



Bandar Seri Begawan Declaration to Reaffirm the ASEAN Ministers Responsible for Information's Commitment to Strategic Progress in Media and Information

WE, the Member States of the Association of Southeast Asian Nations (hereinafter referred to as ASEAN), namely Brunei Darussalam, the Kingdom of Cambodia, the Republic of Indonesia, the Lao People's Democratic Republic, Malaysia, the Republic of the Union of Myanmar, the Republic of the Philippines, the Republic of Singapore, the Kingdom of Thailand and the Socialist Republic of Viet Nam:

HAVING gathered in Kuala Lumpur, Malaysia on the occasion of the 47th ASEAN Summit;

AFFIRMING the commitment to the decisions on information taken by the ASEAN Heads of Government in Manila in December 1987 embodied in the Manila Declaration of 1987;

NOTING the commitment made at the 1st Conference of the ASEAN Ministers Responsible for Information (AMRI) in Jakarta, 25 May 1989, towards raising and advocating awareness of ASEAN policies and initiatives through traditional, mainstream and new media, and, together with ASEAN's Partners and other stakeholders, strive to create a regional sense of belonging, and to foster and promote ASEAN Identity;

COMMENDING the continuous efforts made by the information and media sector in supporting the promotion of regional peace and stability in accordance to the purposes and principles of the ASEAN Charter as well as upholding the United Nations Charter;

RECOGNISING the rapidly-evolving media landscape and the constant need to adapt to new developments and develop strategic priorities for the region, as well as to engage ASEAN Partners and relevant stakeholders for enhanced cooperation under the media and information sector;

FURTHER RECOGNISING the growing transversal role for the information and media sector to provide cross-cutting support for ASEAN sustainable developments including, but not limited, to health, gender equality, youth empowerment, disaster resiliency, protection of children and youth from threats such as online exploitation and extremism, as envisioned in the AMRI Vision Statement ASEAN 2035: Toward A Transformative, Responsive and Resilient Information and Media Sector adopted at the 16th AMRI in Da Nang, Viet Nam on 22 September 2023;

NOTING the rapid spread of news and information in today's interconnected society, as well as the increasing emphasis on achieving content virality and keeping pace with evolving media trends through broadcasting and social media;

ALSO NOTING that the youth are becoming increasingly adept in utilising social media trends to convey information widely, and that their creative energy is an important contribution to innovation and the future development in today's Creator Economy, which is the ecosystem that enables creators, including the youth, to utilize digital platforms and technologies to market and monetize their content;

CONCERNED by the proliferation of hate speech, mis-, dis- and mal-information brought by unethical use of media and innovations including Artificial Intelligence (AI), AI-generated content and Synthetic Media leading to polarisations in society, panic and disorder, loss of trust, which threaten the foundation for an inclusive, non-discriminatory understanding of respect and solidarity;

RESPONDING to the mandate of the United Nations Educational, Scientific and Cultural Organization (UNESCO) on the right of access to information, as well as its support for the development of Media and Information Literacy and Digital Competencies to address the challenges of the 21st century and enable responsible use of the information ecosystem and digital technologies;

GUIDED by the ASEAN Socio-Cultural Community (ASCC) Strategic Plan adopted in 2025, the on-going development of the ASEAN Communication Master Plan (ACMP) III, and the ASEAN Work Plan for Information and Media (2026-2035);

DO HEREBY DECLARE THAT WE:

1. Reaffirm our commitment towards supporting cross-cutting priorities in the development of ASEAN beyond 2025, recalling the objectives established since the formation of the AMRI and the Senior Officials Meeting Responsible for Information (SOMRI) in 1989, and recognising their role in guiding the work of the ASEAN Committee on Culture and Information (COCI);
2. Encourage periodic reviews of existing developments and research to identify new priorities, opportunities and challenges so as to develop effective and evidencebased strategies to ensure impactful, inclusive, cost-effective progress and mutual benefits for ASEAN and its Dialogue Partners under the media and information sector;

3. Re-align our focus and energy to support governments' efforts for digital transformation, including narrowing the digital gap among ASEAN sub-regions while also highlighting our increasingly transversal role in accelerating recovery, promoting sustainable development and addressing common worldwide concerns such as economic stability, climate change and environmental sustainability, improved health systems and education, food security, disaster management, and cybersecurity towards a more informed, responsive and resilient ASEAN;
4. Agree on the urgent need to have a common approach and to accelerate actions to mitigate mis-, dis- and mal-information which has led to discord, and challenge national and regional political and economic stability as well as social cohesion;
5. Commend the work of the ASEAN Task Force on Fake News (TFFN) and other initiatives to address the effects of online harms, especially, from mis-, dis- and mal-information on social media, and promoting the responsible use of social media and ethical online content creation among individuals, including through content moderation;
6. Look forward to the development of a regional study on youth trends, led by the SOMRI with support from other relevant sectors under the ASCC and AEC Pillar, to navigate societal challenges to keep up to date with latest trends in anticipating the future of media and broadcasting in ASEAN, and invest strategically in the long-term transformation of media;
7. Acknowledge the youth as a key asset, both in the crucial role as influencers in promoting vital information, including content to raise ASEAN awareness, as well as being part of national and regional initiatives towards shaping the future of communication;
8. Welcome the development of the ACMP III 2026-2030, the ASEAN Work Plan for Information and Media (2026-2035), and the adoption of the ASCC Strategic Plan to pave the way for greater cross-sectoral and cross-pillar cooperation amidst the challenges brought by digital transformation and behavioral changes;
9. Mainstream the roles and contributions of the information and media sector to support cross-cutting areas such as to promote the development of the ASEAN Creative Economy, particularly the greater cooperation in the development of content productions led by the SOMRI Working Group on Content and Production (SOMRI WG-CP);
10. Enhance cooperation with ASEAN Partners and relevant stakeholders towards fulfilling AMRI's goals in engendering ASEAN identity, fostering greater awareness

of the diverse ASEAN culture and heritage, strengthening the understanding of the benefits of the ASEAN Community, and exploring new opportunities for people-to-people exchanges and capacity building, in an effort to ensure inclusive progress and mutual benefit through shared experiences and initiatives.

11. Task the AMRI, supported by the SOMRI, to work with relevant sectoral bodies to implement this Declaration.

ADOPTED in Kuala Lumpur, Malaysia during the 47th ASEAN Summit in a single original copy in the English language.