

FOR IMMEDIATE RELEASE

MyCC TO HOLD SECOND PUBLIC CONSULTATION ON DIGITAL ECONOMY STUDY

KUALA LUMPUR, 13 AUGUST 2025 – The Malaysia Competition Commission (MyCC) today announced the launch of its public consultation for the draft final report on the Digital Economy Ecosystem Market Review. This strategic initiative, conducted under section 11 of the Competition Act 2010 [Act 712], marks a pivotal development in MyCC's ongoing efforts to enhance competitive practices within Malaysia's dynamic digital ecosystem. The comprehensive market review evaluates potential barriers to effective competition across five (5) key strategic sectors:

- (i) Mobile Operating and Payment Systems;**
- (ii) E-commerce (Retail Marketplace);**
- (iii) Digital Advertising Services;**
- (iv) Online Travel Agencies (OTAs); and**
- (v) Data Privacy & Protection (Cross-cutting theme).**

Following an extensive stakeholder engagement process including focus groups, interviews with government agencies, industry players and associations, as well as written submissions received during the public consultation on the Interim Report, MyCC has identified critical issues across market structure, competition and regulation. These insights have shaped a comprehensive set of proposed recommendations that will be shared with relevant regulatory bodies for their consideration.

MyCC's objective is clear. It aims to enhance Malaysia's digital market ecosystem in meaningful ways that deliver both immediate and long-term benefits. MyCC specifically highlights the challenges faced by micro, small and medium enterprises (MSMEs) and startups, and advocates for concrete, actionable measures to address these obstacles to ensure a level playing field for all market participants. All relevant industry players including businesses and associations are therefore urged to attend and contribute at the public consultation session. The details of the session are as follows:

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NEWS/ECONOMICS DESK



Date: 19 August 2025 (Tuesday)

Time: 8.30 AM – 2.00 PM

Venue: AICB Centre of Excellence, Kuala Lumpur

Registration Link: <https://forms.gle/JdHEwQ9VxXD1Sdwh8>

Participation is free of charge and interested parties are strongly encouraged to register by **18 August 2025** to secure their seats. For more information, visit www.mycc.gov.my or contact the secretariat; Competition Economics Division (CED) at ced-digitalmr@mycc.gov.my or call +603-3009 3009.

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About the Malaysia Competition Commission (MyCC)

Established in June 2011, MyCC is an independent body responsible for enforcing the Competition Act 2010, which was implemented to create healthy competition that would, in turn, stimulate productivity and innovation, thus creating wider choices of products for consumers with better quality and reasonable prices.

The Act 712 applies to all commercial activities undertaken within and outside of Malaysia that affect competition in the Malaysian market. It provides a regulatory framework including powers to investigate, adjudicate and impose penalties on the perpetrators of the competition laws.

MyCC celebrated its 14th anniversary on 1 April 2025 and to date, MyCC has taken decisive action against more than 200 companies relating to cartels and abuse of dominant positions, resulting in a cumulative penalty of more than RM667 million. MyCC's current priorities include amending the Act to introduce the merger control regime, actively targeting bid rigging cartels and cartels in the food and agriculture sectors, as well as focusing on the challenges brought by the digital economy to competition law and policy. For more information on the Act and MyCC activities, log on to www.mycc.gov.my.