

MEDIA RELEASE

For Immediate Release

Our Ref: CBMR-3-RFI-07-CYBERSAFETY-V1

Date: 15 April 2010

CyberSecurity Malaysia presents prizes to winners of Digital Content Competition

– Contest designed to promote safer online behaviors

Kuala Lumpur, April 15, 2010 – CyberSecurity Malaysia will intensify its efforts to enhance the level of awareness among Malaysian Internet users on safety issues in the cyber space. The move is necessary to keep up with rapidly growing number of connected citizens.

CyberSecurity Malaysia's Chief Executive Officer Lt. Col. Husin Jazri (Retired) says the rapid growth of Malaysia's online community raises the level of exposure to risks related to the cyber world – the various forms of cyber crimes and threats. As at the end of 2009, Malaysia has over 16 million Internet users, which represents 65% of the country's population, and the number is growing fast. As broadband penetration is expected to reach 50% by the end of this year, the growth is expected to go even faster.

"We must make sure that our connected citizens are knowledgeable enough and well-prepared to face these negative elements of the cyber world," Husin says at the prize-giving ceremony for winners of the CyberSAFE Digital Content Competition. The competition was held in conjunction with the *Safer Internet Day Malaysia 2010* which was celebrated on February 9.

The competition was designed to encourage the development of local contents on Internet Safety as well as to increase the level of awareness on Internet safety, particularly among patrons of online social networks. Divided into Digital Posters, Video and Media categories, the CyberSAFE Digital Content competition attracted over 50 participants and generated more than 4,000 online followers (via FaceBook) over a one-month period.

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According to Husin, developing strong presence in online social network is a strategic move by CyberSAFE in efforts to reach out to the masses as this particular online channel have grown to become the leading 'hangout' place for the online community. It is an effective platform to meet and communicate with old friends and make new ones. At the same time, it is also a dangerous place to be if one is not well-prepared.

"Through CyberSAFE, we hope to be able to inform and educate Malaysia's Internet users about potential threats, pitfalls as well as good and safe online practices. Of course we are banking on the 'infectious' nature of social networks to spread our words around. Holding the competition is only the beginning. We intend to keep the momentum going by having various events to reach various target groups," he says.

Apart from the CyberSAFE Digital Content Competition, *Safer Internet Day Malaysia 2010* also included awareness seminars and talks. The national-level celebration was carried out under the theme of "*Think before you post*" and focused on pertinent issues related to managing images online as well as how to deal with privacy in digital environments.

CyberSAFE, short for Cyber Security Awareness For Everyone, is CyberSecurity Malaysia's initiative to educate and enhance the awareness of the general public on the technological and social issues facing internet users, particularly on the dangers of getting online. Through this initiative, all necessary information and resources are channeled to all targeted groups for them to be able to make informed choices and manage the various online issues properly.

Safer Internet Day (SID) is an initiative by INSAFE, a network of national nodes that coordinate internet safety awareness in Europe. CyberSecurity Malaysia had been appointed by INSAFE as the Lead Organisation for the celebration of SID 2010 in Malaysia.

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About CyberSecurity Malaysia

CyberSecurity Malaysia is the national cyber security specialist centre under the purview of the Ministry of Science, Technology and Innovation (MOSTI), Malaysia. Our services include:

- Cyber999™ Help Centre
- Digital Forensics / CyberCSI™
- Security Management and Best Practices
- Security Assurance
- Vulnerability Assessment Services (MyVAC)
- Malaysia Common Criteria Scheme (MyCC)
- Information Security Professional Development
- CyberSAFE (Outreach Programmes)
- Cyber Security Policy Research

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To report cyber incidents such as harassment, fraud or intrusion to our Cyber999™ service, please email to cyber999@cybersecurity.my

