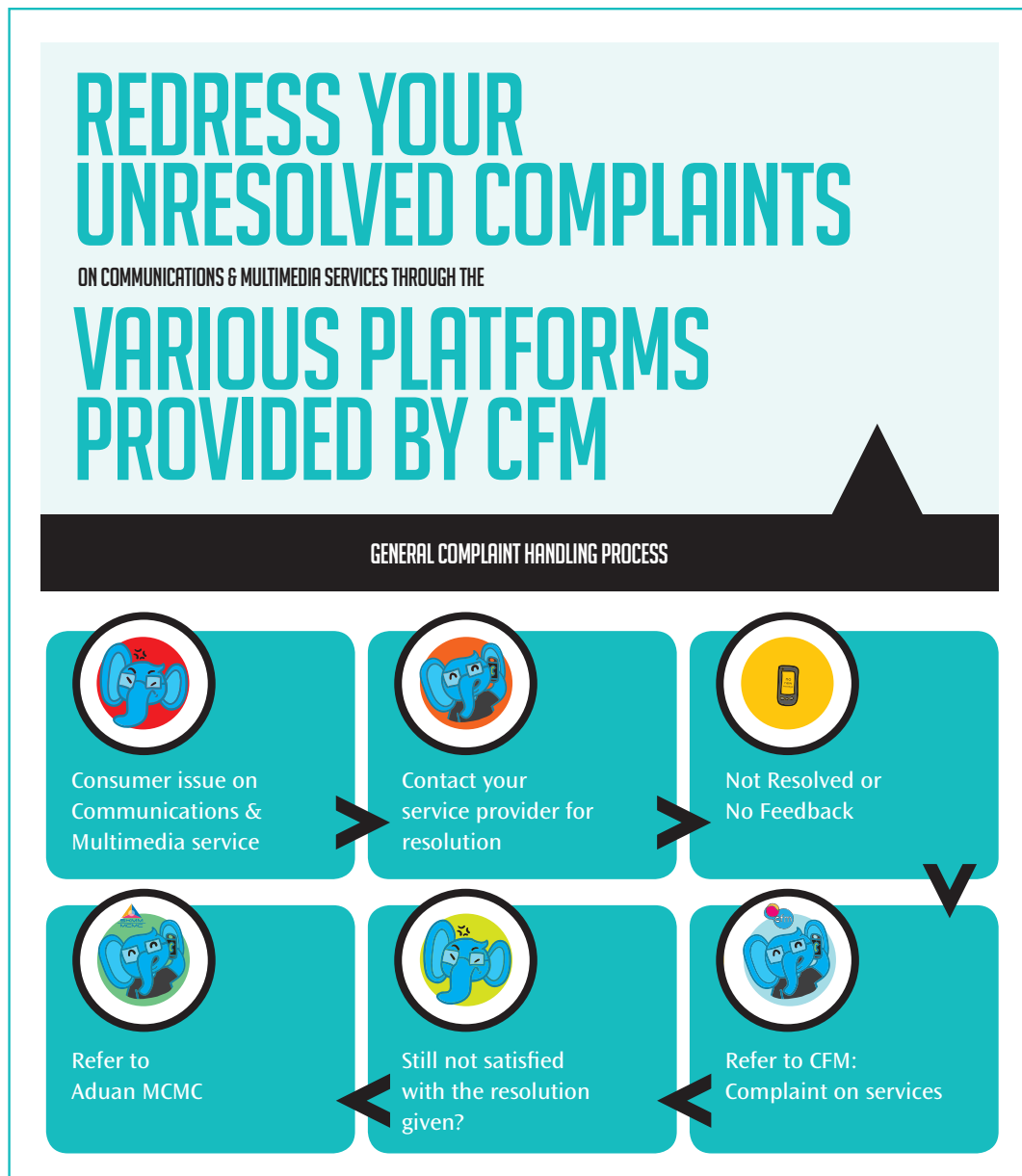


DO YOU KNOW?

EXECUTIVE SUMMARY

Since the beginning of the CFM Complaint Online Portal (CoP) journey in July 2009 till 31 December 2015, CFM has chalked up approximately 28,518 complaints in relation to the communications and multimedia industry with those on postal and courier services excluded. Notably, between 1 January 2016 and 31 December 2016, CFM recorded 7,556 valid complaints and 2,385 general inquiries.

CFM accepts complaints through various channels. The most popular platforms are via the portal, e-mail and mobile web. All complaints received will be looked into by CFM for compliance issues with the GCC before being escalated to the service provider via CFM CoP for their response. The public is advised to lodge their complaints to the service provider first, in accordance with our Complaints Handling Management Charter that accords the service provider the first opportunity to resolve the complaint. Illustrated below is the complaint cycle and channels that can be used to contact us.



CFM COMPLAINTS CHANNEL

LODGE A COMPLAINT DIRECTLY TO THE COMPLAINT ONLINE PORTAL (COP):
www.complaint.cfm.org.my

EMAIL TO:
aduan@cfm.org.my

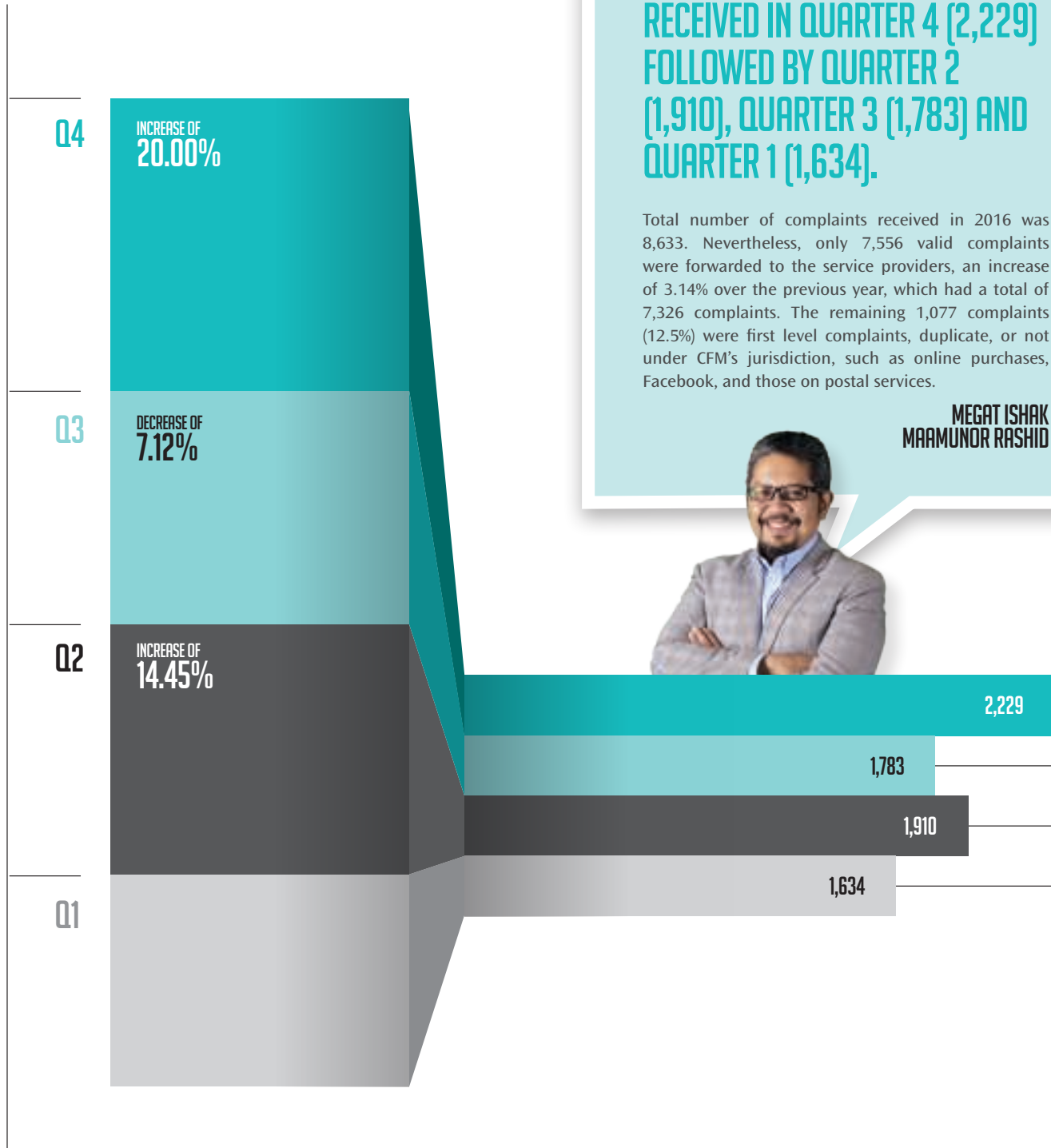
CALL TO CONSUMER HOTLINE:
1-800-18-2222

FAX IN TO:
+603-8320 9083

WALK-IN OR WRITE TO:
Communications & Multimedia
Consumer Forum of Malaysia
(CFM)

MCMC Old Building
Off Persiaran Multimedia,
Jalan Impact, 63000 Cyberjaya
Selangor

COMPLAINTS RECEIVED IN 2016 BY QUARTER



THE FIGURE PRESENTED ABOVE SHOW HIGHEST COMPLAINTS RECEIVED IN QUARTER 4 (2,229) FOLLOWED BY QUARTER 2 (1,910), QUARTER 3 (1,783) AND QUARTER 1 (1,634).

Total number of complaints received in 2016 was 8,633. Nevertheless, only 7,556 valid complaints were forwarded to the service providers, an increase of 3.14% over the previous year, which had a total of 7,326 complaints. The remaining 1,077 complaints (12.5%) were first level complaints, duplicate, or not under CFM's jurisdiction, such as online purchases, Facebook, and those on postal services.

MEGAT ISHAK MAAMUNOR RASHID



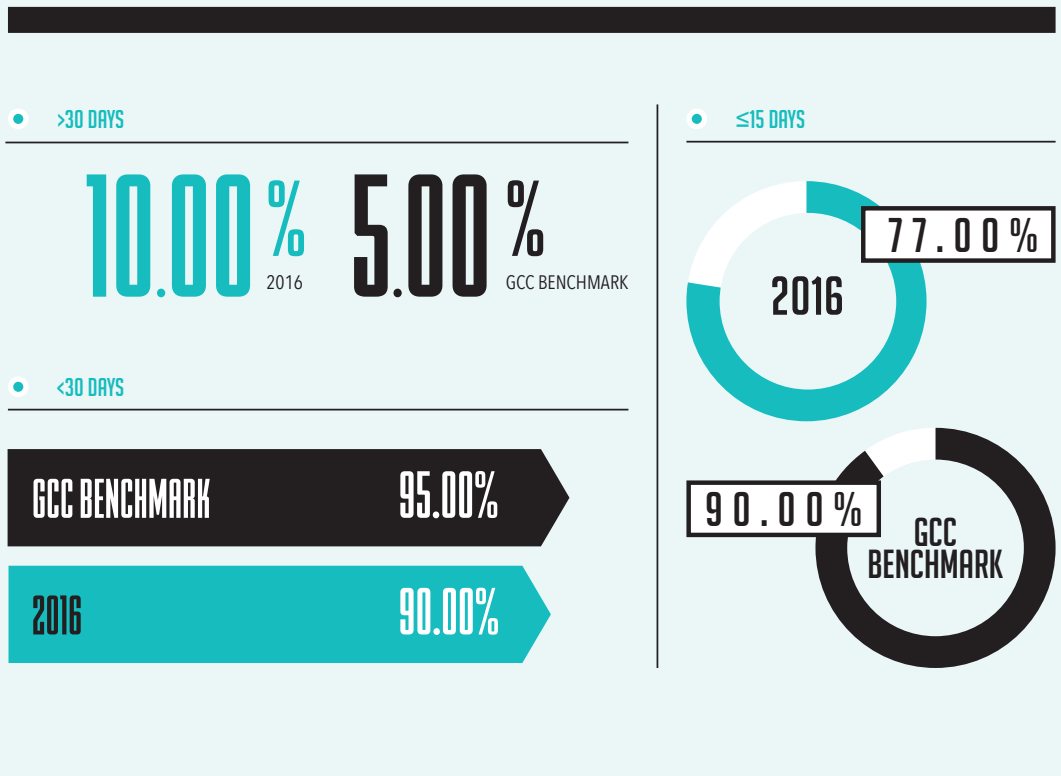
COMPLAINT RESOLUTION ANALYSIS

ALONG WITH THE GCC REQUIREMENT ON COMPLAINTS MANAGEMENT, CONSISTENT PERIODIC REVIEWS WERE MADE IN HANDLING AND MEDIATING COMPLAINTS RESOLUTION IN ORDER TO ENSURE THAT RESPONSE TIMES WERE IN ACCORDANCE WITH THE BENCHMARK THAT HAS BEEN SET.

THE TIMEFRAMES AS STIPULATED IN THE GCC FOR COMPLAINTS RESOLUTION ARE AS FOLLOWS:

- i. 90% of the complaints resolved within 15 business days
- ii. 95% of the complaints resolved within 30 business days
- iii. 5% complaints resolved after more than 30 business days (due to the complexity or circumstances of the complaint).

The proportion of resolution within 15 business days has increased from 72% to 77%. A total of 3,627 or 48% complaints were resolved within seven business days. Meanwhile, 29% or 2,191 complaints were resolved between eight to 15 business days. In terms of overall performance, 90% of total complaints received were resolved within 30 business days.



COMPLAINTS BY SERVICE TYPE

CELLULAR SERVICES

2016
PERCENTAGE [%] 3,550
46.98



WIRELESS BROADBAND

2016
PERCENTAGE [%] 1,224
16.20



WIRED BROADBAND

2016
PERCENTAGE [%] 988
13.08



FIBRE BROADBAND

2016
PERCENTAGE [%] 919
12.16



PAY TV

2016
PERCENTAGE [%] 474
6.27



MOBILE BROADBAND

2016
PERCENTAGE [%] 205
2.71



FIXED LINE

2016
PERCENTAGE [%] 187
2.47



IP TELEPHONY

2016
PERCENTAGE [%] 9
0.12



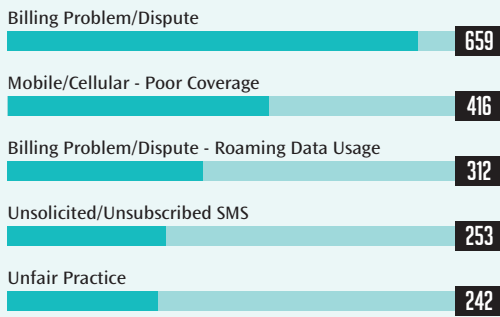
The figures above show a variety of services ranging from mobile to internet service and TV. Cellular and broadband services constituted more than 80% of total complaints lodged with CFM.

Meanwhile, the records show that fibre broadband complaints reported by the public increased more than 100% as compared to the previous year, which recorded only 58 complaints.

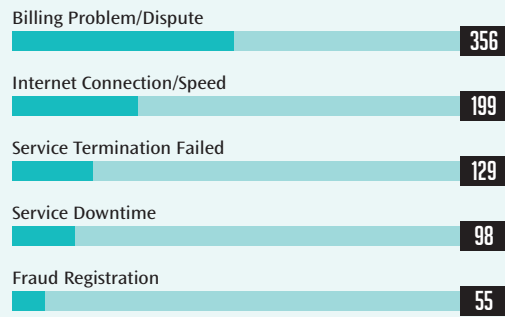
Data analysis shows that total complaints received on Pay TV and fixed line services reduced by 6.51% and 38.69% respectively from the previous year. 2016 captured a new type of service complaint under Internet Protocol telephony or IP telephony (0.12%).

TOP 5 COMPLAINTS

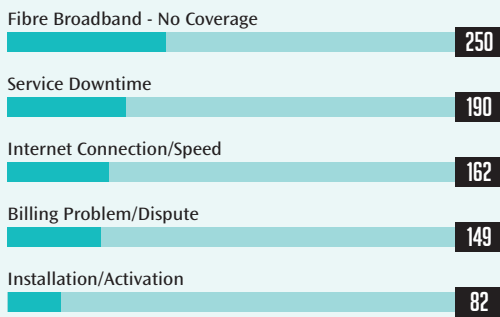
CELLULAR PHONE



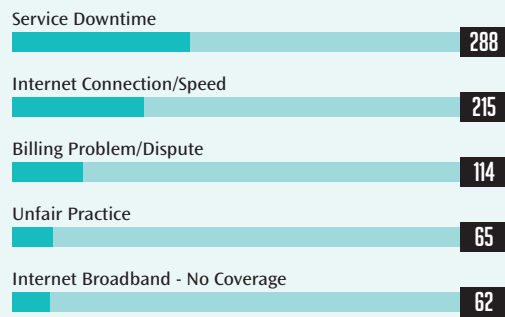
WIRELESS BROADBAND



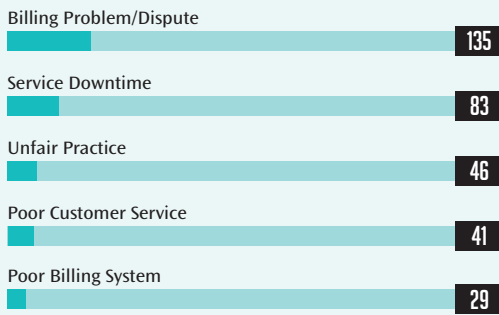
FIBRE BROADBAND



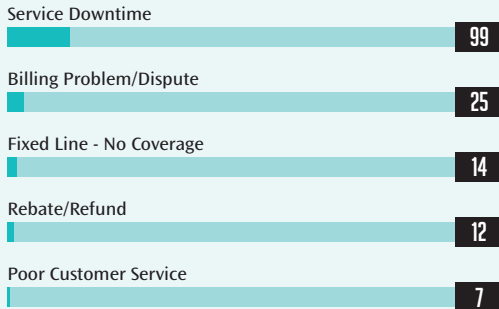
WIRED BROADBAND



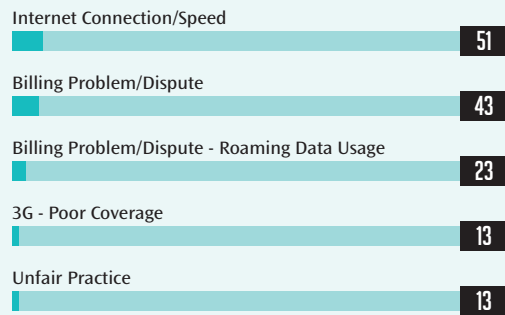
PAY TV



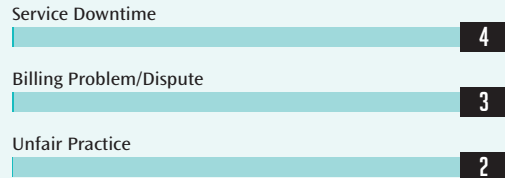
FIXED LINE



MOBILE BROADBAND



IP TELEPHONY



BY SERVICE TYPE

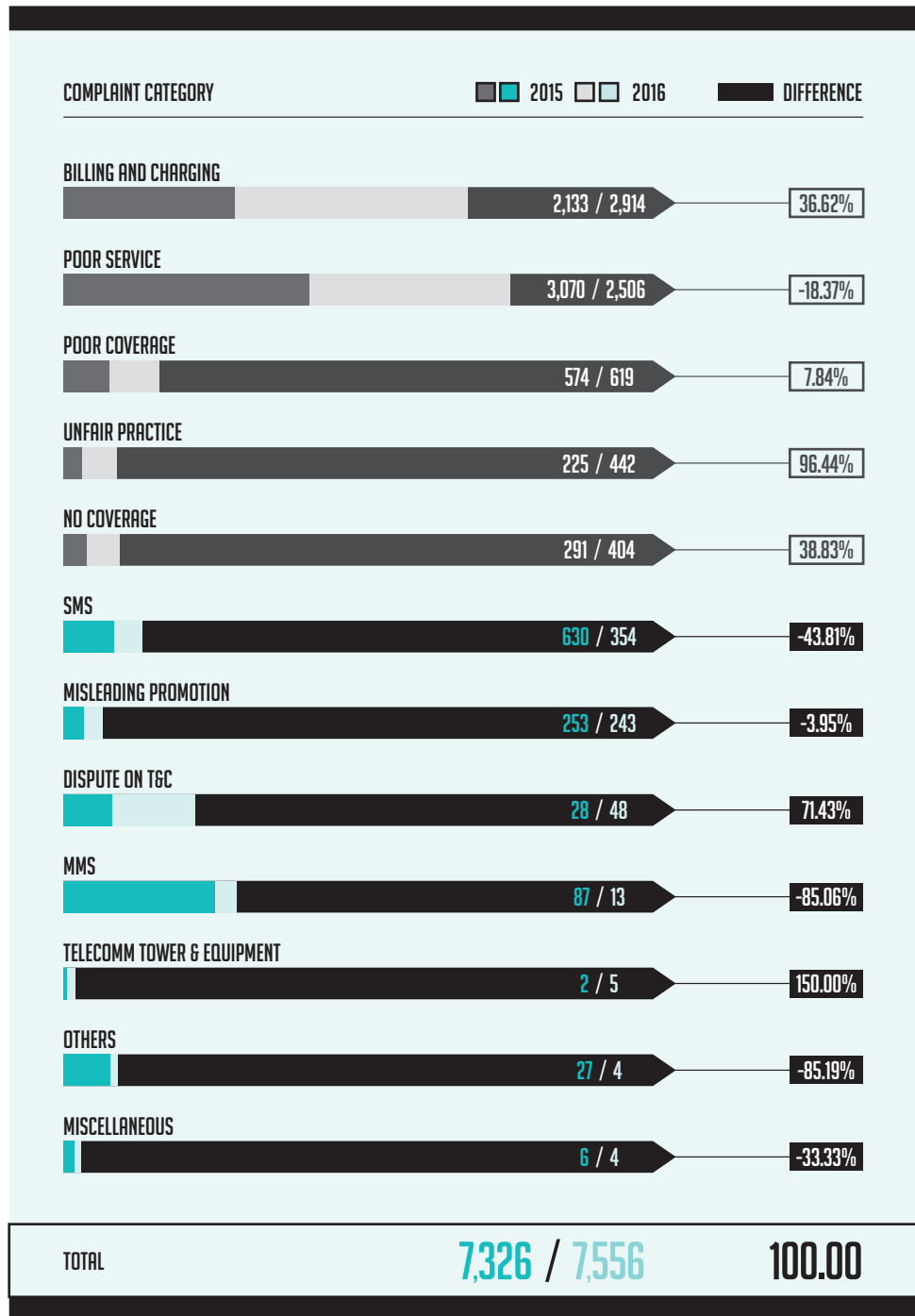
TYPES OF COMPLAINTS

Complaint Type	Definition
Billing Problem/ Dispute	Overcharged call. SMS and/or broadband rates which were wrongly charged or were charged where the complainant was not be able to access the service.
Billing Problem/ Dispute - Data Usage	Complainants claim that the browsing/ internet activities were not made from their service/phone. Complainants acknowledge that they may have accessed the internet using the Wi-Fi service, but claims they were still been charged for the data charges and not adequately warned about the access charges (no notification given).
Billing Problem/ Dispute - Roaming Data Usage	Complainants claim that the browsing/internet activities were not made from their service/phone. Complainants acknowledge that they may have accessed the internet using the Wi-Fi service, but claims they were still charged for the data charges and not adequately warned about the access charges (no notification given).
Poor Coverage	Dissatisfactory towards telecommunications service coverage quality.
Fixed Line	Landline telephone issues.
Fraud Registration	Unethical activity to perform unauthorised registration from the rightful owner.
Installation/ Activation	Late service activation or installation beyond the promise service agreement.
Internet Connection/Speed	Unsatisfactory speed or intermittent broadband connection.
Poor Customer Service	A factor arising after experiencing dissatisfaction over customer handling. For example, no after sale service provided to consumers, wrong information given to consumer about rate/package and long waiting queue whenever calling contact centers.
Rebate/Refund	A request for bill waiver due to service interruption/downtime or deposit refund after service subscription terminated.
Service Downtime	The internet service or telephony was fully out of service due to equipment or technical failure.
Service Termination Failed	Request for service termination was not entertained/late.
Unfair Practice	Refer to complaints about dissatisfaction and unfair treatment towards the complainant's request or the complaint. For example, a new promotion on a new subscription plan with more offering would cause old and existing customers to feel unfairly treated.
Unsolicited/ Unsubscribed SMS	Receiving and being charged for unsubscribed SMS from third party service providers such as online games, ringtones or 4D result. Consumers complaining in getting unreasonable service in relating to so many kinds of SMS that should not appear on the mobile phone.
Poor Billing System	Customers did not receive or were late receiving bill statement after subscription despite several requests made. Customers being billed late and payment arrangements were not updated according to customer request.
No Coverage	Unavailability of service infrastructure deployment or no provision of service.

COMPLAINTS ANALYSIS BY CATEGORY

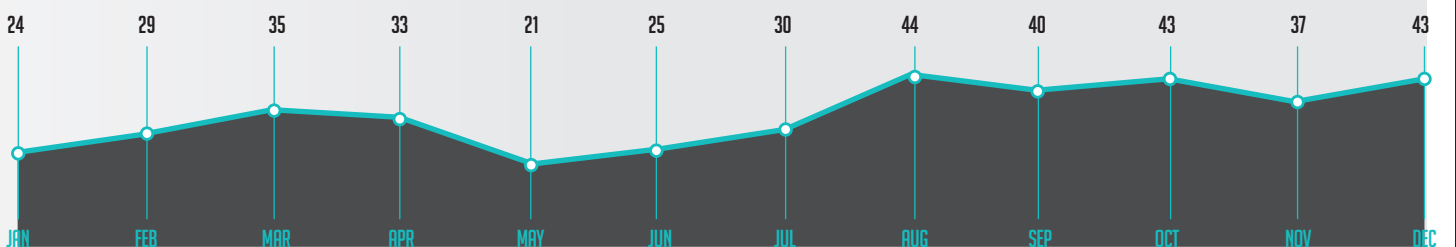
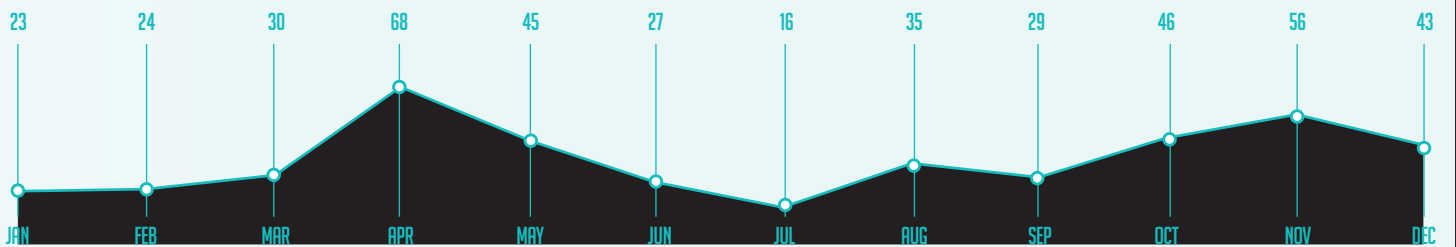
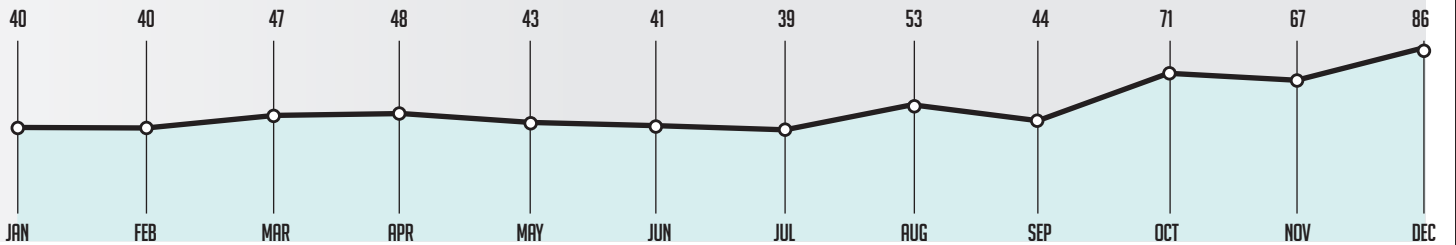
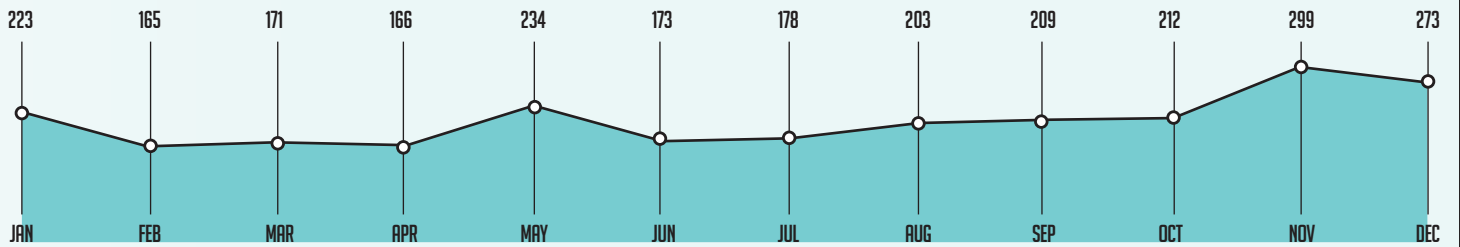
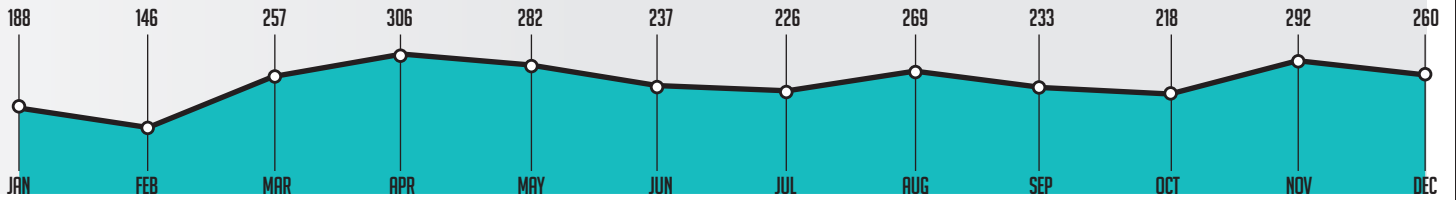
TOP TWELVE COMPLAINT CATEGORIES

The diagram illustrates the top twelve categories of complaints received by CFM in 2016. Of the approximately 7,556 complaints submitted by consumers, approximately 91.12% (6,885) were about Billing and Charging, Poor Service, Poor Coverage, Unfair Practice and No Coverage. Our records show that the unfair practice category makes an appearance this year, as it was not in the top five complaints category in year 2015.

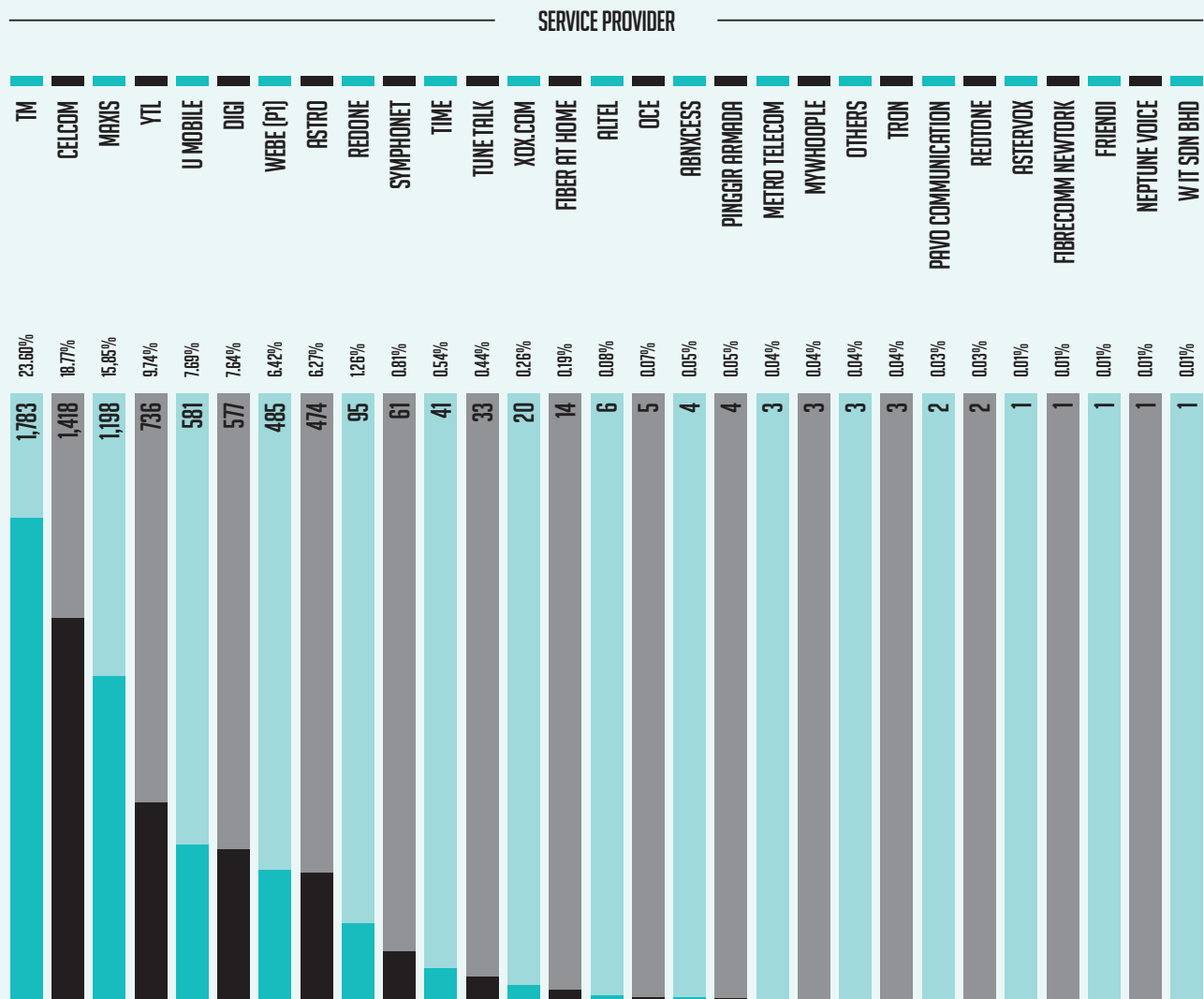


<h2>BILLING AND CHARGING</h2>	<p>A total of 2,914 complaints were recorded in this category, marking an increase of 36.62% compared to 2015. It was recorded as having the highest case volume increase from 2015 to 2016, with an increase of 781 complaints. The top five complaints received in this category are billing problem/dispute (1,484), billing problem/dispute – roaming data usage (312), poor billing system (251), rebate/refund issue (232) and billing problem/dispute – domestic data usage (214). Billing problem/dispute issue is the highest case volume increase. However, in terms of differences from the last year, our records show significant increase in total complaints under billing dispute roaming data usage, with an increase more than five-fold as compared to 2015.</p>
<h2>POOR SERVICE</h2>	<p>Poor service focuses on complaints relating to quality of service. This year's statistics show a decrease of 18.37% year on year in total number of complaints received by CFM under service quality which is 2,506 complaints. The highest three complaints under this category were complaints due to service downtime (794) followed by internet connection/speed (646) and poor customer service (336). Note that issues regarding service downtime and internet connection/speed were reported as having the highest case volume under this complaints category from year to year, although this year shows a decrease of 19.72% and 10.90% respectively. CFM received a total of 200 complaints regarding mobile number portability issue, decreasing by 49.24% from 2015.</p>
<h2>POOR COVERAGE</h2>	<p>The graph on the right shows 619 complaints recorded with regards to poor coverage issue – a slight increase of 7.84% from last year. The average number of complaints is around 43 in the first three quarters of 2016 and increased between October and December 2016 (Quarter 4). Consumers dissatisfied with coverage quality from their respective service providers totaled 67.21% of the complaints received in this category which came from mobile/cellular coverage with the total of 416 complaints. Meanwhile, a total of 79 and 69 complaints were received regarding 4G and 3G coverage, respectively. Most of coverage issues happened in Selangor and Kuala Lumpur as well as Johor, with a total of 274 complaints (44.26%).</p>
<h2>UNFAIR PRACTICE</h2>	<p>The figures show a significant increase of 96.44% as compared to year 2015. 442 complaints regarding unfair practice became one of the top five Complaints Category received. Analysis shows that most of the complaints were due to existing customers feeling unfairly treated in terms of a new promotion or a new subscription plan with more offers, as well as package changes without customer consent.</p>
<h2>NO COVERAGE</h2>	<p>The highest number of complaints recorded were in Quarter 4 of 2016 (123). Records show that the issue of no coverage availability of fibre broadband increased more than two-fold as compared to 2015, contributing to 61.88% (250) of the complaints received in this complaint category. Meanwhile, there were 83 complaints about internet broadband service and 41 complaints concerning the unavailability of cellular signal. Most no signal/coverage issues happened in Selangor, Johor, and Kuala Lumpur with a total of 91, 40, and 30 complaints, respectively.</p>

TOP FIVE COMPLAINTS ANALYSIS BY CATEGORY



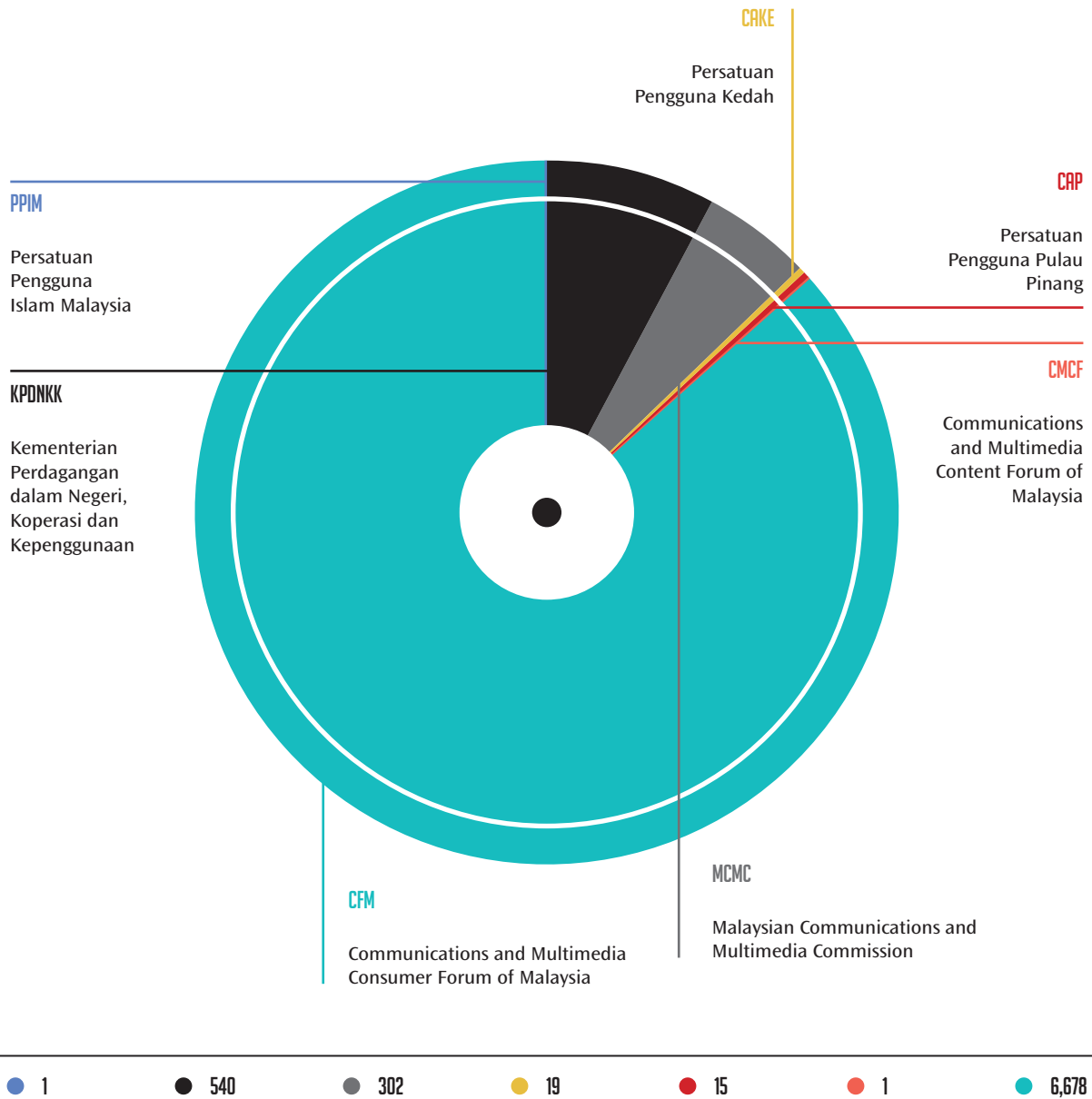
COMPLAINTS BY SERVICE PROVIDER



This year, the highest number of complaints were received against TM with 23.6% of total complaints, followed by Celcom and Maxis with 18.77% and 15.85% respectively as illustrated in the graph above. However, as compared to last year, statistics show that complaints against Celcom decreased by 15.75%. Note that complaints against YTL and U Mobile increased by 79.5% and 45.6%, respectively, as compared with 2015.

Although CFM received a low volume of complaints against Symphonet and TIME in the year 2015, records show an increase of more than three times from 2015.

COMPLAINTS SOURCE



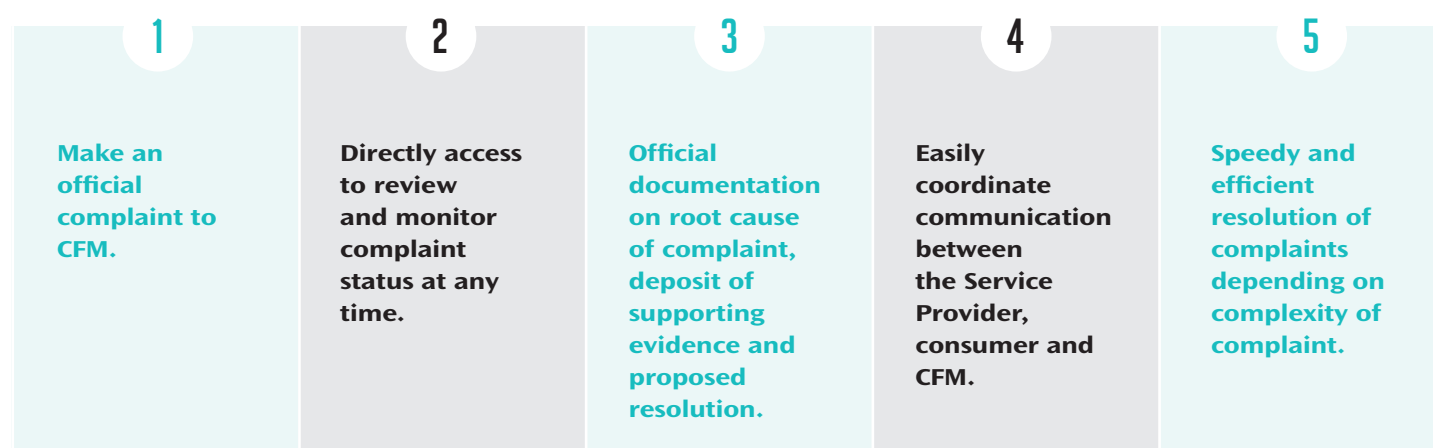
CFM RECEIVED MOST OF ITS COMPLAINTS DIRECTLY FROM THE CONSUMER AT 88.38% OF TOTAL COMPLAINTS. IN ADDITION, A NUMBER OF COMPLAINTS WERE ALSO REFERRED TO CFM BY KPDNKK, MCMC AND CONSUMER ASSOCIATIONS LIKE CAP AND CAKE.

CFM COMPLAINT PORTAL REPORT

The most popular channel for consumers to lodge complaints continues to be the CFM Online Complaint Portal, also known as CoP (www.complaint.cfm.org.my), which is a web-based complaints management system with the objective of helping users to seek redress to their unresolved issues with their communications and multimedia services providers. The CoP was developed according to Part 3 of CFM's General Consumer Code of Practice (GCC) as a tool to carry out the function of complaints management.

It is a self-managed complaints portal that allows consumer to monitor the status of their complaint, providing transparent access to the status of complaint, making it convenient and hassle free. Along with the strong growth in smartphones user, CFM introduced a mobile web version of CoP to make it easier for complainants to monitor their complaint.

The CoP allows consumers to do the following:



ACTIVITIES BY CCMD IN 2016 BEFORE PRESENTING THE TABLES BELOW

No.	Date	Programme	Organiser	Participation
1.	7 Jan	Integrated Complaints Management System (ICMS)	MCMC	CCMD
2.	12 Jan	Industry Performance Report For 2015	MCMC	CCMD
3.	15 Jan	Complaints & Compliance Working Committee Bureau No. 02/2015-2017	CCMD	Complaint Bureau
4.		Meeting with YTL on Complex Issues	CCMD	YTL
5.	21 Jan	Task Force Meeting on Mobile Content No. 1/2016	MCMC	CCMD
6.	22 Jan	Session 1/2016: Meeting on Complaint Management For CPCB and CFM	MCMC	CCMD
7.	5 Feb	Discussion on MY Mobile Rights Application	CFM	CCMD

No.	Date	Programme	Organiser	Participation
8.	18 Feb	Meeting on SOP for Complaint Handling Management (CHM)	MCMC	CCMD
9.		Complaints & Compliance Bureau Meeting No. 03/2015-2017	CCMD	Complaint Bureau
10.	19 Feb	Clarification on the OKU Packages with TM	CCMD	TM
11.		CFM Awareness Program with Community Resident at Seri Utama Residence	CFM	CCMD
12.	20 Feb	CFM Awareness Program in conjunction of CFM 15 th Anniversary at UiTM Shah Alam	CFM	CCMD
13.	24 Feb	Advertising Standards Advisory	MCMC	CCMD
14.	3 Mar	Discussion on complaint issue with MCMC	CCMD	MCMC, CCMD
15.		Meeting with XOX on CFM Complaint Handling Management	CCMD	XOX, CCMD
16.	9 Mar	Meeting with Survey Working Committee	CCMD	AJK Kaji Selidik
17.	10 Mar	Discussion on complaint issue with MCMC	MCMC	CCMD
18.	24 Mar	Complaints & Compliance Bureau Meeting No. 04/2015-2017	CCMD	Complaint Bureau
19.	31 Mar	Discussion with Complaints & Compliance Bureau and Survey Working Committee	CCMD	Complaint Bureau, AJK Kaji Selidik
20.	6 Apr	Presentation on Complaints Data Analysis	CCMD	CCMD, Vendor
21.	7 Apr	Briefing CFM MY Mobile Rights	CFM	Service Provider
22.	11 Apr	Meeting with Maxis on New Package Promotion	CCMD	Maxis
23.	14 Apr	Meeting with KKMM on Complaints Management	KKMM	CCMD
24.	25 - 29 Apr	Final Acceptance Test (FAT) of ICMS	MCMC	CCMD
25.	6 - 8 May	CFM Awareness Program at 'Hari Komuniti @ Putrajaya'	CFM	CCMD
26.	11 May	Meeting with Symphonet on Complaint Handling Management	CCMD	Symphonet
27.	13 May	Meeting on Final SOP for Complaint Handling Management (CHM)	MCMC	CCMD
28.	17 May	Complaints & Compliance Bureau Meeting No. 05/2015-2017	CCMD	Complaint Bureau
29.	27 May	CPCB Meeting with CFM on ICMS Implementation	MCMC	CFM

ANALYSIS OF COMPLAINTS IN YEAR 2016

No.	Date	Programme	Organiser	Participation
30.	2 Jun	Meeting with YTL on Complaint Management	CCMD	YTL
31.	16 Jun	FAT ICMS Reporting	MCMC	CCMD
32.	30 Jun	Invitation to the Launch of YES 4G LTE	YTL	CFM
33.	25 Jul	Meeting with Vendor CFM	CFM	CCMD
34.	11 Aug	Perbincangan bersama aduan KPDNKK tentang isu Komunikasi & Multimedia	CFM	CCMD
35.	16 Aug	Meeting with Maxis on Complaint Handling Management	CCMD	Maxis
36.	24 Aug	Taklimat hak pengguna di dalam industri Komunikasi dan Multimedia	KKMM	CCMD
37.	26 Aug	Discussion on Complaint Issue	CCMD	CCMD
38.	5 Sep	Discussion with MCMC on CFM Initiative Activities	MCMC	CCMD
39.	21 Sep	Meeting with TM on Complaint Management	CCMD	TM
40.	23 Sep	Complaints & Compliance Bureau Meeting No. 06/2015-2017	CCMD	Complaint Bureau
41.	28 Sep	CFM 16 th Annual General Meeting	CFM	CCMD
42.	14 Oct	Discussion on draft Top 10 Complaints Guidebook	CCMD	Service Provider
43.	19 Oct	Complaints & Compliance Bureau Meeting No. 07/2015-2017	CCMD	Complaint Bureau
44.	21 Oct	Meeting with webe on Complaint Management	CCMD	webe
45.	25 Oct	ICMS training	MCMC	CCMD
46.	27 Oct	Top 10 Complaint Guidebook Working Group Meeting	CCMD	Service Provider
47.	11 - 13 Nov	CFM KPI Retreat and 8 th Council Meeting	CFM	CCMD
48.	24 Nov	Top 10 Complaints Guidebook Working Group Meeting	CCMD	Service Provider
49.	25 - 27 Nov	Strengthening Complaints Management and Workshop with Complaints and Compliance Bureau	CCMD	Service Provider, Complaint Bureau, Complaint Agencies, MCMC
50.	25 Nov	Complaints & Compliance Bureau Meeting No. 08/2016	CCMD	Complaint Bureau

No.	Date	Programme	Organiser	Participation
51.	28 Nov	Go-Live discussion (ICMS)	MCMC	CCMD
52.	29 Nov	Seminar on Digital Terrestrial Television (DTT) Service in Malaysia	Malaysian Technical Standards Forum Bhd (MTSFB)	CCMD
53.	2 Dec	Complaints Data Analysis Training	Vendor	CCMD
54.		ICMS Refresher Course for Service Provider and CFM	MCMC	CCMD
55.	7 Dec	CFM Briefing on General Consumer Code (GCC) for the Communications & Multimedia Industry	CFM	Red ONE
56.	14 Dec	Task Force: Auditing And Monitoring Dealers		
57.	16 Dec	10 Complaints Guidebook Working Group Meeting	CCMD	Service Provider
58.	20 Dec	Individual Presentation on 2016 CFM KPI and 2017 CFM KPI	CFM	CCMD
59.	21 Dec	Task Force: Auditing and Monitoring Dealers		
60.	23 Dec	Complaints Data Analysis Training	Vendor	CCMD

CCMD Committee Member

**PERTUBUHAN
PEMBIMBING
KEWANGAN
PENGGUNA
& KELUARGA
MALAYSIA**
(KPM)

CCMD Committee Member

**PERSATUAN
KESELAMATAN
PENGGUNA
KUALA LUMPUR**
(PKPKL)

CCMD Committee Member

**TELEKOM
MALAYSIA
BERHAD**

CCMD Committee Member

**DIGI
TELECOMMUNICATIONS
SDN BHD**

**WORKING
COMMITTEE**

CCMD

CCMD Committee Member

**CELCOM
AXIATA
BERHAD**

CCMD Committee Member

**PERSATUAN
PENGGUNA
KEDAH**
(CAKE)

Head of CCMD Committee

**PERSATUAN
PENGGUNA
PULAU PINANG**
(CAP)

SECRETARIAT



OF CCMD

AS AT 31 DECEMBER 2016



from left to right (first row)

Salabiah Mohamad Madnash
Manager

Jouhana Mansor
Executive

Mohd Safwan Sabree
Executive

Ungku Azilah Ungku Aziz
Executive



from left to right (second row)

Muhammad Akmal Azmanshah
Executive

Nur Madiha Che Ani
Executive

Nazrien Nazli
Complaint Assistant

HIGHLIGHTS . . .

An Annual General Meeting (AGM) is a mandatory yearly gathering to discuss the general membership of an organisation. It is also a meeting for CFM to discuss previous year's achievements and general directions for the coming year.



DO YOU KNOW?

**General
Consumer Code
of Practice for the
Communications
and Multimedia
Industry Malaysia
(GCC).**

GCC is a code of practice for all Communications and Multimedia Service Providers in Malaysia with the objective of providing benchmarks and best practices to ensure fair and efficient services are delivered to the consumers.

“



CORPORATE AND CODES DRAFTING DEPARTMENT (CMDM)



A Council Meeting was regularly held at least once a month as a basis for Council Members to meet and discuss matters related to the industry and also issues among consumers.

CODE DRAFTING ACTIVITIES REPORT 2016

2016 was abuzz with the Constitutional Review Meetings, in which the 15 year-old Constitution was revisited, revamped and given an update to better reflect the current needs of CFM. The initiative to review the constitution was on the recommendation of CFM members in the 14th Annual General Meeting (November 2014). Members were appointed to the working committee which was headed by Altel and

composed of representatives from both the Demand and the Service Providers. The main objective of the revision of the constitution is that the constitution will be adopted in line with the current pattern of governance, CFM activities and also to ensure its suitability and adaptability to cater for the current and future needs of CFM.

The yearly CFM event, the 16th Annual General Meeting was

successfully held in September 2016. At the Annual General Meeting 2016, although no elections were held as the current Board of Councilors are in the middle of their two-year term, members deliberate on CFM's strategic directions.

To better streamline the implementation of CFM's strategic direction, a KPI Retreat was organised in November 2016 with the Council Members held together with the CFM



MY MOBILE RIGHTS BY CFM IS THE FIRST ONE-STOP MOBILE APPLICATION IN MALAYSIA FOR COMPLAINTS SUBMISSION ON COMMUNICATIONS AND MULTIMEDIA SERVICES. AVAILABLE FOR DOWNLOAD VIA GOOGLE PLAYSTORE.



DO YOU KNOW?

EXECUTIVE SUMMARY



**MEGAT ISHAK
MAAMUNOR RASHID**
Chairman of CFM

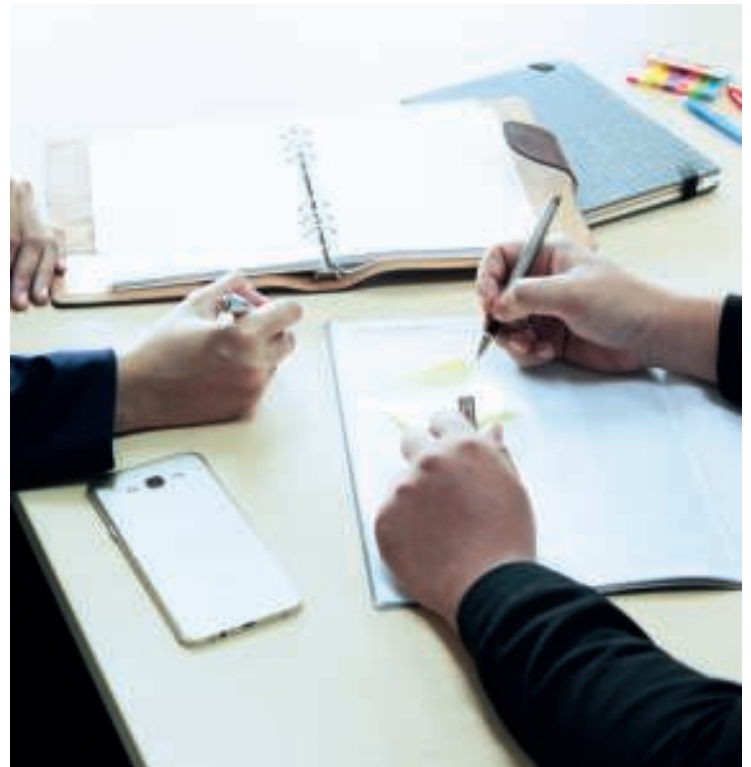
CFM is mandated by the Malaysian Communications and Multimedia Commission (MCMC) to provide avenues for consumers to seek redress to their unresolved complaints to the respective Service Providers as well as to facilitate the resolution of such complaints.

CFM encourages consumers to understand the process of lodging complaints and to also empower themselves with the necessary awareness and knowledge to address any common issues that they might face.

Secretariat KPI Workshop, where issues discussed included the development of KPIs and budget projections for CFM activities in 2017. Previous versions of a similar retreat was held in Penang in 2012 and in Pulau Carey, Selangor in 2015 with the Heads of Bureau. This retreat is the result of discussions held with MCMC to deliberate on the direction of CFM and the development of a new three year CFM KPIs for 2017 to 2019. This retreat provided for a better understanding of key deliverables as well as the articulation of detailed activities and initiatives that would help CFM achieve the required objectives.

The realignment of CFM's KPIs of previous years was needed to strengthen the delivery of its services to the consumers and to better reflect the everchanging needs of a very dynamic industry.

Understanding the need to engage existing and prospective members in a more effective and meaningful way, the Membership Bureau was established with the objective of providing a more focused membership drive and at the same time to safeguard the best interests of its members. A Member Activity Support Grant was introduced to aid the Demand Side members in organising their awareness and consumerism programs that would help promote CFM as well as its messages to their respective constituents. 8 out of 20 members from the Demand Side have successfully obtained the financial assistance in 2016.



As part of its initiatives to create better awareness of the GCC among the frontliners of the Service Providers, CFM organised several "Introduction to GCC" sessions, namely the briefing and sharing of information on the General Consumer Code of Practice (GCC) for the Communications and Multimedia Industry Malaysia.

The purpose of this GCC talk is for members of CFM, especially those from the industry that are involved in customer service, customer experience, products and regulatory to know and understand the GCC better and how it is applied by CFM.

DO YOU KNOW?

THE COMMUNICATIONS AND MULTIMEDIA CONSUMER FORUM OF MALAYSIA (CFM) WAS ESTABLISHED AND DESIGNATED BY THE MALAYSIAN COMMUNICATIONS AND MULTIMEDIA COMMISSION (MCMC) AS ONE OF THE INDUSTRY FORUMS UNDER THE COMMUNICATIONS AND MULTIMEDIA ACT 1998.

DO YOU KNOW?

CFM HAS PUBLISHED A CONSUMER HANDBOOK CALLED 'DECIDING WHAT'S GOOD FOR YOU!'

which aimed to take consumers on a simple journey on discovering how you can make a better choice from as early as the pre purchasing stage to what you can do after subscribing your Communications and Multimedia services.



April 2016 was a significant date in CFM's history when it officially shifted its operations from Kuala Lumpur to Cyberjaya, at the Old MCMC Building on Jalan Impact.

As for the Codes Drafting, the Working Committee for Alternative Dispute Resolution (ADR) has been revitalised under the chairmanship of TM while the Code of Agents and Dealers has made considerable progress under the supervision of Celcom as the head of the working group.

CFM, being one of the designated forums under MCMC, has actively participated in the induction program for

new and existing Commission staff organised by the MCMC Academy as well as speaking at MCMC staff engagement programs such as Tea Talk @ 3. CFM has also been involved in briefings to overseas delegations including during the visit of a delegation from the Ministry of Trade of Myanmar and during the visit to MCMC Academy by the Bhutan delegation. CFM was also invited to participate at the First Session of the Content Sharing Core Knowledge in Key Economic Sectors in Malaysia Phase 3 (Pyke III) organised by Monash University Sunway as well as at the 14th Meeting of the ASEAN Committee on Consumer Protection (ACCP).



CDMD Bureau Members

**PERTUBUHAN
PEMBIMBING
KEWANGAN
PENGGUNA
& KELUARGA
MALAYSIA**

CDMD Bureau Members

**CELCOM
AXIATA
BERHAD**

Head of CDMD Bureau

**MAXIS
MOBILE SERVICES
SDN BHD**

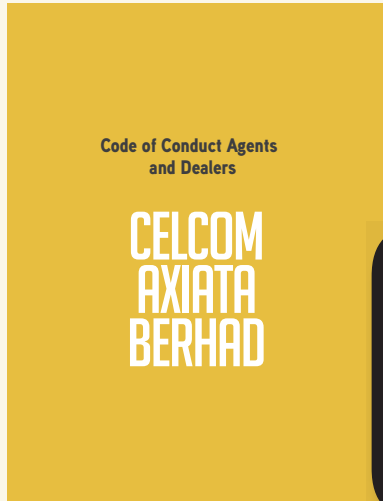
CDMD Bureau Members

**PERSATUAN
EKONOMI
PENGGUNA
& KELUARGA
MALAYSIA**

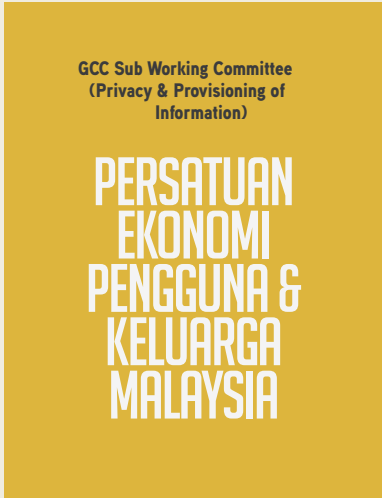
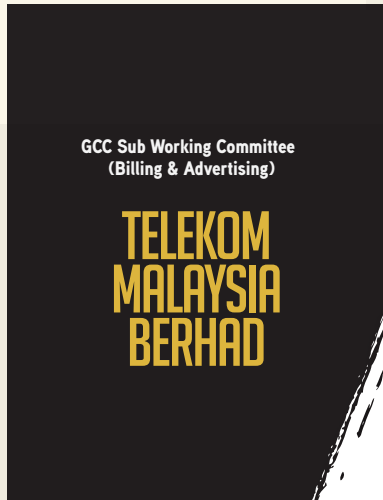
CDMD Bureau Members

**TUNE TALK
SDN BHD**

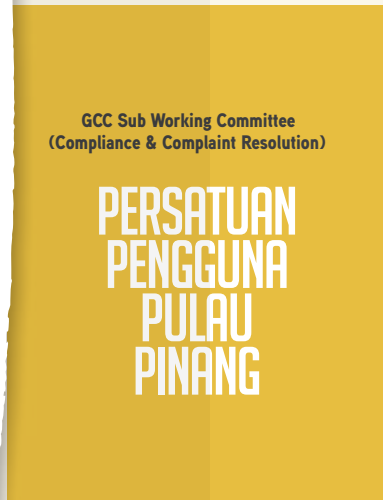
CDMD BUREAU



CDMD



WORKING COMMITTEE



SECRETARIAT



OF CDMD

AS AT 31 DECEMBER 2016



from left to right

Kartini Hasbi
Manager

Mohd Hanif Ghazali
Executive

Nazierah Nazli
Administrative Assistant

LIST OF EVENTS/MOVEMENT OF CMD

	Meeting	
January	(1) 2 nd Council Meeting (2) ADR Working Committee Meeting (3) Survey on Knowledge Content in Key Economic Sectors in Malaysia Fasa III (MyKE III) – Preliminary Findings Sharing Session	28 Jan 2016 26 Jan 2016 22 Jan 2016
February	(1) 3 rd Council Meeting	25 Feb 2016
March	(1) 4 th Council Meeting (2) ADR Working Committee Meeting (3) Briefing on “Consumer Protection: Consumer Code” Induction Program by MCMC Academy	31 Mar 2016 15 Mar 2016 16 Mar 2016
June	5 th Council Meeting (Part 1)	30 Jun 2016
July	5 th Council Meeting (Part 2) 6 th Council Meeting	11 Jul 2016 28 Jul 2016
August	Briefing on Consumer Rights in the Telecommunication & Multimedia in Malaysia to the delegation of the Ministry of Commerce Myanmar (at Ministry of Communication and Multimedia Malaysia) Office Bearers Meeting	24 Aug 2016 30 Aug 2016
September	(1) 7 th Council Meeting (2) Constitution Review Meeting (3) Pre-Annual General Meeting (4) 16 th Annual General Meeting (5) Tea Talk @ 3 KRMC Level 3 by CFM Chairman to MCMC staff (by MCMC Academy)	8 Sep 2016 20 Sep 2016 23 Sep 2016 28 Sep 2016 27 Sep 2016
November	(1) 8 th Council Meeting (2) 2016 CFM KPI Retreat (3) ASEAN Committee on Consumer Protection (ACCP) – Invitation by Ministry of Communication & Multimedia Malaysia	21 Nov 2016 11 - 13 Nov 2016 1 - 3 Nov 2016
December	(1) Code of Conduct Agent Dealers Meeting (2) CFM KPI Presentation to Management (3) Briefing on CFM to participants of the Converged Telecommunication Policy Regulations (CTPR) Programme (Foundation Level) by MCMC Academy	9 Dec 2016 20 Dec 2016 22 Dec 2016

HIGHLIGHTS . . .

Media Coverage increased by 45% in 2016 where CFM was highlighted 295 times in both traditional and new media.

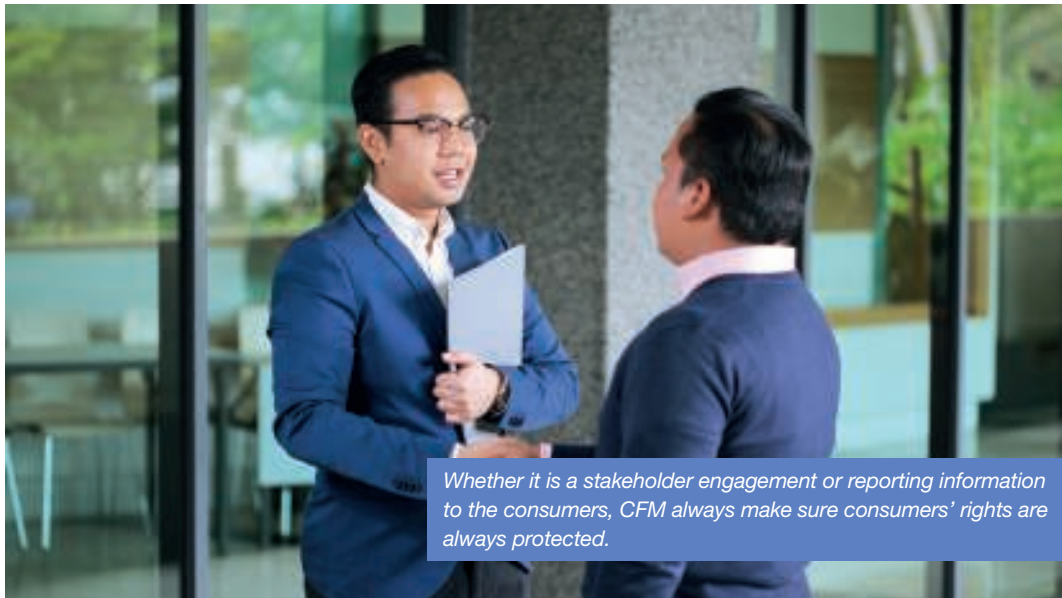


CFM will continue to empower consumers by organising Industry Knowledge Sharing sessions

throughout Malaysia with the aim to empower consumers and contribute towards the betterment of the industry.



COMMUNICATIONS AND PUBLIC RELATIONS DEPARTMENT (CPRD)



Whether it is a stakeholder engagement or reporting information to the consumers, CFM always make sure consumers' rights are always protected.

ACCELERATING CFM JOURNEY TO EMPOWER CONSUMERS

The Communications & Public Relations Department (CPRD) is responsible for all communication plans and its implementation.

The year 2016, is the year of empowering consumers. At CPRD, we were tasked to explore more effective strategies for better consumer engagement and this resulted in the development of a mobile application that among others empowers the consumers the ability to lodge complaints to their service providers directly from their smartphone. The app, called MY

Mobile Rights, also offers tips, guides and articles on the industry for the consumer to make an informed choice. It was officially launched on 28 April 2016 by the Deputy Minister of Communications and Multimedia of Malaysia, YB Dato' Jailani Johari.

Besides that, we also focused on generating and disseminating relevant digital content to take advantage of the rising number of online consumers in the country. Collaborations were established with several partners to produce interesting and

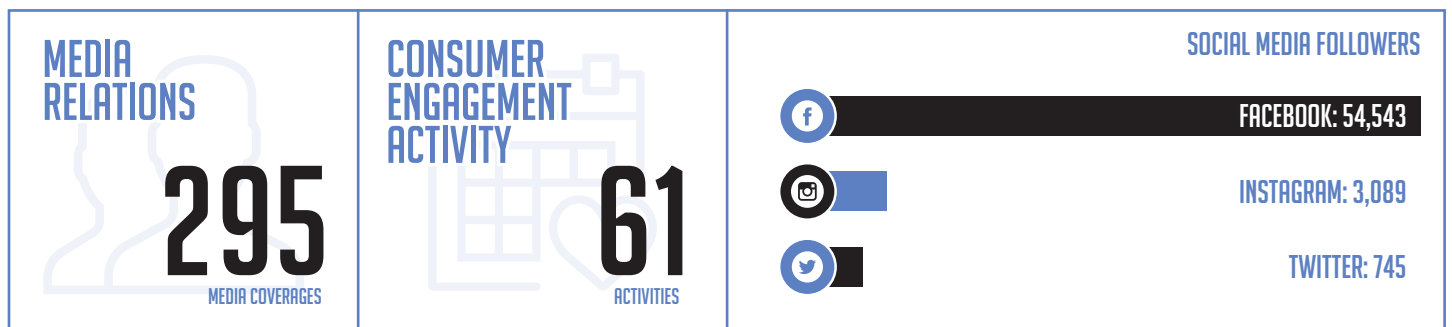
attractive content to be posted and shared on social media. Our partners include the students of Faculty of Communications of UiTM, comic artists, doodlers and online celebrities.

CFM also saw an increase of 45% in media coverage which can be attributed to our efforts to highlight explanations on issues faced by the consumers. Apart from the traditional media, we have also leveraged on the reach offered by online bloggers to ensure our messages are getting across to the Malaysian public on as many platforms possible.

We have also continued to enhance consumer awareness to a wider audience by going on roadshows of private universities and colleges to promote CFM and its functions.

Nevertheless, due to time constraints, we only managed to have one session of our "signature" program called Industry Knowledge Sharing session (KSS) in Johor Bahru, Johor.

Moving forward for the year 2017, we plan to strengthen our existing engagement programs and platforms with more focus on empowering consumers to overcome issues faced by them.



CONSUMER ENGAGEMENT ACTIVITY REPORT

**MARCHING STEADFASTLY THROUGH 2016,
CFM DILIGENTLY CONTINUES ITS EFFORT TO ENGAGE
THE PUBLIC AND TO ENHANCE PUBLIC AWARENESS ON
THE ROLES AND FUNCTIONS OF CFM IN PROMOTING
CONSUMERISM AWARENESS TO ALL MALAYSIANS.**

This year, CFM has organised and was part of more than 61 programs, including our signature Knowledge Sharing Session (KSS), series of meetings with potential members from service providers and consumer associations, as well as actively participated in various seminars and workshops on telecommunication and multimedia industry.

EXHIBITIONS/SPEAKING ENGAGEMENTS

FEBRUARY

CFM Awareness Event at Seri Utama Residence, Kota Damansara, Petaling Jaya

20/2

Collaboration Event with CFM & UiTM Melaka, ViRAL, Alor Gajah, Melaka (Both Speaking Engagement and Exhibition)

23 & 24/2

Majlis Pelancaran Komuniti Pintar, Lundu Sarawak

27/2

MARCH

Program 'Santai Ikg Bakar' bersama Anak Terengganu, Kampung Baru Kuala Lumpur

5/3

Campus Youth Carnival - UPM Serdang (Both Speaking Engagement and Exhibition)

7/3

Minda Komuniti KKMM, Kuching, Sarawak

11 - 13/3

Campus Youth Carnival – UM, Kuala Lumpur

15 - 18/3

MAY

Hari Komuniti Putrajaya @ Alamanda, Putrajaya

27 - 29/5

JUNE

Sesi Perkongsian Amalan Terbaik Teknologi (MOE) Wilayah Persekutuan

1/6

Hari Terbuka Pi1M Kg. Sungai Leman, Sungai Besar, Selangor

8/6

Pelancaran Pi1M Kuala Kangsar dan Sambutan Hari Telekomunikasi Sedunia, Kuala Kangsar Perak

11/6

Hari Terbuka Pi1M Kg Tengah Paket, Sungai Besar, Selangor

Pelancaran Pi1M Pasir Panjang dan Sambutan Hari Telekomunikasi Sedunia, Sekinchan, Selangor

15/6

Hari Terbuka Pi1M Sungai Panjang, Sabak Bernam, Selangor

16/6

JULY

Hari Komuniti Pintar Kemaman, Terengganu

22 - 24/7

AUGUST

Campus Mania - UTAR, Sungai Long, Kajang Selangor

10 & 11/8

Hari Komuniti Pintar Kota Belud, Sabah

13/8

Campus Mania - Nilai University, Nilai, Negeri Sembilan

15 & 16/8

Campus Mania - KPJ Health University, Nilai, Negeri Sembilan

17 & 18/8

Campus Mania - MMU, Cyberjaya, Selangor

22 & 23/8

Campus Mania - MAHSA University, Petaling Jaya Selangor

24 & 25/8

SEPTEMBER

Campus Mania - Taylor's University, Subang Jaya Selangor

5 & 6/9

Campus Mania - International Medical University, Bukit Jalil, Selangor

19 & 20/9

Campus Mania - Segi University, Kota Damansara, Selangor

21 & 22/9

Campus Mania - UCSI University, Cheras, Kuala Lumpur

26 & 27/9

OCTOBER

Johor Mahir Tech, Johor Bahru, Johor

7 - 9/10

Pi1M Felda Gunung Bongsu by Webe, Gunung Bongsu, Kulim, Kedah

16/10

Pi1M Felda Gunung Besout 4 by Webe, Besaout, Perak

Explorasi Pengguna 2016, Benut, Pontian Johor

22/10

Pi1M Felda Ijok Selama Perak

23/10

Karnival dari Rakyat ke Rakyat

30/10

DECEMBER

Hari Terbuka dan Komuniti Dashboard Pi1M, Kg. Makmur Sungai Galah Perak

17/12

Hari Terbuka Pi1M, Taman Rishah Permai, Buntong Ipoh, Perak

18/12

JANUARY

CFM Digital Media Workshop

20/1

FEBRUARY

Collaboration Event with CFM & UiTM Melaka, ViRAL, Alor Gajah, Melaka

20 - 24/2

Majlis Pelancaran Komuniti Pintar, Lundu Sarawak

27/2

MARCH

Minda Komuniti KKMM, Kuching, Sarawak

11 - 13/3

APRIL

MY Mobile Rights Launching, GSC Pavilion, Kuala Lumpur

28/4

MAY

Bengkel Pengukuhan dan pemantapan aktiviti bersama Pusat Internet seluruh Malaysia - Kedah

Bengkel Pengukuhan dan pemantapan aktiviti bersama Pusat Internet seluruh Malaysia - Pekan, Pahang

11/5

MAY (CONT'D)

Bengkel Pengukuhan dan pemantapan aktiviti bersama Pusat Internet seluruh Malaysia - Sibu Sarawak

15/5

Bengkel Pengukuhan dan pemantapan aktiviti bersama Pusat Internet seluruh Malaysia - Lotus Resort Desaru, Johor

18/5

Bengkel Pengukuhan dan pemantapan aktiviti bersama Pusat Internet seluruh Malaysia - Morib Gold Coast, Sepang

25/5

Hari Komuniti Putrajaya @ Alamanda, Putrajaya

27 - 29/5

JUNE

Sesi Perkongsian Amalan Terbaik Teknologi (MOE) Wilayah Persekutuan

1/6

Pelancaran Pi1M Kuala Kangsar dan Sambutan Hari Telekomunikasi Sedunia, Kuala Kangsar, Perak

11/6

JULY

Hari Komuniti Pintar Kemaman, Terengganu

22 - 24/7

AUGUST

Hari Komuniti Pintar Kota Belud, Sabah

13/8

OCTOBER

Johor Mahir Tech, Johor Bahru, Johor

7 - 9/10

Cyber Security Malaysia Conference, Royal Chulan, Kuala Lumpur

19/10

Lawatan Media ke BERNAMA

28/10

Karnival dari Rakyat ke Rakyat

30/10

Seminar Ingatlah Selamat Sama-Sama Selamat

31/10

NOVEMBER

Seminar Ingatlah Selamat Sama-Sama Selamat

2 & 8/11

Sesi Perkongsian Maklumat Industri (KSS) Johor

9/11

Seminar Ingatlah Selamat Sama-Sama Selamat, Kembara Resort, Terengganu

10/11

Seminar Multimedia dan Kepenggunaan, Kembara Resort, Terengganu

24 & 29/11

JAN



CFM Digital Media Workshop



20 JANUARY 2016



CFM-UiTM Alor Gajah 'ViRAL'



23 & 24 JANUARY 2016

CONSUMER ENGAGEMENT ACTIVITY REPORT

FEB



CFM at Lundu, Sarawak



27 FEBRUARY 2016

MAR



CFM at MINDA Komuniti, Kuching, Sarawak



11 MARCH 2016

APR



CFM MY Mobile Rights Launching, GSC Pavilion, Kuala Lumpur



28 APRIL 2016

MAY



Bengkel Pengukuhan dan pementapan aktiviti bersama Pusat Internet seluruh Malaysia



11 - 25 MAY 2016

CONSUMER ENGAGEMENT ACTIVITY REPORT

JUN



CFM at Pusat Internet 1Malaysia Program (Kuala Kangsar, Sg. Besar, and Sekinchan)

8 - 15 JUNE 2016

JUL



CFM at Hari Komuniti Pintar Kemaman

22 JULY 2016

AUG

SEPT

Ministry of Health
19th - 21st September
10 am - 6 pm
Auditorium
Donat
Your Health is our priority. Save Your Medi-



CFM Campus Mania Tour

10 - 23 AUGUST, 5 - 29 SEPTEMBER 2016

NOV



CFM at Seminar "Multimedia dan Kepenggunaan", Kembara Resort Merang, Setiu Terengganu

10, 24 & 29 NOVEMBER 2016

CONSUMER ENGAGEMENT ACTIVITY REPORT

NOV



CFM Knowledge Sharing Session at New York Hotel

9 NOVEMBER 2016

DEC



Hari Terbuka Pusat Internet 1Malaysia, Kg. Makmur Sg. Galah, Perak

17 DECEMBER 2016



Hari Terbuka Pusat Internet 1Malaysia, Taman Rishah Permai, Buntong, Ipoh, Perak

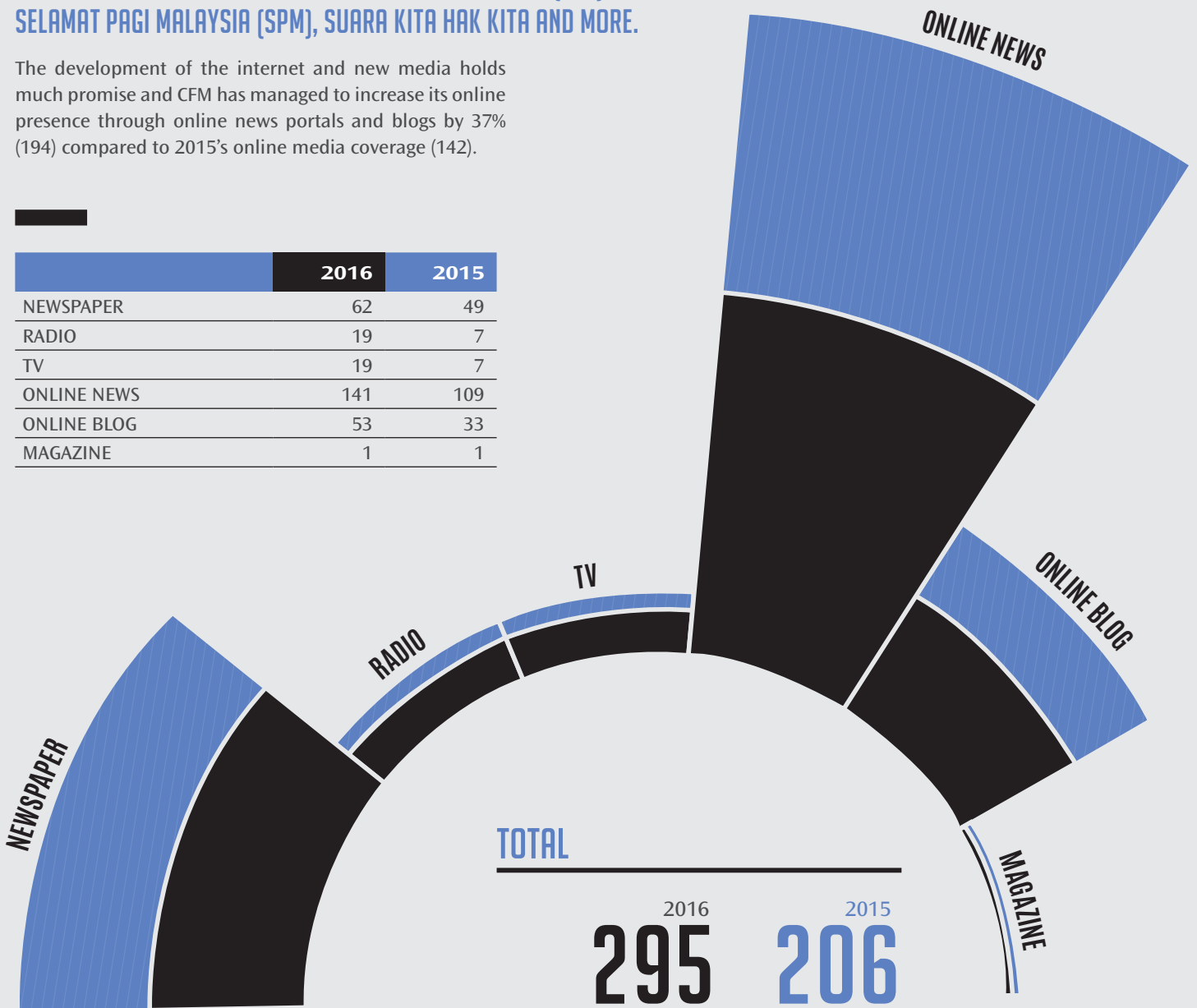
18 DECEMBER 2016

MEDIA RELATIONS REPORT 2016

MEDIA COVERAGE INCREASED BY 45% IN 2016 WHERE CFM WAS HIGHLIGHTED 295 TIMES IN BOTH TRADITIONAL AND NEW MEDIA. CFM AND ITS HIGHLIGHTING OF RELATED CONSUMER ISSUES STARTED TO GAIN SIGNIFICANT TRACTION THROUGH MORE MAINSTREAM COVERAGE IN MAJOR NEWSPAPERS, RADIO AND TELEVISION CHANNELS VIA TALK SHOWS SUCH AS MALAYSIA HARI INI (MHI), SELAMAT PAGI MALAYSIA (SPM), SUARA KITA HAK KITA AND MORE.

The development of the internet and new media holds much promise and CFM has managed to increase its online presence through online news portals and blogs by 37% (194) compared to 2015's online media coverage (142).

	2016	2015
NEWSPAPER	62	49
RADIO	19	7
TV	19	7
ONLINE NEWS	141	109
ONLINE BLOG	53	33
MAGAZINE	1	1



NEWS- PAPER



16'

15'

62

49

No.	Date	Media Outlet	Title
1.	1 January	UTUSAN MALAYSIA	SKMM Pantau Pelaksanaan Rebat Prabayar Bermula Hari ini
2.	1 January	KOSMO	Telco Beri Rebat Kad Prabayar Sepanjang Tahun 2016
3.	4 January	THE STAR	Good News for Mobile Users
4.	4 January	NEW STRAITS TIMES	Good News for Mobile Users
5.	12 February	UTUSAN MALAYSIA	CFM Selesai 97% Aduan Telekomunikasi
6.	12 February	SINAR HARIAN	CFM Selesai 97% Aduan Telekomunikasi
7.	12 February	UTUSAN MALAYSIA	CFM Selesai 97% Aduan Pengguna Telco
8.	12 February	HARIAN METRO	CFM Selesai 97% Daripada 7,326 Aduan
9.	12 February	THE SUN DAILY	Telco Complaints Up 6.11% In 2015
10.	19 February	NEW STRAITS TIMES	Our Consumer Rights Fading with Every Call
11.	24 February	UTUSAN MALAYSIA	SKMM Terima 34 Aduan Mengenai Penyalahgunaan Media Sosial
12.	24 February	UTUSAN MALAYSIA	Portal Berita Dalam Talian Perlu Berdaftar
13.	24 February	BERITA HARIAN	Masyarakat Perlu Sama Tangani Isu Media Sosial - Jailani
14.	24 February	HARIAN METRO	SKMM Cadang Kaji Keperluan Daftar Portal Berita
15.	24 February	THE STAR	Cases of Social Media Abuse Rising
16.	24 February	THE STAR	MCMC: 34 Complaints on Social Media Abuse Registered
17.	20 April	HARIAN METRO	335 Aduan Daftar Prabayar Palsu
18.	20 April	NEW STRAITS TIMES	349 Complaints of False Registration of Prepaid SIM Cards from 2011 till Last February
19.	20 April	THE STAR	Fraudulent Prepaid SIMs on the Rise
20.	21 April	THE SUN DAILY	Ministry to Ensure SIM Cards Not Registered Under False Identifications: Jailani

No.	Date	Media Outlet	Title
21.	21 April	SINAR HARIAN	Tidak Perlu Beri Salinan Mykad Beli Kad SIM Baharu
22.	22 April	UTUSAN MALAYSIA	Semak Mykad Pelanggan Sebelum Daftar
23.	22 April	THE SUN DAILY	Move to Prevent Abuse of SIM Cards
24.	22 April	THE STAR	Jailani: Verify Identity of SIM Card Buyers or Face Action
25.	26 April	THE STAR	An App for Your Telco Complaints
26.	28 April	THE STAR	Make Your Mobile Service Complaints via an App
27.	11 May	HARIAN METRO	89 Aduan Diterima pada 2015
28.	22 May	FOCUS MALAYSIA	Striving to Stay Ahead of the Competition
29.	29 May	UTUSAN MALAYSIA	Keperluan Pengguna Jadi Keutamaan MCMC
30.	5 June	MINGGUAN MALAYSIA	CFM Sedia Bantu Pengguna Komunikasi, Multimedia
31.	1 September	BERITA HARIAN	Perkhidmatan Mudah Alih - Pengguna Dan Kualiti Perkhidmatan
32.	1 September	BERITA MINGGU	Kontrak Pakej Jalur Lebar Mudah Alih
33.	16 September	SINAR HARIAN	Lapor Masalah Telco Menerusi Saluran Betul
34.	27 September	SINAR HARIAN	Kualiti Perkhidmatan Telco
35.	28 September	CHINA PRESS	MY Mobile Rights Handle 97% of Complaints Last Year
36.	29 September	SINAR HARIAN	MY Mobile Rights Cara Mudah Lapor Aduan
37.	29 September	CHINA PRESS	Handle 97% of Complaints Last Year
38.	30 September	NANYANG SIANG PAU	MY Mobile Rights Handle 97% of Complaints Last Year
39.	9 November	THE SUN DAILY	Telcos Must Offer Critical Info
40.	9 November	THE BORNEO POST	Critical Info Summary for Consumer to Understand Terms and Conditions Easily
41.	9 November	THE STAR	Make it Easy for Users to Know Terms, Telcos Told
42.	10 November	HARIAN METRO	Terima 5,973 Aduan
43.	10 November	UTUSAN MALAYSIA	CFM Terima 5,973 Aduan
44.	10 November	THE EDGE	Telecom, Multimedia Firms Must Provide Product CIS
45.	10 November	DAILY EXPRESS	CIS for Consumer to Understand ICT Terms and Conditions Easily
46.	10 November	CHINA PRESS JOHOR	Unity the Important Message
47.	10 November	NANYANG SIANG PAU	"Important Information Briefing" Expected to Implement by Next Year
48.	10 November	ORIENTAL DAILY NEWS	Critical Information Summary Needed
49.	10 November	ORIENTAL DAILY NEWS JOHOR	Contract of Telecommunication
50.	10 November	SEE HUA DAILY NEWS	Critical Information Summary Needed on Telco Package Contract
51.	10 November	SEE HUA DAILY NEWS	Critical Information Summary Needed
52.	10 November	SIN CHEW DAILY	Rules on Telco Package will be Summarised
53.	29 November	MALAY MAIL	Possible Telecommunication Services Disruption until June 2017
54.	29 November	NEW STRAITS TIMES	Mobile User to Face Temporary Service Disruption until June 2017
55.	29 November	THE SUN DAILY	Possible Telecommunication Services Disruption until June 2017
56.	29 November	SINAR HARIAN	Gangguan Telekomunikasi Sementara Sehingga June 2017
57.	30 November	THE STAR	Possible Telecommunication Services Disruption until June 2017
58.	30 November	THE EDGE	Malaysia's Maxis, Digi, Celcom "Service Disruptions" Seen on Spectrum Migration-MCMC Unit
59.	30 November	CHINA PRESS	Phone Services may be Affected
60.	30 November	SEE HUA DAILY NEWS SABAH	Service Interruption Will Continue until Mid of 2017
61.	30 November	SIN CHEW DAILY	Spectrum Recalibration will Interupt Mobile Services
62.	1 December	NANYANG SIANG PAU	Phone Services may be Affected



RADIO

NEWS/TALK SHOW INTERVIEW

No.	Date	Media Outlet	Title
1.	11 February	CATS.CFM	Peranan CFM dalam Bidang Komunikasi Dan Multimedia Di Malaysia (Live)
2.	20 February	UFM (UiTM SHAH ALAM)	Temu Bual Khas Mengenai Acara Viral, Kerjasama Bersama UiTM Melaka (Live)
3.	27 July	BERNAMA RADIO	Kualiti Perkhidmatan Syarikat Telekomunikasi (Live)
4.	17 August	BERNAMA RADIO	Pendaftaran Palsu Kad SIM Prabayar (Live)
5.	6 September	iM4U FM	CFM Kongsi Tips Penting Buat Jemaah Haji Malaysia untuk Terus Berhubung dengan Keluarga (News)
6.	6 September	SINAR FM	Tips Penting Buat Jemaah Haji untuk Terus Berhubung dengan Keluarga (News)
7.	21 September	BERNAMA RADIO	Penukaran Penyedia Perkhidmatan & Penamatan Kontrak (Live)
8.	28 September	BFM	BFM Evening News - AGM CFM Ke-16 (News)
9.	28 September	BERNAMA RADIO	Buletin Bernama - AGM CFM Ke-16 (News)
10.	4 October	JOHOR FM	Peranan CFM, Kualiti Perkhidmatan Telco (Live)
11.	11 October	PUTRA FM	Peranan CFM, Kualiti Perkhidmatan Telco (Live)
12.	19 October	BERNAMA RADIO	Tip Memilih Pelan Telco (Live)
13.	9 November	JOHOR FM	Sesi Perkongsian Maklumat Industri di Johor (Live)
14.	14 November	IIUM FM	SIM Card False Registration (Live)
15.	30 November	ERA FM	Gangguan Telekomunikasi Sementara Sehingga Jun 2017 (News)
16.	30 November	HITZ FM	Keep Yourself Informed of the Service during Intermittent Service Interruptions (News)
17.	30 November	HOT FM	Gangguan Telekomunikasi Sementara Sehingga Jun 2017 (News)
18.	30 November	FLY FM	Keep Yourself Informed of the Service during Intermittent Service Interruptions (News)
19.	20 December	TRAXX FM	What Matters?

16'

15'

19

7

TELEVISION



NEWS/TALK SHOW INTERVIEW

No.	Date	Media Outlet	Title
1.	23 February	RTM 1 – SELAMAT PAGI MALAYSIA	Selamat Pagi Malaysia TV1 on Viral UiTM Dan CFM: Misi Komunikasi dan Pengajian Media Selepas Sedekad (Live)
2.	23 February	RTM 1 – BERITA NASIONAL	Berita Nasional RTM TV1 8.00 Malam: Misi Komunikasi dan Pengajian Media Selepas Sedekad (News)
3.	24 February	TV3 – BULETIN PAGI	Buletin Pagi TV3: Misi Komunikasi dan Pengajian Media Selepas Sedekad (News)
4.	14 April	RTM 1	Biz Malaysia RTM 1: Peranan CFM dalam Bidang Komunikasi dan Multimedia Di Malaysia (Live)
5.	21 April	ASTRO AWANI	Pendaftaran Palsu Kad SIM Prabayar Meningkatkan (News)
6.	21 April	NTV7	Action Against False Registration of SIM Cards (News)
7.	24 April	TV9	Special Interview with Berita TV9 on Prepaid SIM Card False Registration (News)
8.	28 April	TV1 – BERITA NASIONAL	Berita Nasional RTM: Aduan Isu Telekomunikasi - 97% Selesai Dalam Tempoh 30 Hari (News)
9.	28 April	TV1 – BERITA NASIONAL	Berita Nasional RTM: Aplikasi “MY Mobile Rights” Pusat Aduan Sehenti Isu Telekomunikasi dan Multimedia (News)
10.	28 April	TV3 – BULETIN UTAMA	Special Interview with Biz Desk Buletin Utama TV3 – MY Mobile Rights (News)
11.	16 May	RTM 1	Special Interview with RTM TV1 - Suara Kita Hak Kita: Hari Telekomunikasi Sedunia (Live)
12.	28 July	RTM 1	Special Interview with RTM TV1 - Suara Kita Hak Kita: Pendaftaran Kad SIM Palsu (Live)
13.	10 October	RTM 1	Special Interview with Rtm TV1 - Suara Kita Hak Kita: Promosi Tidak Benar (Live)
14.	28 September	TV3 – BULETIN UTAMA	Buletin Utama – 16 th CFM Annual General Meeting (News)
15.	28 September	RTM 1 – BERITA NASIONAL	Berita Nasional – 16 th CFM Annual General Meeting (News)
16.	25 October	RTM 1 – SELAMAT PAGI MALAYSIA	Special Live-Interview with Selamat Pagi Malaysia - Pasca Bajet 2017 (Live)
17.	9 November	TV3 – MALAYSIA HARI INI (MHI)	Special Live Interview with Malaysia Hari ini TV3- Pendaftaran Palsu Kad SIM Prabayar (Live)
18.	7 December	CAPITAL TV	Special Interview Capital TV: How CFM can Help Consumer (Live)
19.	11 December	TV9 - NLKO	Special Interview Nasi Lemak Kopi O: Kualiti Perkhidmatan Telco di Malaysia (Live)

16'

15'

19

7

ONLINE NEWS



16'

15'

141 109

No.	Date	Media Outlet	Title
1.	1 January	UTUSAN MALAYSIA	SKMM Pantau Pelaksanaan Rebat Prabayar Bermula Hari ini
2.	1 January	KOSMO	Telco Beri Rebat Kad Prabayar Sepanjang Tahun 2016
3.	1 January	ISMAWEB.NET	Rebat Kad Prabayar Telefon Bermula, Syarikat Diberi Amaran
4.	4 January	THE STAR	Good News for Mobile Users
5.	5 January	ASTRO AWANI	Tangani Ketirisan Rebat GST Tambah Nilai Bagi Nombor Prabayar
6.	11 February	BERNAMA	CFM Resolves 97% Telco Consumer Complaints Received in 2015
7.	11 February	BERNAMA	CFM Selesai 97% Aduan Pengguna Telco Pada 2015
8.	11 February	THE SUN DAILY	CFM: 6.11% Increase in Telecommunication Complaints Lodged in 2015
9.	11 February	MALAYSIAN WIRELESS	CFM Received 7,326 Telco Complaints in 2015, 97% Resolved
10.	12 February	UTUSAN MALAYSIA	CFM Selesai 97% Aduan Telekomunikasi (Ekonomi)

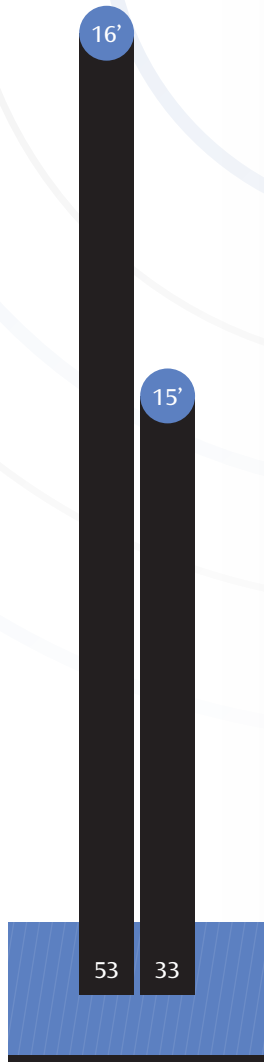
No.	Date	Media Outlet	Title
11.	12 February	UTUSAN MALAYSIA	CFM Selesai 97% Aduan Pengguna Telco (Nasional)
12.	12 February	THE SKOP	97% Aduan Talian & Jalur Lebar Diselesaikan CFM Sepanjang 2015
13.	19 February	NEW STRAITS TIMES	Our Consumer Rights Fading with Every Call
14.	19 February	BERNAMA	MREM Press Release: Wacana Media Sosial: Voice is Raised Anonymously (Viral16)
15.	23 February	BERNAMA	MCMC Receives 34 Complaints on Abuses of Social Media – Jailani
16.	23 February	BERNAMA	SKMM Terima 34 Aduan Mengenai Penyalahgunaan Media Sosial – Jailani
17.	23 February	THE STAR	Cases of Social Media Abuse Rising
18.	23 February	THE STAR	MCMC: 34 Complaints on Social Media Abuse Registered
19.	23 February	UTUSAN MALAYSIA	SKMM Terima 34 Aduan Mengenai Penyalahgunaan Media Sosial – Jailani
20.	23 February	BERITA HARIAN	Masyarakat Perlu Sama Tangani Isu Media Sosial – Jailani
21.	23 February	ASIA NEWS TODAY	Be Prudent in Using Social Media
22.	23 February	SINAR HARIAN	SKMM Terima 34 Aduan Salah Guna Media Sosial
23.	23 February	KARANGKRAF	SKMM Terima 34 Aduan Salah Guna Media Sosial
24.	23 February	MALAYSIA AKTIF	Viral16 Buka Minda Fenomena Viral Media Sosial
25.	24 February	UTUSAN MALAYSIA	Portal Berita dalam Talian Perlu Berdaftar
26.	24 February	HARIAN METRO	SKMM Cadang Kaji Keperluan Daftar Portal Berita
27.	24 February	SUARA SABAH	Portal Berita Online Perlu Berdaftar
28.	7 March	THE SUN DAILY	Smooth Going In GST Rebates for Prepaid Mobile Users
29.	19 April	BERNAMA	349 Aduan Daftar Palsu Kad SIM Prabayar dari 2011
30.	19 April	BERNAMA	349 Complaints of False Registration of Prepaid SIM Cards from 2011 till Last February
31.	19 April	NEW STRAITS TIME	349 Complaints of False Registration of Prepaid SIM Cards from 2011 till Last February
32.	19 April	THE STAR	Fraudulent Prepaid SIMs on the Rise
33.	19 April	ASTRO AWANI	Pendaftaran Palsu Kad SIM Prabayar Meningkat
34.	19 April	HARIAN METRO	335 Aduan Daftar Prabayar Palsu
35.	19 April	PORTAL KKMM	349 Aduan Daftar Palsu Kad SIM Prabayar dari 2011
36.	19 April	PORTAL KPDNKK	349 Aduan Daftar Palsu Kad SIM Prabayar dari 2011
37.	20 April	THE COVERAGE.MY	Malaysia: People are Stealing Your Identity to Purchase SIM Cards for Nefarious Reasons
38.	21 April	THE SUN DAILY	Ministry to Ensure SIM Cards Not Registered Under False Identifications: Jailani
39.	21 April	SINAR HARIAN	Tidak Perlu Beri Salinan Mykad Beli Kad SIM Baharu
40.	22 April	UTUSAN MALAYSIA	Semak Mykad Pelanggan Sebelum Daftar
41.	22 April	THE STAR	Jailani: Verify Identity of SIM Card Buyers or Face Action
42.	26 April	THE STAR	An App for Your Telco Complaints
43.	28 April	THE STAR	Make Your Mobile Service Complaints via an App
44.	28 April	BERNAMA	MY Mobile Rights: Platform to Make Communication and Multimedia Complaint
45.	28 April	BERNAMA	MY Mobile Rights: Platform untuk Lapor Aduan Mengenai Komunikasi dan Multimedia
46.	28 April	PORTAL KKMM	Majlis Pelancaran Aplikasi MY Mobile Rights CFM oleh Yb Dato' Jailani Johari Di GSC Pavilion KL

No.	Date	Media Outlet	Title
47.	11 May	HARIAN METRO	89 Aduan Diterima pada 2015
48.	29 May	UTUSAN MALAYSIA	Kepentingan Pengguna Jadi Keutamaan MCMC
49.	1 September	BERITA HARIAN	Perkhidmatan Mudah Alih - Pengguna dan Kualiti Perkhidmatan
50.	6 September	BERNAMA	CFM Offers Tips to Avoid Telco Bill Shock
51.	6 September	BERNAMA	CFM Beri Tip Elak Bil Telco Tinggi
52.	6 September	BERNAMA	Staying Connected with Loved Ones during Hajj without Telco Bill Shock
53.	6 September	BERNAMA MREM	Staying Connected with Loved Ones during Hajj without Telco Bill Shock
54.	6 September	NAM NEWS NETWORK	Staying Connected with Loved Ones during Hajj without Telco Bill Shock
55.	6 September	BERNAMA	Terus Berhubung dengan Keluarga Tersayang semasa Mengerjakan Ibadah Haji Tanpa Risau dengan Bayaran Bil Telefon
56.	6 September	BERNAMA MREM	Terus Berhubung dengan Keluarga Tersayang semasa Mengerjakan Ibadah Haji Tanpa Risau dengan Bayaran Bil Telefon
57.	6 September	MALAYSIA KINI	Tip Elak Bil Telefon Bimbit Tinggi ketika Tunaikan Haji
58.	6 September	ASTRO AWANI	How Malaysian Haj Pilgrims can Avoid Exorbitant Telco Bills
59.	6 September	BULETIN TV3 ONLINE	CFM Kongsi Tips Perayauan Antarabangsa Telefon Mudah Alih
60.	7 September	MALAYSIAN DIGEST	8 Tip Elak Caj Panggilan Mahal untuk Jemaah Haji & yang Berada di Luar Negara
61.	7 September	FREE MALAYSIA TODAY	Haj Pilgrims Get Tips on Telco Bill Savings
62.	7 September	365 NEWS	Haj Pilgrims Get Tips on Telco Bill Savings
63.	7 September	RADIO ISLAM	Malaysians Advised on Savvy Phone Usage during Hajj
64.	16 September	SINAR HARIAN	Guna Saluran Betul Lapor Masalah Telco
65.	28 September	BERNAMA	Special Interview with Bernama Wires (Rencana)
66.	28 September	MALAYSIA KINI	Aplikasi 'MY Mobile Rights' Permudah Pengguna Telco Buat Aduan
67.	28 September	SINAR HARIAN	'MY Mobile Rights' Cara Mudah Lapor Aduan
68.	28 September	BERNAMA	Aplikasi 'MY Mobile Rights' Permudah Pengguna Telco Buat Aduan
69.	28 September	BERNAMA	MY Mobile Rights Application for Telco Consumers to Lodge Complaints
70.	28 September	BERNAMA	Enhancing Consumer Experience in Telco Complaints Management
71.	28 September	BERNAMA	Menambahbaik Pengalaman Pengguna dalam Pengurusan Aduan Telekomunikasi
72.	28 September	BERNAMA	CFM Tambahbaik Pengurusan dan Penyelesaian Aduan Telekomunikasi
73.	28 September	BERNAMA MREM	CFM 16 th Annual General Meeting Shows Numerous Ways to Enhance Consumer Empowerment in Malaysia
74.	28 September	BERNAMA MREM	Menambahbaik Pengalaman Pengguna dalam Pengurusan Aduan Telekomunikasi
75.	28 September	NAM NEWS NETWORK	Enhancing Consumer Experience in Telco Complaints Management
76.	28 September	MALAYSIAN WIRELESS	CFM to Improve Complaints Management On Service Providers
77.	28 September	MARKETING INTERACTIVE	CFM Solves Consumers' Communication Complaints with the Help of an App
78.	28 September	KARANGKRAFT	'MY Mobile Rights' Cara Mudah Lapor Aduan
79.	28 September	SELANGOR INSIDER	CFM Tambahbaik Pengurusan dan Penyelesaian Aduan Telekomunikasi
80.	28 September	MALAYSIA NEWS	General: MY Mobile Rights Application for Telco Consumers to Lodge Complaints
81.	28 September	PAHANGKU MEDIA	'MY Mobile Rights' Cara Mudah Lapor Aduan
82.	28 September	BMALAYSIA.COM	CFM to Improve Complaints Management on Service Providers

No.	Date	Media Outlet	Title
83.	28 September	THE SKOP	CFM Ingin Licinkan Proses Aduan Pengguna Terhadap Telco dengan Aplikasi Mudah Alih
84.	28 September	CHINA PRESS	MY Mobile Rights Handle 97% of Complaints Last Year
85.	28 September	365 NEWS	MY Mobile Rights Handle 97% of Complaints Last Year
86.	29 September	MARKETING INTERACTIVE	CFM Solves Consumers' Communication Complaints with the Help of an App
87.	29 September	BERNAMA	Aplikasi MY Mobile Rights Permudah Pengguna Telco Buat Aduan
88.	29 September	BERNAMA	MY Mobile Rights Application for Telco Consumers to Lodge Complaints
89.	29 September	SINAR HARIAN	MY Mobile Rights Cara Mudah Laporkan Aduan
90.	29 September	MALAYSIA KINI	Aplikasi MY Mobile Rights Permudah Pengguna Telco Buat Aduan
91.	29 September	CHINA PRESS	Handle 97% of Complaints Last Year
92.	30 September	THE SKOP	CFM Ingin Licinkan Proses Aduan Pengguna Terhadap Telco dengan Aplikasi Mudah Alih
93.	30 September	NANYANG SIANG PAU	MY Mobile Rights Handle 97% of Complaints Last Year
94.	28 October	BERNAMA	CFM Proposes Consumers Empower their Rights
95.	28 October	BERNAMA	CFM Saran Pengguna Perkasa Hak Mereka, Tidak Terjerumus Iklan Mengelirukan
96.	9 November	BERNAMA	CFM Terus Memperkasakan Pengguna Melalui Sesi Perkongsian Maklumat Industri di Johor
97.	9 November	BERNAMA	CFM Continues to Empower Consumers with Industry Knowledge Sharing Session In Johor
98.	9 November	BERNAMA	CFM to Introduce CIS so that Consumers can Understand Terms and Conditions Easily
99.	9 November	BERNAMA	CFM Perkenal Ringkasan Maklumat Kritikal Bantu Pengguna Telekomunikasi dan Multimedia
100.	9 November	THE SUN DAILY	Telcos Must Offer Critical Info
101.	9 November	THE BORNEO POST	Critical Info Summary for Consumer to Understand Terms and Conditions Easily
102.	9 November	THE STAR MALAYSIA	Make it Easy for Users to Know Terms, Telcos Told
103.	9 November	BERNAMA MREM	CFM Encourages Consumer to Understand Basic Consumer Responsibility
104.	9 November	BERNAMA MREM	CFM Saran Pengguna untuk Fahami Tanggungjawab Asas Sebagai Pengguna
105.	9 November	NAM NEWS NETWORK	CFM Continues to Empower Consumers with Industry Knowledge Sharing Session in Johor
106.	9 November	BERNAMA MREM	Consumer Empowerment in Johor Bahru with CFM Knowledge Sharing Session
107.	10 November	HARIAN METRO JOHOR	Terima 5,973 Aduan
108.	10 November	UTUSAN MALAYSIA	CFM Terima 5,973 Aduan
109.	10 November	THE EDGE	Telecom, Multimedia Firms Must Provide Product CIS
110.	10 November	DAILY EXPRESS	CIS for Consumer to Understand ICT Terms and Conditions Easily
111.	10 November	CHINA PRESS JOHOR	Unity the Important Message
112.	10 November	NANYANG SIANG PAU	"Important Information Briefing" Expected to Implement by Next Year
113.	10 November	ORIENTAL DAILY NEWS	Critical Information Summary Needed
114.	10 November	ORIENTAL DAILY NEWS JOHOR	Contract of Telecommunication

No.	Date	Media Outlet	Title
115.	10 November	SEE HUA DAILY NEWS SABAH	Critical Information Summary Needed on Telco Package Contract
116.	10 November	SEE HUA DAILY NEWS SARAWAK	Critical Information Summary Needed
117.	10 November	SIN CHEW DAILY	Rules on Telco Package will be Summarised
118.	10 November	BERNAMA PLUS	CFM Perkenal Ringkasan Maklumat Kritikal Bantu Pengguna Telekomunikasi dan Multimedia
119.	10 November	BERITA WILAYAH	CFM to Introduce CIS so that Consumers can Understand Terms and Conditions Easily
120.	10 November	365 NEWS	CFM to Introduce CIS so that Consumers can Understand Terms and Conditions Easily
121.	29 November	BERNAMA	Possible Telecommunication Services Disruption until June 2017
122.	29 November	BERNAMA MREM	Keep Yourself Informed of the Service during Intermittent Service Interruptions
123.	29 November	BERNAMA MREM	Sentiasa Dapatkan Maklumat Terkini Semasa Gangguan Perkhidmatan Telekomunikasi Berlaku
124.	29 November	BERNAMA	Gangguan Telekomunikasi Sementara sehingga Jun 2017
125.	29 November	MALAY MAIL	Possible Telecommunication Services Disruption until June 2017
126.	29 November	NEW STRAITS TIME	Mobile User to Face Temporary Service Disruption until June Next Year
127.	29 November	THE SUN DAILY	Possible Telecommunication Services Disruption until June 2017
128.	29 November	SINAR HARIAN	Gangguan Telekomunikasi Sementara Sehingga Jun 2017
129.	29 November	SOYA CINCAU	CFM: If You can't Make Phone Calls, Call Your Telco
130.	30 November	PORTAL KKMM	Gangguan Telekomunikasi Sementara Sehingga Jun 2017
131.	30 November	THE STAR	Possible Telecommunication Services Disruption until June 2017
132.	30 November	ASTRO AWANI	Gangguan Telekomunikasi Sementara Sehingga Jun 2017
133.	30 November	ASTRO AWANI	Gangguan Telekomunikasi Sementara Sehingga Jun Tahun Depan, Pengguna Beri "Wish List"
134.	30 November	THE EDGE	Malaysia's Maxis, Digi, Celcom "Service Disruptions" Seen on Spectrum Migration-MCMC Unit
135.	30 November	KL EXPAT MALAYSIA	Possible Telecommunication Services Disruption until June 2017
136.	30 November	MSTAR ONLINE	Kemungkinan Gangguan Perkhidmatan Telekomunikasi sehingga Jun 2017
137.	30 November	THE SKOP	Anda Akan Alami Gangguan Perkhidmatan Telko Sehingga Jun 2017
138.	30 November	CHINA PRESS	Phone Services May Be Affected
139.	30 November	SEE HUA DAILY NEWS SABAH	Service Interruption will Continue until Mid of 2017
140.	30 November	SIN CHEW DAILY	Spectrum Recalibration will Interrupt Mobile Services
141.	1 December	NANYANG SIANG PAU	Phone Services may be Affected

ONLINE BLOG



No.	Date	Media Outlet	Title
1.	12 February	SOYA CINCAU	Consumer Forum of Malaysia Settles 97% Telco Complaints in 2015
2.	16 February	TECH ATTACK	CFM Said it Resolved 97% Telecom Complaints Received in 2015
3.	6 April	KAKALINA	CFM Listed as One of the Most Comprehensive Consumer Protection Agencies in Malaysia
4.	17 April	BAPASELFIENUSANTARA MENULIS.BLOGSPOT	Terminate Akaun Astro Kurang dari 24 Jam Dengan Cara Paling Murah!
5.	19 April	MY NEWSHUB	Ejen Guna Mykad Daftar Kad SIM Prabayar Warga Asing
6.	19 April	MALAYSIAN WIRELESS	False Registration of Prepaid SIM Cards on The Rise – CFM
7.	19 April	AMANZ	Pendaftaran Palsu Kad SIM Prabayar Meningkat – Berhati-Hati dengan yang Membuat Salinan Mykad
8.	19 April	THE SKOP	Pendaftaran Palsu Kad SIM Prabayar Meningkat
9.	19 April	5STAR TECHNOLOGY	Fraudulent Prepaid SIMs on the Rise

No.	Date	Media Outlet	Title
10.	19 April	MUKAH PAGES	Pendaftaran Palsu Kad SIM Prabayar Meningkatkan Berhati-hati dengan yang Membuat Salinan Mykad
11.	19 April	CARIGOLD.COM	Pendaftaran Palsu Kad SIM Prabayar Meningkatkan
12.	20 April	LOWYAT	Prepaid SIM Card Registration Fraud Increased Dramatically in 2015
13.	20 April	AR RISALAH	Pendaftaran Palsu Kad SIM Prabayar Meningkatkan
14.	20 April	MALAYSIA NEWS	Tak Perlu Beri Salinan KP Semasa Daftar Kad SIM Prabayar
15.	21 April	DIGITAL NEWS ASIA	False Registration of SIM Cards on the Rise, CFM Warns
16.	21 April	MY NEWSHUB	Tak Perlu Beri Salinan KP Semasa Daftar Kad SIM Prabayar
17.	22 April	PHIEOBLOGS	Report: Fraud Increased Dramatically in 2015, for Prepaid SIM Card Registration
18.	22 April	THE COVERAGE	Malaysia: People are Stealing Your Identity to Purchase SIM Cards for Nefarious Reasons
19.	22 April	AMBOI	Perhatian! Jangan Beri Salinan Mykad Jika Beli Kad SIM Baharu
20.	22 April	WAKTUSOLAT.NET	Pendaftaran Palsu Kad SIM Prabayar Meningkatkan
21.	25 April	INTERNETEVERYWHERE.MY	False Registration of Prepaid SIM – Guide & Tips
22.	25 April	INTERNETEVERYWHERE.MY	Why are We Paying this Much for Internet? #Firstworldproblems
23.	26 April	LOWYAT	CFM Set to Launch MY Mobile Rights App; Provides Telco Plan Recommendations and Complaints Service
24.	26 April	ZING GADJET	投诉Telco不受理? CFM新MY Mobile Rights应用帮到你! 另外还有Top 5最值得签约配套推荐你!
25.	28 April	THE VOCKET	MY Mobile Rights: Aplikasi Aduan Telekomunikasi Seheni Pertama di Malaysia Dilancarkan
26.	28 April	PORTAL SKMM	MY Mobile Rights: Platform untuk Lapor Aduan Mengenai Komunikasi dan Multimedia
27.	29 April	MY NEWSHUB	MY Mobile Rights: Aplikasi Aduan Telekomunikasi Seheni Malaysia
28.	29 April	THE VOCKET	MY Mobile Rights: Aplikasi Aduan Telekomunikasi Seheni Pertama di Malaysia Dilancarkan
29.	29 April	ERING	MY Mobile Rights Tampil Sebagai Aplikasi Aduan Telekomunikasi Seheni Pertama di Malaysia
30.	29 April	THE VOCKET	Captain America: Civil War' Karya Terbaik Marvel Setakat ini
31.	29 April	THE INFOTAINMENT.COM	MY Mobile Rights: Aplikasi Aduan Telekomunikasi Seheni Pertama Malaysia – Mynewshub
32.	2 May	DIGITAL NEWS ASIA	Fed Up of Malaysian Telcos? There's an App for that

No.	Date	Media Outlet	Title
33.	2 May	MYINFORMS.COM	Fed Up of Malaysian Telcos? There's an App for that
34.	3 May	MALAYSIAN WIRELESS	Submit Complaints about Service Providers via CFM's MY Mobile Rights App
35.	9 May	TECH ATTACH	Submit Complaints on Service Providers/Telcos Using CFM's MY Mobile Rights App
36.	16 May	DIGI.COM	Consumer Interest
37.	16 May	YEOPMAZ.COM	Senarai Penipuan Telco Didedahkan Ppim
38.	16 May	BABAB.NET	Report Fraud Increased Dramatically in 2015 for Prepaid SIM Card Registration
39.	2 June	DURIAN RUNTUH.COM	How to Get Your Telcos & Internet Service Providers Complaint Addressed Quickly & Effectively?
40.	28 July	IMONEY.MY	Maxis Maxperts: Who are They & Do You Really Need Them?
41.	2 August	KECURIANIDENTITI.BLOGSPOT	Elakkan Kecurian Identiti: Nasihat daripada CFM
42.	19 August	MARKETING-INTERACTIVE.COM	Malaysian Consumer Forum Shares Safe and Cheap Tips on Catching Pokemon
43.	7 September	OH BULAN	8 Tips Penting Buat Jemaah Haji Malaysia untuk Terus Berhubung Tanpa Risau
44.	7 September	SENTIASA BIKIN PANAS	Amalan Tip ini untuk Mengelak Bil Telefon Tinggi ketika Menunaikan Haji
45.	16 September	PERAK TODAY.COM	Guna Saluran Betul Lapor Masalah Telco
46.	7 October	SOYA CINCAU	Have a Problem with Your Telco? Here's How You can Resolve it
47.	9 November	UNIVERSITY OF MALAYA	CFM to Introduce CIS so that Consumers can Understand Terms and Conditions Easily
48.	9 November	UNIVERSITY TECHNOLOGY MALAYSIA	General: MY Mobile Rights Application For Telco Consumers To Lodge Complaints
49.	9 November	MALAYSIA NEWS	CFM to Introduce CIS so that Consumers can Understand Terms and Conditions Easily
50.	30 November	1MEDIA.MY	Gangguan Telekomunikasi Sementara Sehingga Jun 2017
51.	30 November	FMT BLOG	Possible Telecommunication Services Disruption until June 2017
52.	30 November	SEMBERONO	Gangguan Telekomunikasi Sementara Sehingga Jun Tahun Depan, Pengguna Beri "Wish List"
53.	30 November	DIALOG RAKYAT	Kemungkinan Gangguan Perkhidmatan Telekomunikasi sehingga Jun 2017

MAGAZINE - ZINE



No.	Date	Media Outlet	Title
1.	1 January	T3 MAGAZINE	Special Interview: CFM Empowering the People (January Issue)

LIST OF PRESS RELEASE/PRESS STATEMENT

Date	Title
11 February	CFM Resolves 97% Telecommunications Consumer Complaints Received in 2015
24 February	UiTM Melaka Teams Up with CFM to Create Positive Impact with Viral16 (Voice is Raised Anonymously)
19 April	Prepaid SIM Cards False Registration – CFM Determined to Protect Consumers’ Rights
28 April	MY Mobile Rights: Malaysia’s First One-Stop Telco Consumers’ Complaint Submission Mobile Application in Malaysia
6 September	Staying Connected with Loved Ones during Hajj without Telco Bill Shock
14 September	Pengguna Perlu Segera Laporkan Masalah Telco ke Saluran yang Betul (Sinar Harian)
28 September	CFM 16 th Annual General Meeting Shows Numerous Ways to Enhance Consumer Empowerment in Malaysia
5 October	The Best Ways to Lodge a Consumer Complaint (Soya Cincau)
9 November	CFM Continues to Empower Consumers with Industry Knowledge Sharing Session in Johor
29 November	Keep Yourself Informed of the Service During Intermittent Service Interruptions - CFM Advises Consumers to Contact Service Providers for Assistance

CFM

CONTINUES TO EMPOWER COMMUNICATIONS AND MULTIMEDIA CONSUMERS IN MALAYSIA WITH KNOWLEDGE ON DIGITAL LIFESTYLE AND CONSUMER RIGHT THROUGH CFM'S NEWSLETTER, SHOUT, SINCE 2011. SHOUT IS PUBLISHED IN BOTH ENGLISH AND BAHASA MALAYSIA.

2016 saw CFM publishing two editions of SHOUT! which featured notable figures who are prominent in their respective fields. Successful young entrepreneur, Dato' Aliff Syukri Kamarzaman and the multi-talented young star in the showbiz industry, Winsoon Voon became feature personalities for SHOUT 2016. Both issues of SHOUT also featured different topics related to communications and multimedia services.

A total of 30,000 copies for each edition of SHOUT 2016 were printed and 20,000 copies were inserted in local newspapers such as Berita Harian, Harian Metro, The Star, New Straits Times and Sin Chew Daily in Klang Valley, Perlis and Perak. The remaining 10,000 copies of both editions were used as an awareness tool for CFM to distribute to the consumers during advocacy activities participated in by CFM in various areas throughout Malaysia.

In an effort to reach a wider readership and to benefit a wider range of consumers in Malaysia, SHOUT also made available online at <https://issuu.com/consumerforummalaysia> and is also available for download at the CFM official website at <http://cfm.org.my/shout-newsletter-download>.

SHOUT H1 2016

SHOUT's first half (H1) 2016 highlighted famous online young entrepreneurs in Malaysia who managed to build their distinctive brand and have thousands of followers on their social media. Various types of online businesses began to grow due to the changes of the culture in Malaysians communication, their spending and the exposure to products which are sold online. It provides opportunities for young entrepreneurs to venture into online business where some of them has made history and inspired many young people to also explore extraordinary prospects by doing the same. The concept of this issue followed the theme of World Telecommunication and Information Society Day (WTISD) 2016: "ICT entrepreneurship for social impact". The articles focused on online and multimedia entrepreneurs, and at the same time communications tips for the consumer were also packed into 32 pages of this newsletter.



SHOUT H2 2016

SHOUT's second publication 2016 focused on the latest trends happening in the country such as live streaming and going live on social media, as well as featuring some tips when encountering offensive online content in addition to tips for buying a second-hand device. In this issue, we also featured a story about the multi-talented Malaysian, Winson Voon who shared about his career in the entertainment industry. Other than that, the most value-packed gadgets for students was also included in this issue. All of these informative and compelling content were loaded into 36 pages of our SHOUT H2 edition.

CFM SOCIAL MEDIA OVERVIEW

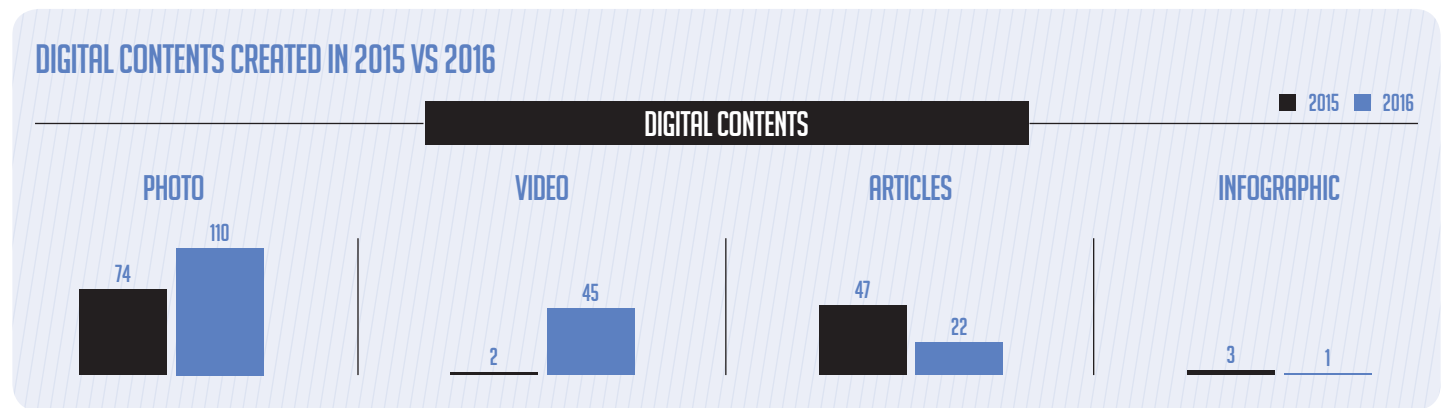
OVERVIEW

Our social media presence has been steadily growing in terms of acceptance and reach. Realizing our need to cast a wider online-net, we have executed a number of online campaigns last year to spread out our messages even farther.

The list of campaigns:

No.	Campaign Name	Platform	Month
1.	#HearMYwish2016	Instagram	January 2016
2.	#MyMobileRightsTagline	Facebook	February - March 2016
3.	#CFMviral	Instagram & Twitter	February 2016
4.	#SelfieWithFillo	Instagram	23 & 24 February 2016
5.	#WefieWithFilloRanggerrudin	Instagram	February - March 2016
6.	#JomCaptionFillo Contest	Facebook	April 2016
7.	#JomCaptionFillo Contest	Facebook	May 2016
8.	#DiariRamadanFillo	Facebook, Instagram & Twitter	June 2016
9.	#iloveCFM (#campusmania2016)	Instagram	August - September 2016
10.	#MalaysiakuCintaku #JiwaMerdeka	Facebook, Instagram & Twitter	Malaysia Independence Day & Malaysia Day
11.	#CelotehCFM	Facebook, Instagram & Twitter	February - December 2016
12.	Special Collaboration Project with malaysiaviners/ youtubers/ famous ig video/UiTM Lendu Melaka (50 videos)	Facebook, Instagram & Twitter	February - December 2016

Further to that, we have regularly produced purposeful digital content for our social media followers, in collaboration with several partners, including social media influencers, doodlers, and comic artists. Our aim was to come up with attractive bite-size content that are easy to digest, eye-catching, meaningful, and easily shareable by our public.



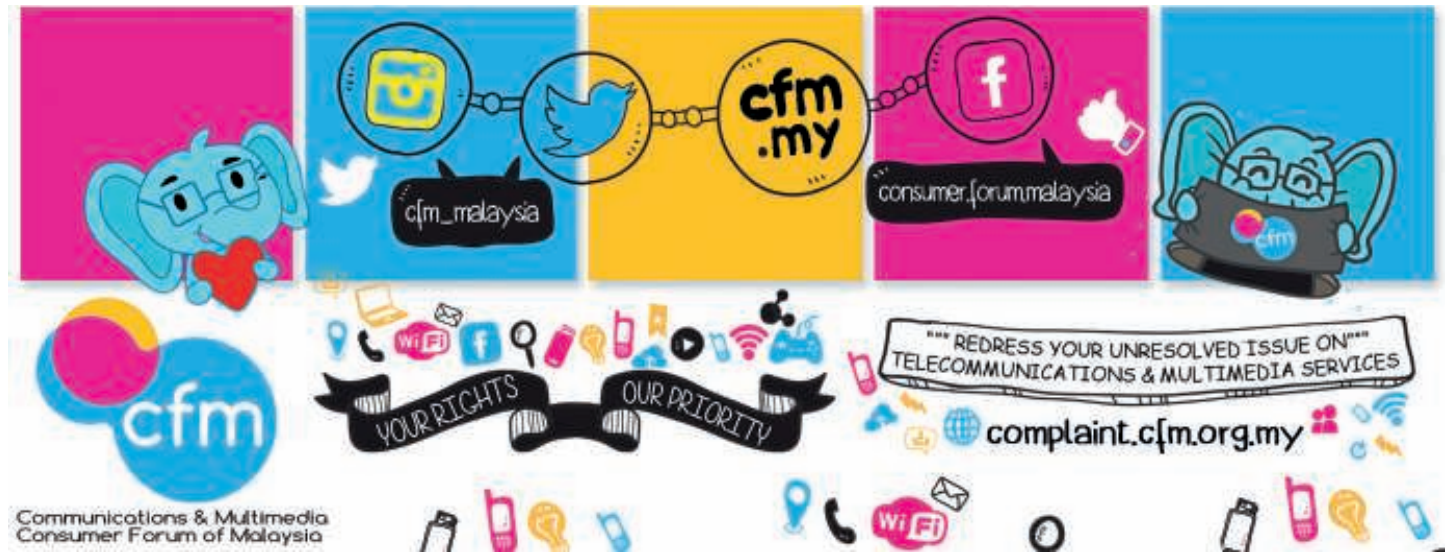
MOVING FORWARD

Moving forward, we will continue strengthen and improve the strategies and activities that has shown positive results in 2016. Social media is meant to be social, and it is a powerful means of communicating with our followers. To engage and create awareness while enticing our online constituents with more exciting digital content, memes, and viral trends, will remain the bread and butter of our social media strategies going into the next year.

We seek to nurture and cultivate the collaboration we have started with other social media influencers, as our relationship with them has helped us tremendously to propagate our messages across a broader audience. We are now on a positive footing and have every confidence of achieving bigger numbers for 2017.

LAYOUT FEATURE

For the year 2016, 'doodle' header styles were used on our Facebook and Twitter pages as part of the cover page. The doodles featured Fillo, CFM's mascot, along with CFM's messages.



Communications & Multimedia
Consumer Forum of Malaysia

HASHTAG USAGE

Special Hashtags were used to make it easier for consumers to find our current events or messages in social media.

The hashtags that are mainly used are:

#YOURRIGHTSOURPRIORITY: CFM Corporate motto

#ILOVECFM_MALAYSIA: This hashtag was frequently used for every CFM programme

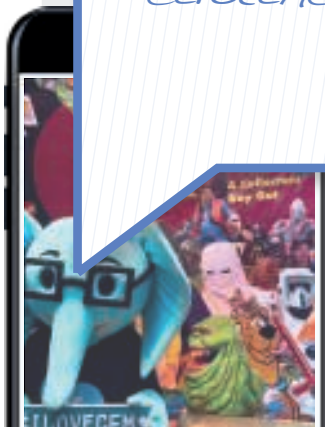
#BEASMARTELCOUSER: This hashtag was used for postings on tips and guides

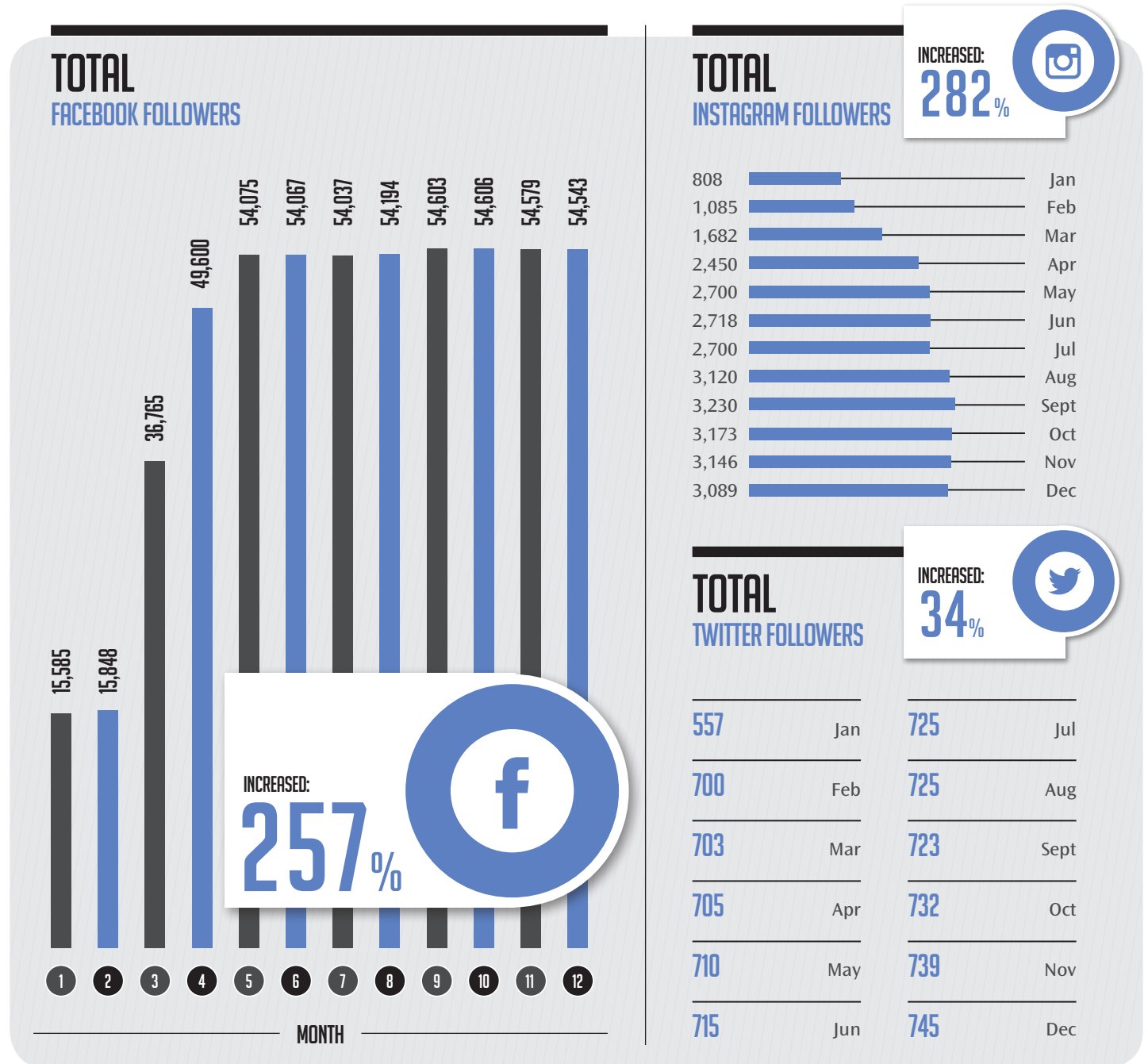
#ILOVECFM: This hashtag was mainly used for CFM selfie posting with consumers during its programme

#JANGANKATAFILLTAKPAYUNG: This hashtag was used for postings by CFM mascot "Fillo"

#CELOTEHCFM: This special hashtag was created for any posting on CFM doodles or comic strips

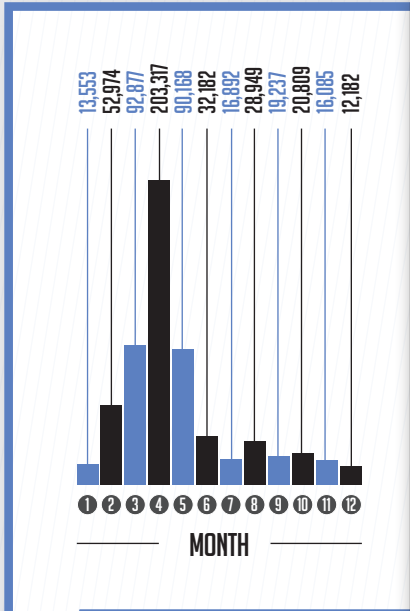
#yourrightsourpriority
#ilovecfm_malaysia
#beasmarttelcouser #ilovecfm
#jangankatafillotakpayung
#celotehcfm





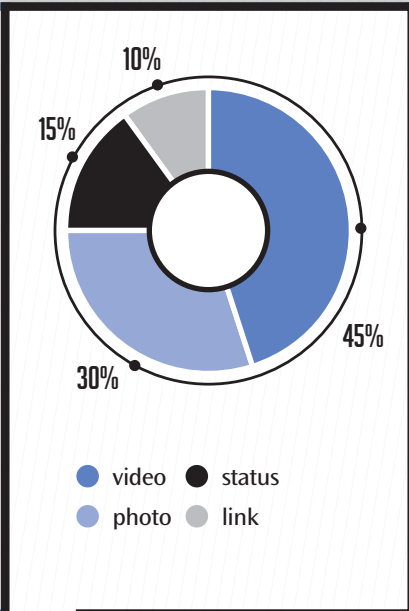
CFM’s main focus for social media in 2016 was to increase the numbers of its followers on Facebook, Instagram, and Twitter. A number of strategies were put in place to ensure more people are connected to CFM directly, which included organising specific targeted campaigns and contests on these platforms.

The infographics above highlights the considerable achievements of CFM’s initiatives, with Instagram recorded an increase of followers by 282%, followed by Facebook with 257%, and only 34% for Twitter, as this platform offers less flexibility than the other two.



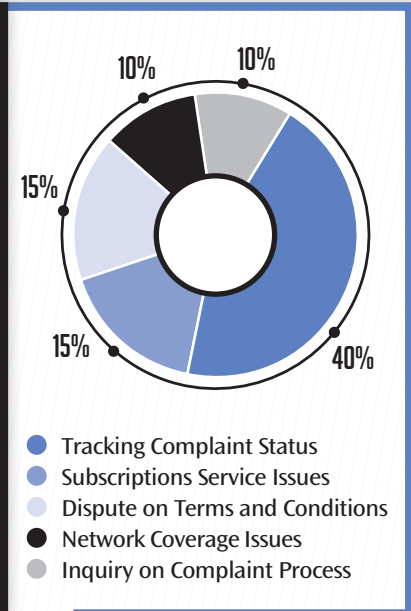
POST REACH

In 2016, CFM has managed to reach the heart of its Facebook followers through various consumer-oriented postings such as tips and guides on communications and multimedia services in Malaysia. The statistics show the number of unique people who saw CFM postings from 1 January to 31 December 2016.



POST TYPES

CFM has produced multiple types of postings to increase its engagement with the followers on Facebook in 2016. Based on the chart, it shows that videos were among the most compelling and popular formats for Facebook posts among CFM followers with 45%, followed by photo with 30%, text-only page posts with 15% and links with 10%. All these post types have managed to drive traffic to CFM's Facebook page.



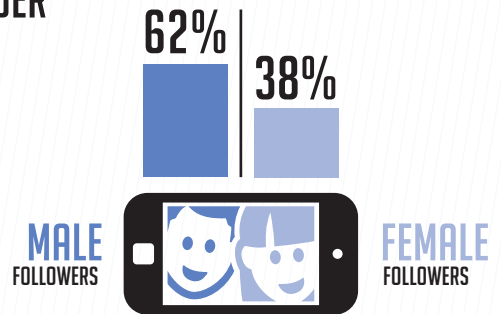
TOP 5 INQUIRIES RELATED TO CONSUMER COMPLAINTS ON FACEBOOK

Other than the normal platforms provided by CFM for consumers to lodge complaints, they also use social media platform such as Facebook, to talk to CFM on communications and multimedia issues. Among issues raised by CFM followers in 2016 were tracking the status of complaints, subscription services issues, service contract issues, dispute on terms and conditions, network coverage issues and inquiry on complaints process.

TOTAL TWEETS

5,819

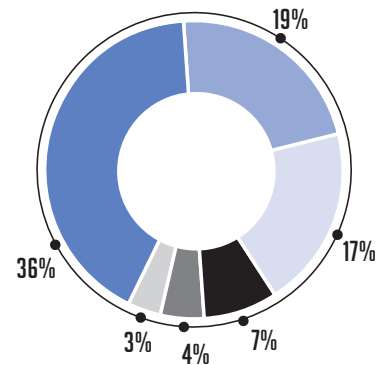
GENDER



TOP 4 TARGETS BASED ON BROAD INTEREST CATEGORIES BY @CFM_MALAYSIA FOLLOWERS

- **81%** = Visitors that would like to read current news & info on telecommunications & multimedia industry
- **75%** = Visitors that would like to know the current events of CFM
- **67%** = Visitors that are interested to know the latest tech news update
- **53%** = Visitors that are interested in mobile update and tips & guides

Percentage of Followers, by State:



- SELANGOR
- WILAYAH PERSEKUTUAN KUALA LUMPUR
- PETALING JAYA
- N. SEMBILAN
- MELAKA
- JOHOR

TO ENSURE CFM'S SOCIAL MEDIA PRESENCE REACHES THE HEARTS AND MINDS OF OUR CONNECTED CONSUMERS, THE OFFICIAL CFM INSTAGRAM @CFM_MALAYSIA HAS SEEN CONTINUOUS ENHANCEMENTS AND HAS WITNESSED A STEADY GROWTH SINCE 2013.

As a result of careful curation and selection of beneficial and meaningful postings, CFM's Instagram account saw an increase of followers by 282% in 2016.

CFM's Instagram platform remains one of the main platforms to deliver bite-sized information and tips on communications and multimedia services, providing a better engagement with CFM's online constituents.

1. HEAR MY WISH 2016
2. SELFIE WITH FILLO
3. CFM VIRAL
4. WEFIE WITH RANGGERUDIN
5. DIARI RAMADAN FILLO
6. MALAYSIAKU CINTAKU



#yourrightsourpriority
 #ilovecfm_malaysia
 #beasmarttelcouser

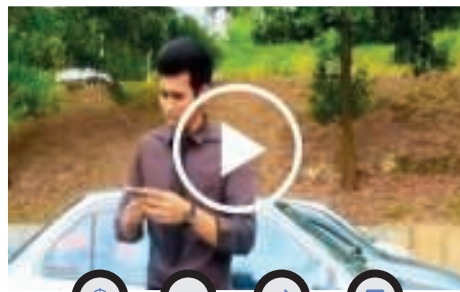


TOP PERFORMING POST

FACEBOOK



 96,434
 535
 77
 14



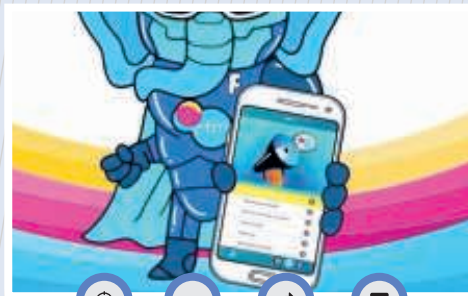
 70,384
 109
 20
 7



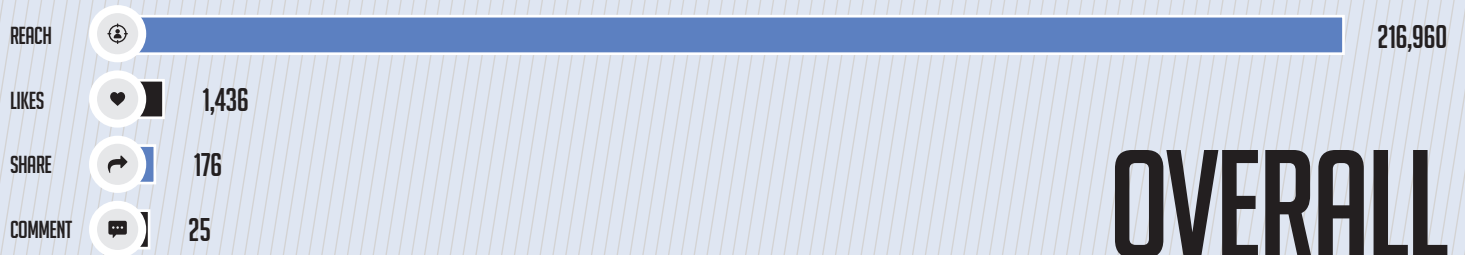
 23,869
 131
 52
 4



 12,241
 381
 8
 3



 14,032
 280
 19
 4



OVERALL

MOST LIKED POST

18 Apr, 2016 - 13:27

DOES EACH ACTIVITY CONSUME?

Activity	Approximate Data Consumed
Email - text only	3 KB - 20 KB
Email - with low-res photo attachment	350 KB
Email - with HD Office attachment	300 KB
Web Page	150 KB - 7.5 MB
1 min Streaming Music	500 KB
Social media updates with photos	300 KB
HD-res digital photo upload/download	1 MB
1 min Streaming Video	2 MB - 5 MB
Apps/Games/Song Download	2 MB - 4 GB

Depending on the speed of your connection, the following examples determine how much data you could possibly use.

I wonder how much data an app will consume.

127 likes 10 comments

Dah tengok video dari @faizdickievp yang tak puas hati data cepat habis tu? Tapi tak tau maner puncanya kan? Check this out 😊 Mesej ini disampaikan oleh

18 Mar, 2016 - 22:25

You're amazing just the way you are

36 likes 11 comments

25 Feb, 2016 - 01:12

Dear @rangerrudin team & ...
... "You're a ...
... takPayung

15 likes 1 comment

Jurusan Bahasa Melayu kepada AMB committee @vns2016 @meldekadag berganding. Boleh bersama-sama @cfm_malaysia menyayakan program VERAL-Videoz Ia.

30 Jul, 2016 - 10:29

27 likes 12 comments

Happy birthday to me! Every 30th of July is my birthday 😊 Hmm, @cfm_malaysia ,where is my cake? 🍰 #Fillo1YearOldAlready #Remember30July

INSTAGRAM



SOCIAL MEDIA

#HEARMYWISH2016 - JAN 2016

1

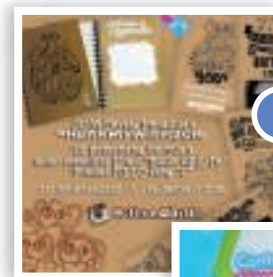
Date of Contest:
1 – 14 January 2016

Before Contest:
748 followers

Entries:
25 entries

After Contest:
786 followers

Objective:
To promote informative messages to public through CFM 2016 Diary via Instagram



#MYMOBILERIGHTSTAGLINE

2

Date of Contest:
15 & 16 March 2016

Before Contest:
15,848 followers

Entries:
265 entries

After Contest:
30,148 followers

Objective:
To promote MY Mobile Rights App & to find the best tagline via Facebook

Total Post Reached:
52,641



#SELFIEWITHFILLO

3

Date of Contest:
23 & 24 February 2016

Before Contest:
808 followers

Entries:
73 entries

After Contest:
1,115 followers

Objective:
To increase Instagram followers



CAMPAIGNS



4 #CFMVIRAL (A COLLABORATIVE SOCIAL MEDIA CAMPAIGN WITH UTM LENDU/ MASSCOMM @ VIRAL 2K16)

Date of Contest:
23 & 24 February 2016

Objective:
To increase Instagram & Twitter followers



Before Event:

808 followers

After Event:

1,115 new followers

#CFMViral:

706 photo/video posts



Before Event:

560 followers

After Event:

714 new followers

5 #WEFIWITHFILLORANGERRUDIN

Date of Contest:
1 - 26 March 2016

Entries:
35 entries

Objective:
To increase Instagram followers

Before Contest:
800 followers

After Contest:
1,736 followers

SOCIAL MEDIA

#JOMCAPTIONFILLO CONTEST APR'16

6

Date of Contest:

14 & 20 April 2016

Entries:

37 entries

Reach:

33,781

Objective:

To increase followers via FACEBOOK

Before Contest:

30,148 followers

After Contest:

36,984 followers

Likes:

1,822 likes



6

#JOMCAPTIONFILLO CONTEST MAY'16

7

Date of Contest:

11 & 17 May 2016

Entries:

25 entries

Objective:

To engage with consumers via FACEBOOK

Likes:

56 likes

Reach:

5,014



7

#DIARIRAMADANFILLO

8

Date:

1 month (during Ramadan 2016)

Total Video Views:

1,620

Objective:

To engage with consumers via Instagram

Concept:

30 days of Ramadan with Fillo

Total Likes:

556

Total Comments:

60



8

CAMPAIGNS



9 #ILOVECFM #CAMPUSMANIA2016

Date:
Two Months (Aug & September 2016)

Before: 2,697 followers **After:** 3,234 followers

Objective:
To increase Instagram followers among the private university communities during #CAMPUSMANIA2016 roadshow

10 #MALAYSIAKUCINTAKU #JIWAMERDEKA (MERDEKA DAY & HARI MALAYSIA)

Date: 31 Aug & 16 Sept 2016

Objective: To celebrate MERDEKA DAY and HARI MALAYSIA FEATURING FILLO

11 #CELOTEHCFM

Date: Feb until Dec 2016

Concept: comic/doodles

Objective: To engage with consumers via social media

12 COLLABORATION WITH MALAYSIAVINERS/ YOUTUBER/FAMOUS IG VIDEO/ UITM LENDU MELAKA (50 VIDEOS): VIDEOS CAN BE VIEWED ON YOUTUBE @CFM_MALAYSIA

@faizdickievp (650K) IG (followers)
 @aimansalim_ (Johor)
 @aimanawi (Kedah)
 @maccaboy (Terengganu)

CFM AWARENESS PORTAL REPORT 2016



EXECUTIVE SUMMARY

Since 2010, CFM began developing two bilingual portals - cfm.my & consumerinfo.my - to help consumers know more about the roles and functions of CFM as well as to enhance their understandings of the communications and multimedia services in Malaysia.

THE FUNCTIONS OF CFM.MY:

- To allow consumers to understand both broad and specific national policies in the communications and multimedia industry;
- To explain the functions of CFM, along with its mission and vision;
- To provide the latest news and information on CFM and the communications and multimedia industry, as well as tips and guides available in the market for consumers' education and information;
- To increase public awareness amongst consumers, especially in relation to their rights;
- To update current members of CFM;

smarter consumers of telecommunications & multimedia services;

- To share tips & guides on telecommunications & multimedia services;
- To help consumers choose the right package for them with a broadband and mobile plan recommender;
- To serve as a medium to share news about consumer issues, campaigns, CFM activities and events.

Going forward, CFM plans to enhance the design and navigation of cfm.my & consumerinfo.my especially for mobile users, as more consumers are browsing the web on the go.

Right now, CFM also plans to have its own newsroom where all CFM digital content, press releases, and current telecommunications news will be centralised. CFM also plans to increase brand awareness and recognition by engaging bloggers and social media personalities to increase visibility and outreach to a wider group of consumers.

- To act as a centralised place for consumers to download the SHOUT! newsletter, CFM Annual Report, GCC, user manuals, and more.

THE FUNCTIONS OF CONSUMERINFO.MY:

- To be a platform to educate consumers on becoming

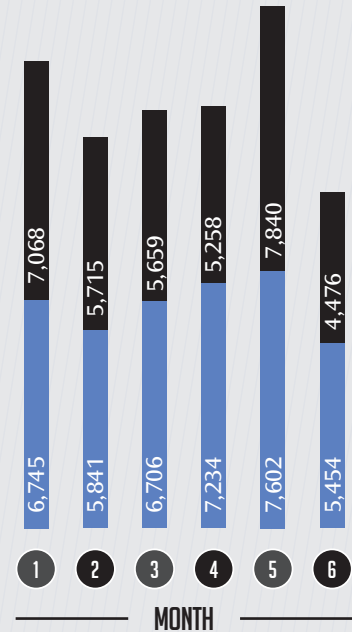


BANNER



NUMBER OF VISITORS TO CFM.MY PORTAL FOR YEAR 2016

CFM.my
infokonsumer.my



THE COMMUNICATIONS AND MULTIMEDIA CONSUMER FORUM OF MALAYSIA (CFM) GETS SECOND STANCES FROM THE CONSUMERS THROUGH THE USE OF ITS EYE-CATCHING MASCOT IN CFM'S COLLATERALS.

2016 saw CFM leveraging on its mascot, Fillo, to reach the consumers through various promotional items and souvenirs. These were widely used and distributed during CFM's on-the-ground activities, social media contests, and other corporate activities. By having a people-friendly mascot helps CFM to become more accessible and be closer to the consumers, while at the same time increase CFM's brand recognition and the recall of CFM's roles and functions in the eyes and minds of the general public.

FILLO MUGS



FILLO UMBRELLA



FILLO PLUSH TOYS



CPRD

Head of Bureau

**TUNE TALK
SDN BHD**

CPRD
Committee Member

**MALAYSIAN
MOBILE
CONTENT
PROVIDERS
ASSOCIATION**

[MMCP]

CPRD
Committee Member

**PERSATUAN
PENGGUNA
KOMUNIKASI
DAN MEDIA
MALAYSIA**

[PEKOMA]

CPRD
Committee Member

**MEDIA PRIMA
BERHAD**

WORKING COMMITTEE

SECRETARIAT



OF CPRD



from left to right (first row)

Noor Shahdiella Abdul Manan
Manager

Lizawati Mat Isa
Social Media Executive

Razaleigh Zain
*Publications and Media Relations
Executive*



from left to right (second row)

Dzareen Shamsir
Senior Executive

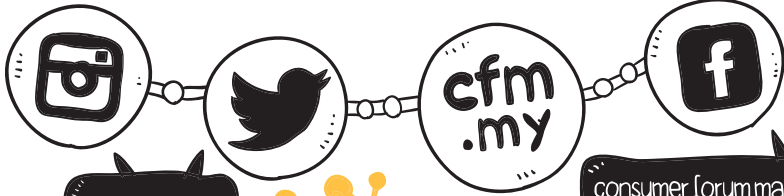
Roharrashidah Abdul Halil
*Publications and Media Relations
Executive*

Aizad Osman
Events Executive




COMMUNICATIONS & MULTIMEDIA
CONSUMER FORUM OF MALAYSIA

YOUR RIGHTS
OUR PRIORITY



cfm_malaysia

consumer_forum_malaysia



HOTLINE NUMBER:
1-800-18-2222

 [consumer.forum.malaysia](https://www.facebook.com/consumer.forum.malaysia)

 [cfm_malaysia](https://twitter.com/cfm_malaysia)

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