

FOR IMMEDIATE RELEASE

MyCC INVITES PUBLIC FEEDBACK ON DRAFT FINAL MARKET REVIEW ON DIGITAL ECONOMY

KUALA LUMPUR, 26 AUGUST 2025 – The Malaysia Competition Commission (MyCC) hereby invites all stakeholders from various sectors to contribute valuable feedback on the Draft Final Report of the Market Review on the Digital Economy Ecosystem, conducted pursuant to section 11 of the Competition Act 2010. This strategic review thoroughly analyses five (5) key areas identified as fundamental to Malaysia's digital economy growth and development:

- (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 the public consultation session with industry players on 19 August 2025 and a subsequent session with representatives from ministries and government agencies on 20 August 2025, the Malaysia Competition Commission (MyCC) presented the findings of its comprehensive market study. The study highlights key competition issues, structural challenges within the market and critical policy considerations to strengthen the nation's digital economy ecosystem. During the sessions, MyCC also shared a set of preliminary recommendations, both specific and broad, which will serve as the foundation for future policy development towards building a fairer, more innovative and competitive digital ecosystem in Malaysia.

MyCC calls all stakeholders across sectors to provide their feedback on the preliminary recommendations contained in the final draft. This critical input will ensure our proposed framework reflects diverse perspectives from regulators, industry participants and the public, ultimately strengthening Malaysia's digital economy landscape.

All submissions must be received by **14 September 2025**, to be incorporated before the study's finalisation in December 2025.

For comprehensive details about the market review and consultation process, interested parties may access the Draft Final Report and complete documentation via the official MyCC website at www.mycc.gov.my. Stakeholders may submit their formal feedback through our secure consultation portal or directly via email to ced-digitalmr@mycc.gov.my.

The public consultation period will remain open from **26 August 2025 until 14 September 2025**. MyCC values all constructive contributions as we work collaboratively to strengthen and shape the future regulatory framework for Malaysia's digital economy ecosystem.

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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.