

**Press Release  
For Immediate Release**

## **MDEC launches #YoungCreators, a breakthrough initiative for youths to thrive in the digital economy**

*TikTok, Snapchat, Binumi and leading content talents front upcoming two-day virtual event, accelerating youth participation and spurring monetization of creative innovation*

**KUALA LUMPUR, 21 AUGUST 2020:** The #YoungCreators virtual event organised by the Malaysia Digital Economy Corporation (MDEC) will see the launch of a new platform to nurture creative digital skills of youths in the country. Placed within MDEC's on-going #SayaDigital movement, the #YoungCreators will provide an opportunity for young and budding content creators to learn how to leverage digital platforms as a means to upskill, empower creativity and generate income. Programme participants can strengthen their capabilities and visibility on a regional or international stage. Featuring top influencers, talents and industry giants within the creative space, the two-day event will be highlighted on 28th and 29th August 2020.

Chalking up another first, MDEC has partnered with the TikTok, Snapchat, Binumi to leverage on a strong core group of influencers who will share their experience, insights and advice. Providing a "platform" to participants to power their content creating efforts and monetisation goals, the interactive sessions will also discuss how to leverage digital and social media platforms and leading technologies such as Augmented Reality (AR).

The highlight of the event is the Creative Content Challenge with cash rewards and certificates given by TikTok to #YoungCreators' winners. From this, ten young creators will then be chosen to be inducted in a 12-month Creators Network Programme conducted by CastingAsia. To participate in this challenge, all Malaysian TikTok users aged 16 and over are encouraged to upload original informative and educational videos using the hashtags #YoungCreators and #TikTokGuru from 22nd to 31st August. Each video must be at least 10 seconds long and the themes include general knowledge, technology, health and fitness, beauty, culture and life hacks.

MDEC's Chief Executive Officer Surina Shukri believes that despite the ongoing global pandemic, Malaysian digital content creators have been far ahead of the curve when it comes to digital adoption.

"The journey is just starting. With the global pandemic threatening jobs and the overall economy, we have a chance to cushion that blow by empowering the younger generation to embrace digital technology to enhance their creativity and monetise their creations as a sustainable form of living, which speaks to the country's aspiration to achieve inclusive growth and shared prosperity for all. Today, we are living in the new normal and we believe by partnering with vibrant industry players like TikTok, Snapchat and Binumi, the #YoungCreators initiative will serve as a platform to encourage youngsters to trust in their own creative spirits and make a name for themselves, not only in Malaysia but also globally," said Ms. Shukri.

This is also in line with MDEC's agenda to accelerate participation of the younger generation and to enable digitally-skilled Malaysians during a time where digital transformation is no longer a choice but a necessity.



"TikTok Malaysia is thrilled to be a part of the #YoungCreators initiative together with MDEC. We are excited to see the creative extent of Malaysian youth in producing informative, educational and entertaining content for their peers and fellow Malaysians to enjoy. We believe that learning does not end with school, and is a lifelong endeavour, made all the more fun with innovative technology which is safe, positive and inclusive!" Cheah Sheau Mei, User and Content Operations Manager, Malaysia elaborates.

Anthony Copping, the Founder & CEO of Binumi said the company is very excited to be working with MDEC on the #YoungCreators initiative. It is vital in the new digital economy for the new generation of storytellers to utilise the power of video.

"We are delighted to be partnering with MDEC to give more Snapchatters in Malaysia the opportunity to explore the world of Augmented Reality (AR) and to have fun communicating visually with close friends and family. As digital transformation becomes a key focus, we want Malaysian youths to be empowered to create AR experiences of their own through Snap's Lens Studio desktop app," said Nana Murugesan, Managing Director, International Markets, Snap Inc.

In conjunction with the recent International Youth Day, MDEC partnered with SnapChat and Celcom to provide Malaysian youth with greater access to the digital world and embrace fun digital lifestyles.

Idham Nawawi, Chief Executive Officer of Celcom Axiata Berhad said Celcom's continuous collaboration with MDEC through various initiatives across industries, allows Celcom to bridge digital innovation and drive rapid digitalisation adoption to all walks of life in Malaysia, elevating the nation's digital ecosystem.

#YoungCreators is expected to reach an audience of around 1,200,000 over a week-long programme with exciting contest for youth. "We are confident that at the end of the programme, the initiative would help generate a rising new crop of Malaysian content creators of the highest quality," Surina concluded.

#SayaDigital movement is a month-long national programme organised by MDEC to create awareness, adoption and advocacy of digitalisation to further promote a digitally-skilled Malaysians and digitally-powered businesses in Malaysia.

Malaysia is home to a rapidly maturing digital creative industry which includes animations, movies, and video games. It has proven to be a significant growth driver within the national economy and has the potential to shape the country's growing digital economy. In 2018, the industry created 11,590 jobs, raked in RM7.9B in revenue as well as RM1.42B in export sales. Malaysian grown animation and video games like Upin and Ipin, Re:Legend, King's League II, BoBoiBoy and Ejen Ali are well known internationally and inspires global confidence in the local digital creative content industry.

Full event schedule, list of speakers and additional details for the #YoungCreators can be found at [www.mdec.my/youngcreators](http://www.mdec.my/youngcreators)

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### **About TikTok**

TikTok is the leading destination for short-form mobile video. Our mission is to inspire creativity and bring joy. TikTok has global offices including Los Angeles, New York, London, Paris, Berlin, Dubai, Mumbai, Singapore, Jakarta, Seoul, and Tokyo. [www.tiktok.com](http://www.tiktok.com)

### **About Binumi**

Binumi is a pioneering video creation and management platform powering the world's most forward-thinking people and organisations. Built to enable anyone to create and share videos with purpose, Binumi is the easiest, most efficient place to start and succeed in video storytelling. With 1000's of professional templates, a vast library of rights-cleared multimedia content and simple-to-use editing tools, Binumi is transforming how the world creates, manages and shares video.

### **About SnapChat**

Snap Inc. is a camera company. We believe that reinventing the camera represents our greatest opportunity to improve the way people live and communicate. We contribute to human progress by empowering people to express themselves, live in the moment, learn about the world, and have fun together. For more information, visit [snap.com](http://snap.com)

### **Celcom Axiata Berhad**

Celcom is Malaysia's first and largest private mobile network operator, with almost 13 million users on its 2G, 3G and 4G LTE+ networks, covering over 98% of the population. Established in 1988, Celcom is now moving towards integrated multi-access, multimedia services and Internet of Things solutions, in line with evolving technologies and consumer behaviour in Malaysia. A culture that places the customer first is reflected in our award-winning customer service, products, and other corporate accolades at a regional level. Celcom is part of the Axiata Group of Companies, one of the world's largest telecommunications companies, across 10 Asian markets. For more information on Celcom, log on to [www.celcom.com.my](http://www.celcom.com.my)

### **About Malaysia Digital Economy Corporation (MDEC)**

Malaysia Digital Economy Corporation (MDEC) is a government agency under the purview of the Ministry of Communications and Multimedia Malaysia entrusted to lead Malaysia's digital economy forward. Incorporated in 1996 to oversee the development of the MSC Malaysia initiative, MDEC's primary mandate today is to accelerate the growth of digitally-skilled Malaysians, digitally-powered businesses and digital investments in Malaysia. MDEC is focused on creating inclusive, high-quality growth through the nationwide digitalisation initiatives that are in line with the Government's Shared Prosperity Vision 2030 and firmly establishing Malaysia as the Heart of Digital ASEAN.

**#LetsBuildTogether #DigitalMalaysiaForward #DigitalVsCovid**

MDEC has also launched a campaign to raise awareness and mitigate against the spread of the Covid-19 threat with a series of short videos across its social media channels that encourage a digital approach to combat Covid-19.

For more information and updates, please visit [www.mdec.my](http://www.mdec.my) or follow us on:

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