

CREATIVE INDUSTRY  
&  
DIGITAL ECONOMY

**KRU**<sup>®</sup>

# Overview



## Intellectual Property

Film  
Music  
Advertising  
Games  
Publishing  
Fashion

## Shared Prosperity Vision 2030

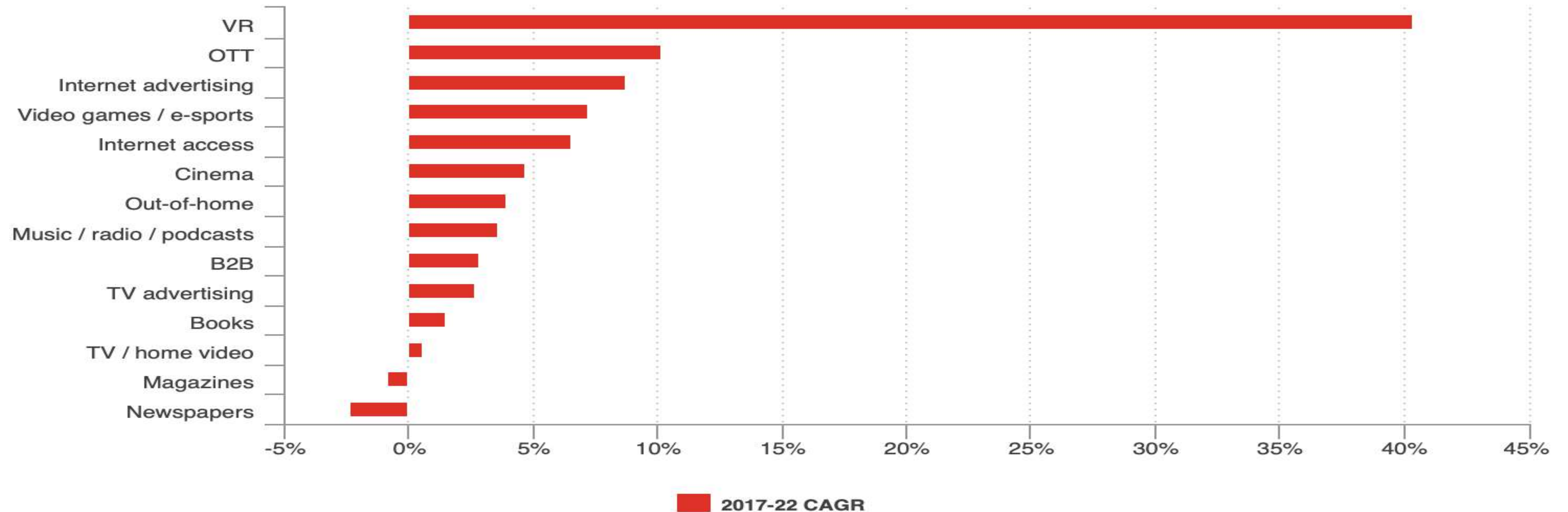
KEGA 2  
Digital Economy

KEGA 3  
IR4.0

KEGA 4  
Content Industry

# Industry Outlook

*Segment compound annual growth rate (CAGR) for next 5 years*



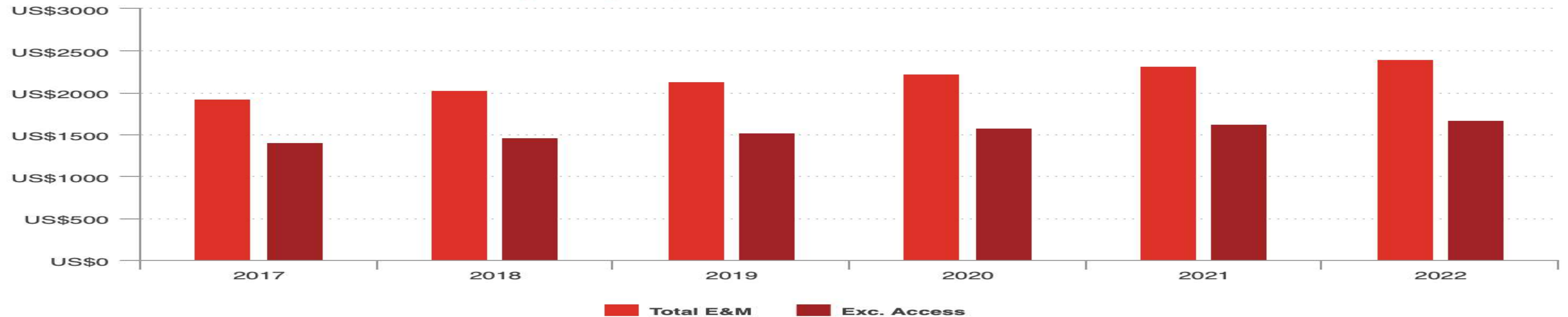
Source: PwC Global Entertainment & Media Outlook: 2018–2022. PwC. Ovum



# Macrotrends

## *Growth forecasts tick up, but Internet access revenue skews the trends*

Total E&M revenue with and without access spending, 2017-2022 (US\$bn)



Source: PwC Global Entertainment & Media Outlook: 2018–2022. PwC. Ovum

- **2017 Global Market Size : US\$1.9 Trillion**
- **2022 Global Market Size Forecast : US\$2.4 Trillion (US\$1.5 Trillion Excluding Access)**
- **2018-2022 CAGR : 4.4%**
- **Key Strategy : Compelling Content on Various Digital Platforms for Targeted Market Segments**

# Malaysia : In Numbers

**Buyers**

**Sellers**

**Buyers**



**RM85.8b e-Commerce Trade Value**



**1.3m Companies**



**7.5m Businesses**



**14k Cooperatives**



**28.7m Internet Users**



**18.2m 15-49 Years Old**



**538.5k Public Universities Students**



**2m Secondary Schools Students**

Source : MCMC, SSM, MOE, SKM

# Malaysia : Platforms

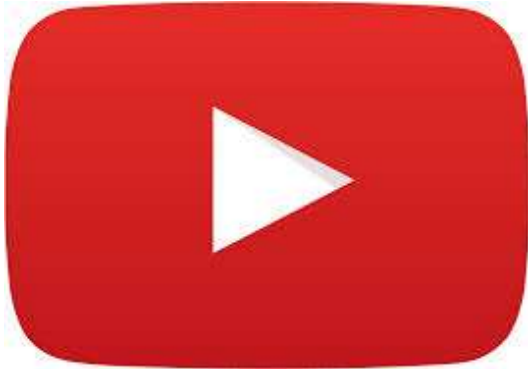
## Social Networking 24.6m Users



Facebook 97.3%



Instagram 57.0%



YouTube 48.3%



Google + 31.3%



Twitter 23.8%



LinkedIn 13.3%

## Communications App 27.8m Users



WhatsApp 98.2%



FB Messenger 55.6%



WeChat 36.8%



Telegram 25.0%



Skype 14.2%



Line 10.2%



Kakao 2.1%

Source : MCMC (2018)



# Integrated Solutions

## KRU Entertainment

KRU Studios

KRU Music

Feature Film  
e-Publication  
Video Production

Music Recording  
Music Publishing  
Talent Management

Content & Influencers

KRU Media

e-Commerce  
e-Wallet  
Loyalty Program

iLike (B2C)  
& Biznez (B2B)  
Marketplace

KRU Academy

Music Unlimited

MasterClass  
TVET Diploma  
TVET Certificate

Festival  
Stage Play  
Concert

Community & Buyers

Prodigital Lab



# Beyond Entertainment



- Digital Advertising
- Influencer Social Media Marketing
- Commercial & Presentation Video
- Branded Content
- Jingle
- Graphic Design (including Product Packaging)
- Event Management
- Trade Expo



**Live Action**



**Music**



**Animation**



**Events**



**Advertising**



# Yayasan KRU



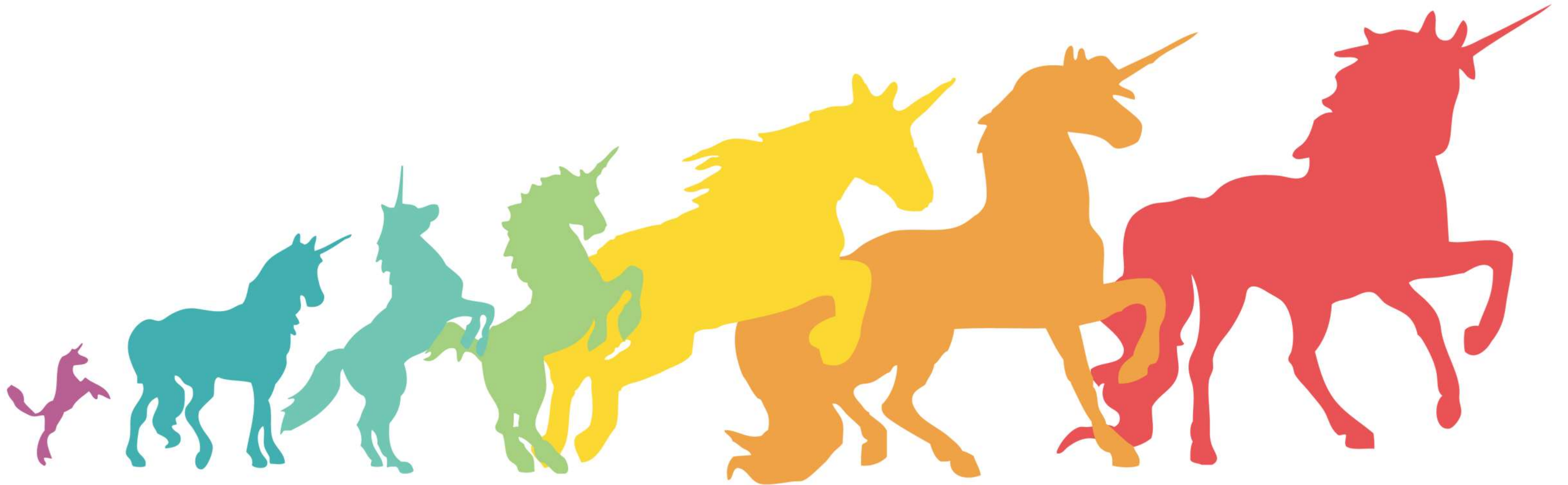
- **Scholarship for Youths from B40 Families**
- **Seed Capital for Startups (HLI Alumni)**
- **Awareness & Promotion**



# R.C.C. CONTENT PREP CENTER



# Internet Of Things



E-Commerce + Big Data + Cloud + Social + Mobile

TERIMA KASIH

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