



# ATF PLUGGED-IN SERIES

**WHAT BUYERS WANT – MALAYSIA**  
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# INDUSTRY SIZE & NATIONAL IMPACT

## THE MALAYSIAN DIGITAL CONTENT & CREATIVE TECH INDUSTRY 2018

1 SIGNIFICANT

REVENUE (RM)

7.69B

CAGR 2014-2018: 1.55%

2 GLOBAL

EXPORT SALES (RM)

1.40B

CAGR 2014-2018: 28.21%

3 DIVERSE

JOBS

11,471

CAGR 2014-2018: 1.32%

ANIMATION



100 Companies

VFX FOR  
FILM & TV



114 Companies

GAMES &  
INTERACTIVE  
MEDIA



53 Companies

NEW MEDIA &  
PLATFORMS



84 Companies



With  
the label



## Digital Terrestrial Television (DTT)



- 15 TV Channels
- 16 Radio Stations
- 2 million setup boxes already in homes (Sept 2019)
- Additional 3.5 million iDTV's could access the channels
- 200,000 additional setup boxes being distributed via the Government.



JAN  
2018

# HOW INTERNET USERS WATCH TELEVISION

COMPARISON OF THE METHODS AND DEVICES USED FOR ACCESSING AND DISPLAYING 'TELEVISION' CONTENT



REGULAR  
TELEVISION  
ON A TV SET



90%

we  
are  
social

RECORDED  
CONTENT  
ON A TV SET



27%

Google

CATCH-UP /  
ON-DEMAND  
SERVICE ON TV SET



25%



ONLINE CONTENT  
STREAMED ON  
A TV SET



24%

Google

ONLINE CONTENT  
STREAMED ON  
ANOTHER DEVICE



28%

