CREATIVE INDUSTRY
&
DIGITAL ECONOMY
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
Segment compound annual growth rate (CAGR) for next 5 years

- VR
- OTT
- Internet advertising
- Video games / e-sports
- Internet access
- Cinema
- Out-of-home
- Music / radio / podcasts
- B2B
- TV advertising
- Books
- TV / home video
- Magazines
- Newspapers

Macrotrends

- 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

- 2.87m Internet Users
- 18.2m 15-49 Years Old
- 538.5k Public Universities Students
- 2m Secondary Schools Students

Sellers

- 1.3m Companies
- 7.5m Businesses
- 14k Cooperatives

RM85.8b e-Commerce Trade Value

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
Feature Film
e-Publication
Video Production

KRU Music
Music Recording
Music Publishing
Talent Management

KRU Media
e-Commerce
e-Wallet
Loyalty Program

KRU Academy
MasterClass
TVET Diploma
TVET Certificate

Music Unlimited
Festival
Stage Play
Concert

Prodigital Lab

iLike (B2C)
& Biznez (B2B)
Marketplace

Content & Influencers

Community & Buyers
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
Internet Of Things

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

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