

MyCC LAUNCHES NATIONWIDE SURVEY TO STRENGTHEN MALAYSIA'S DIGITAL ECONOMY LANDSCAPE

KUALA LUMPUR, 7 MAY 2025 – The Malaysia Competition Commission (MyCC) is pleased to announce the launch of a nationwide public survey as part of its ongoing Market Review on the Digital Economy Ecosystem, conducted under section 11 of the Competition Act 2010. This market review, which runs from July 2024 to December 2025, focuses on examining the competition dynamics and market structure across five critical sub-sectors that form the backbone of Malaysia's digital marketplace. The five sub-sectors are:

- (i) Mobile operating and payment systems;
- (ii) E-commerce retail marketplaces;
- (iii) Digital advertising services;
- (iv) Online travel agencies (OTAs); and
- (v) Data privacy and protection (cross-sectoral analysis).

MyCC is calling out the unchecked power of global digital giants, exposing the uncomfortable truth behind the platforms that have quietly dominated our daily lives. This initiative reflects MyCC's continued and firm commitment to addressing competition challenges in Malaysia's rapidly evolving digital economy. As global digital platforms continue to expand their influence, it is crucial to ensure that such growth does not come at the expense of healthy competition, transparency and opportunities for local businesses.

“Consumers and businesses are increasingly dependent on global digital platforms that disguise their dominance as efficiency and innovation. Yet beneath this convenience lies a web of market struggles, competitive barriers, and regulatory challenges that quietly dictate industry dynamics. This market review is a crucial step toward exposing hidden mechanisms that have long remained undisclosed,” said MyCC's Chief Executive Officer, Iskandar Ismail.

MyCC's agenda is focused on breaking down barriers to ensure transparency, fairness, and equal opportunity in Malaysia's digital marketplace.

MyCC invites all consumers, businesses, and stakeholders to participate in this survey and share their views on the digital services they use. Your input will directly contribute to shaping policy recommendations that strengthen Malaysia's digital economy and promote healthy competition for the benefit of all.

Details of the survey details can be found below:

Duration	: 7 May 2025 - 6 June 2025
Time required	: 15 minutes
Survey Link	: MyCC Digital Economy Market Review Survey

For more information, please visit www.mycc.gov.my or contact the secretariat at ced-digitalmr@mycc.gov.my.

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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 which would, in turn, stimulate productivity and innovation, thus creating wider choices of products for consumers with better quality and reasonable prices.

The Act 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 267 companies relating to cartels and abuse of dominant positions resulting in a cumulative penalty of more than RM664 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, visit www.mycc.gov.my.