



## MEDIA RELEASE

### **RIM FULLY SUPPORTS KKMM'S CALL TO REASSESS AND IMPROVE THE NATIONAL CREATIVE INDUSTRY POLICY (DIKN)**

**4 JUNE 2020, KUALA LUMPUR:** The Recording Industry Association of Malaysia (RIM) welcomes the recent statement by the Minister of Communication and Multimedia (MCM), Dato' Saifuddin Abdullah's on the need to reassess the National Creative Industry Policy (NCIP).

In a message of support, RIM Chairman, Kenny Ong, said that "The Recording Industry Association of Malaysia has long believed that the NCIP must be reassessed and revised in line with global and technological changes engulfing the creative industries. Improving this Policy is crucial to ensure the growth of the local creative industry.

RIM also supports the move for an audit to be conducted, as the creative industry fund is limited, and there should be proper planning so that future expenses yield positive returns. This would allow for the development of a more transparent and responsible eco-system for the national creative industry.

Among some of the objectives which RIM suggested could be improved in the current NCIP are:

- Improving the welfare of music industry players and resolve their issues, for example registration and documentation of individuals (SOCSO, EPF, IRB), entrepreneurship and bank loans
- Re-establishing matching grants for local repertoire i.e. Music production & marketing, tour support
- To support accreditation programs which recognizes and celebrates the best of the various creative industries, such as the prestigious Anugerah Industri Muzik (AIM) show
- Introducing tax breaks and incentives to attract more corporate investments to develop the local industry into a more vibrant scene
- Establishing Malaysia as a music and arts city by improving its venue circuits & infrastructure
- Improve the local institutional support i.e. accessing public institutions for support and permits for development of live music scene
- Revision of existing laws, copyright, and enforcement in music practices such as publishing, licensing and distribution

- The setting up of a creative content industry of international standards, together with the Foreign Ministry to improve the global & regional market place
- Enhancing Malaysia's music industry digital infrastructure with government & local agencies i.e MOSTI, MAGIC, Cradle

Like any other industry, the music industry has been affected by the COVID-19 pandemic, with the cessation of all entertainment and performances. However, we believe that there are also opportunity to rise in every situation and RIM is working hard together with the industry players to explore more opportunities and more importantly to survive in this pandemic.

Music has shown itself to be more important than ever during this pandemic. In an era when suffering, social distancing and uncertainty is plaguing our society, it is music that keeps the spirits up, and connects and unites families, friends and all Malaysians.

"RIM sincerely hopes that under the leadership and guidance of the Minister, Dato' Saifuddin Abdullah, that the creative industry will be given its rightful place on the National agenda" added Mr. Kenny Ong, Chairman of RIM.

For instance, Malaysian recording labels and artistes such as Faithful Music, Indigital Music, NAR Records, Siti Nurhaliza Productions, Universal Music Malaysia, Warner Music Malaysia, Aizat Amdan, Amy Search, Anuar Zain, Dayang Nurfaizah, Faizal Tahir, Vince Chong, Zee Avi and more have used their own resources to collaborate with various media platforms to keep the public entertained while 'staying at home' as well as raising funds through charity concerts on online platforms to help those in need during the movement control order. Furthermore, various programmes have also been set up for the artistes by the Ministry and RTM, on YouTube and the Muzik Malaysia website as a medium to reach out the public as well as showcasing Malaysia's astounding talents.

"RIM fully supports the initiatives from MCM and we look forward to working together with MCM, Ministry of Tourism, Arts and Culture (MOTAC), FINAS, corporate entities and agencies too, to further develop the national creative industry which provides much economic and social benefit to this nation" Kenny concluded.

### **About Recording Industry Association of Malaysia (RIM)**

RIM represents more than 300 locally incorporated recording companies and businesses, all of which are involved in the production, manufacturing and distribution of local and international sound recordings, music videos and karaoke recordings. This accounts for approximately 95% of all legitimate recordings commercially available in the music market of Malaysia.

In 2016, RIM released an Economic Impact Study of the Malaysian Music Industry which assesses the challenges and issues faced by the music industry, and discusses potential actions to help facilitate the growth of the Malaysian music industry. Read the full report at [www.rim.org.my](http://www.rim.org.my).

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