



Creative industry support in AIFC

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1. GLOBAL MARKET OVERVIEW



3,1%

(\$4.3 tn)
Share of the creative economy
in global GDP, 2022

\$2,3 tn

Global revenue of the
creative industries
worldwide, 2022

50 mln

Jobs created in the
creative industries
worldwide, 2022

9%

Annual growth of the
global creative economy

12%

Annual growth of the
creative economy in
developing countries

\$574 bn

Global internet
advertising market, 2023

\$28,6 bn

Global recorded music
revenue, 2023

67,3%

Share of streaming in global
recorded music revenue, 2023

\$33 bn

Global cinema box office
revenue, 2023

\$227 bn

Total video game
revenue, 2023

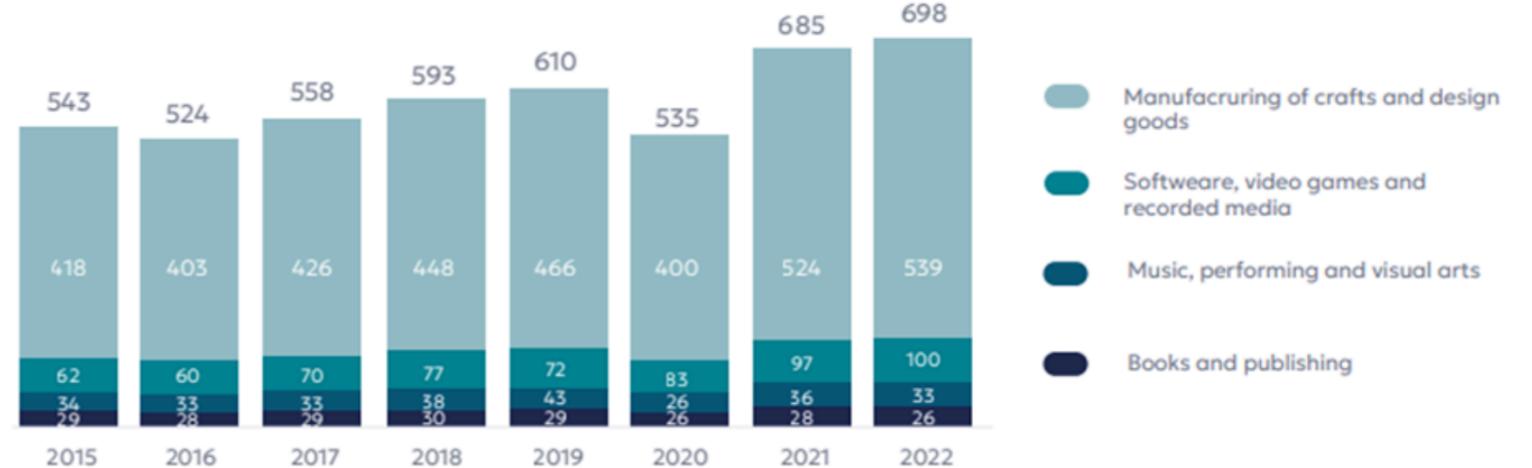
FIGURE 14. GLOBAL EXPORTS OF CREATIVE SERVICES BY CATEGORY, 2015-2022, \$ BILLION

Source: UNCTAD

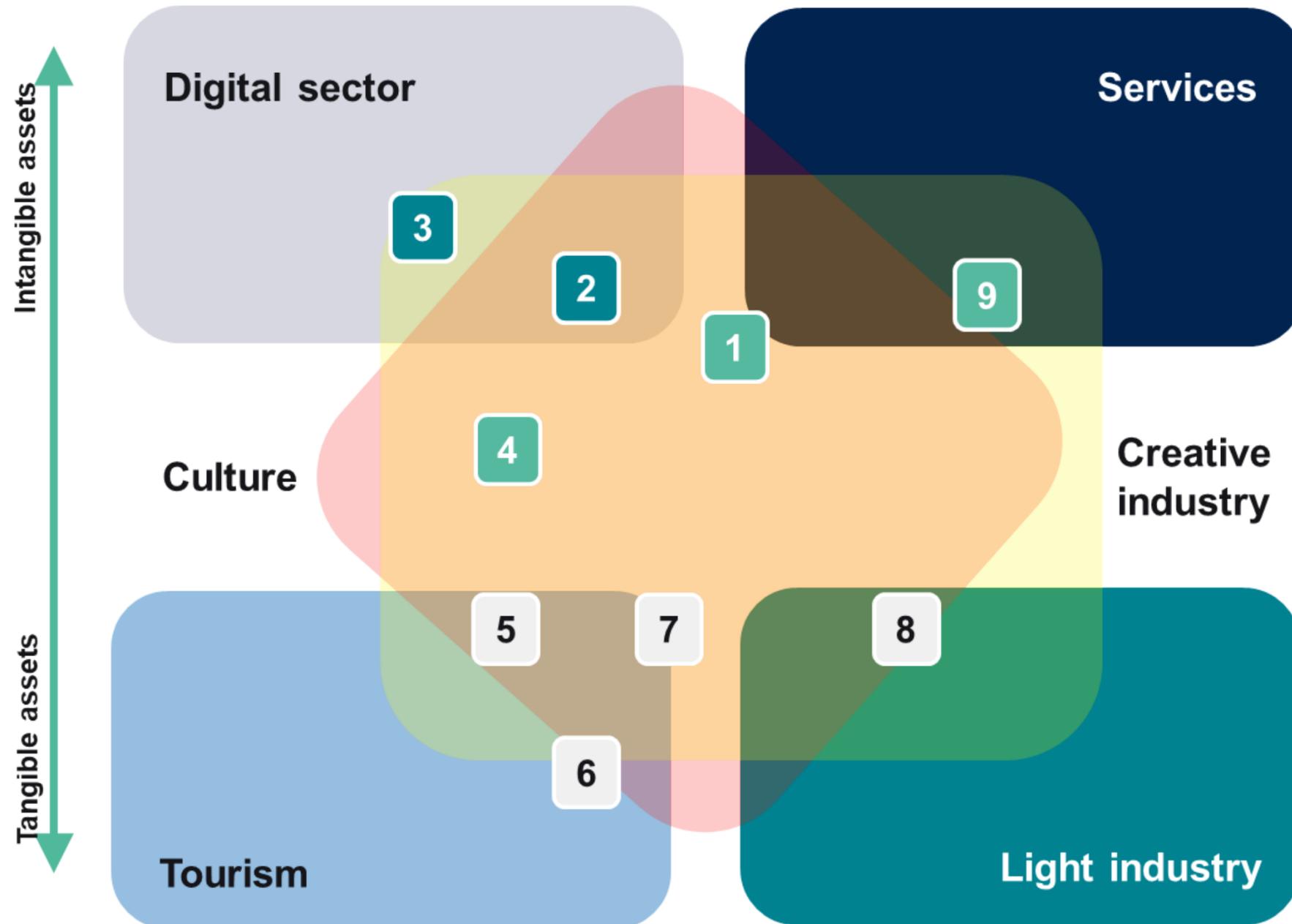


FIGURE 16. GLOBAL EXPORTS OF CREATIVE GOODS BY CATEGORY, 2015-2022, \$ BILLION

Source: UNCTAD



2. CREATIVE INDUSTRY MAPPING



1	Publishing and printing (books, newspaper, press)	Media
2	Audiovisuals (Film, Music, TV, radio, Broadcasting)	
3	IT-related (Software, Video games, Animations, Digitized content)	
4	Visual arts (Paintings, Sculpture, Antique, Photography)	Arts
5	Performing arts (Live music, Theater, Concerts, etc.)	
6	Cultural sites (Museums, Libraries, Monuments, etc.)	Heritage
7	Cultural expressions (art crafts, festivals)	
8	Design (interior, graphic, fashion, jewelry, toys)	Functional creations
9	Creativity services (architecture, advertising, cultural services, etc.)	

3. KAZAKHSTAN MARKET OVERVIEW



1%
Share of the creative economy in Kazakhstan GDP, 2024

1,2 tn tenge
GVA of the creative industries in Kazakhstan, 2023

66,2%
Share of Astana and Almaty in the GVA of Kazakhstan's creative economy, 2023

14,1mln
TikTok

41,800
Number of companies operating in the creative industries, 2024

3,5%
Business penetration of the creative industries as a percentage of the total number of operating entities in the cities of Astana and Almaty, 2024

1,4mln
LinkedIn

141,500 people
Number of employees in the creative industries, mid-2024

1,6 tn tenge
Volume of production in the creative industries, 2023

52,9 bn tenge
Investments in fixed capital in the creative industries, 2023

12,1mln
Instagram

1,1mln
Snapchat

2,6mln
Facebook

320 000
X

FIGURE 74. VIDEO GAME MARKET IN KAZAKHSTAN, 2017-2027, \$ MILLION

Source: Statista



FIGURE 55. DIGITAL ADVERTISING SPENDING IN KAZAKHSTAN, 2017-2028, \$ MILLION

Source: Statista

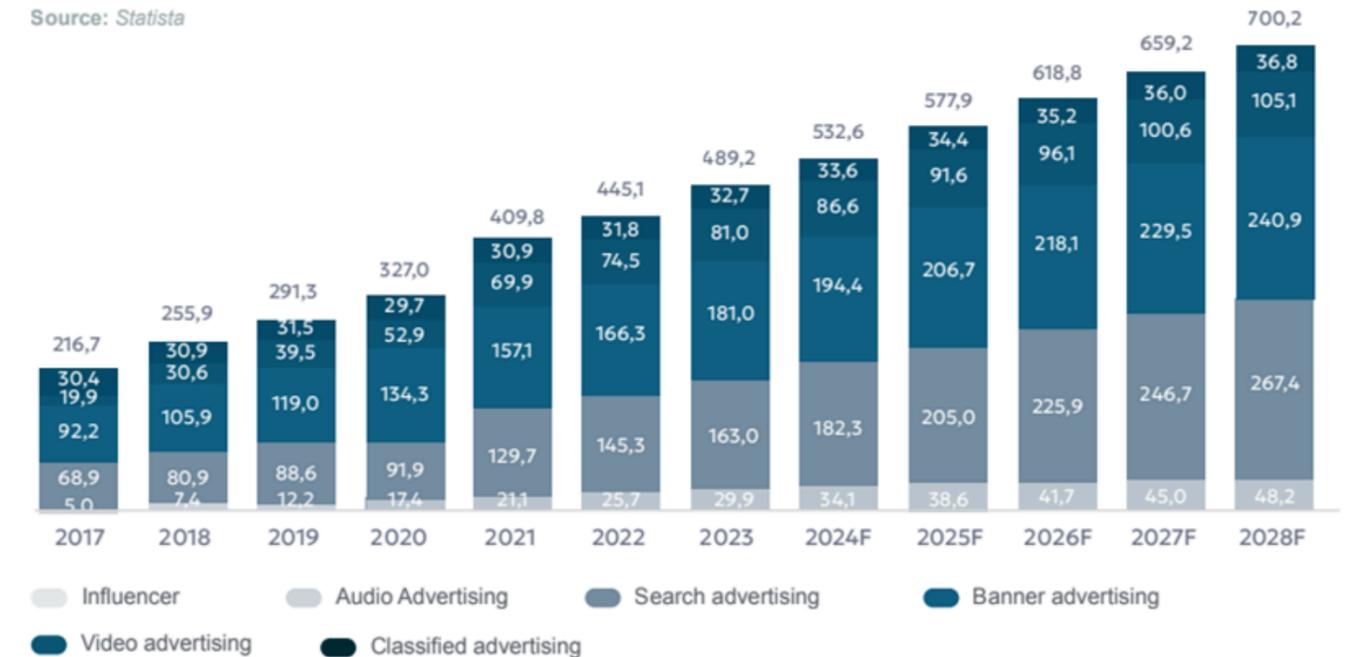


FIGURE 72. BOX OFFICE REVENUE AND AVERAGE CINEMA TICKET PRICE IN KAZAKHSTAN, 2015-2023, KZT MILLION

Source: BNS

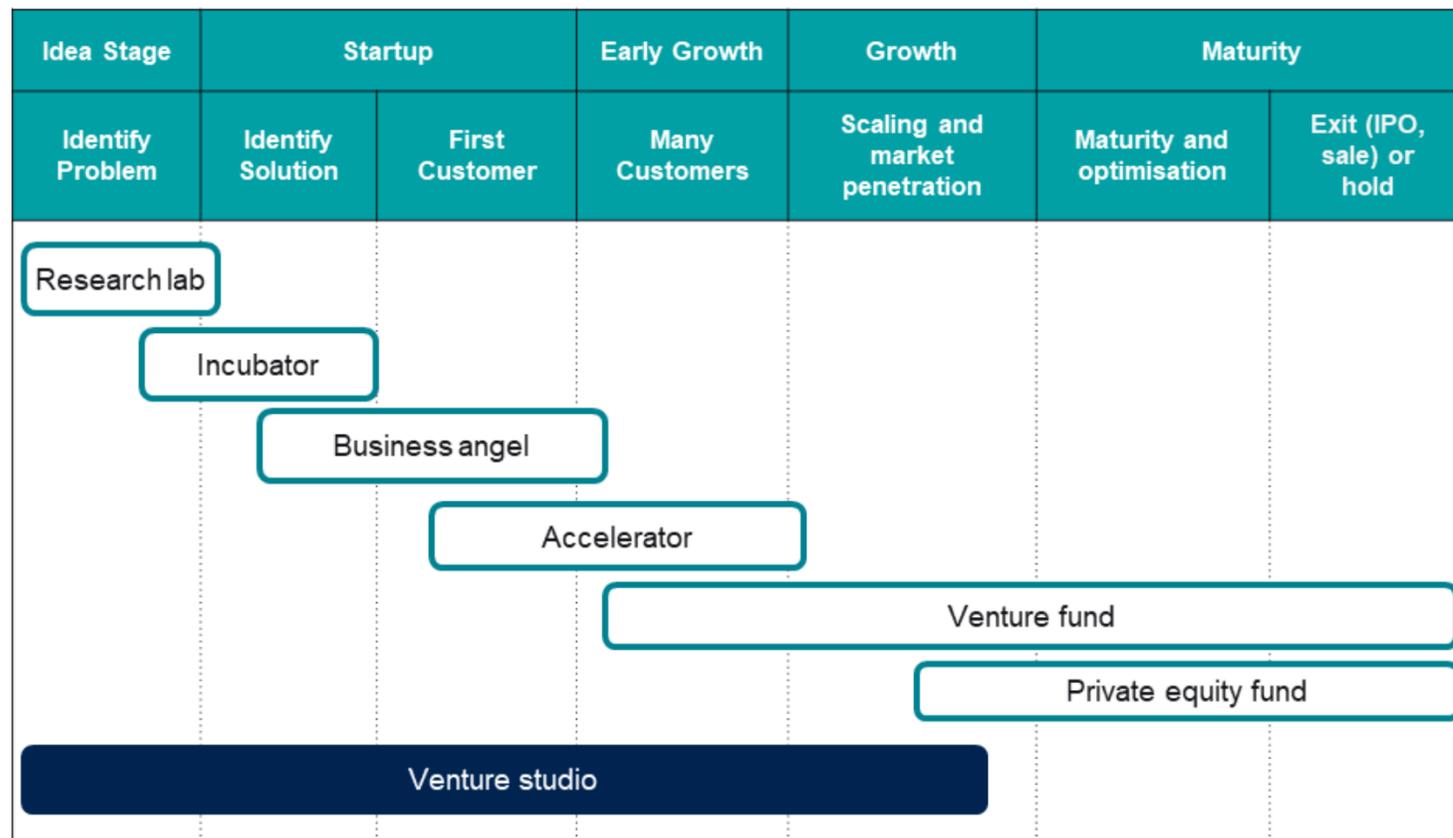


4. AIFC PRODUCTS AVAILABLE TODAY



Venture Studio

The AIFC Venture Studio Rules (effective from 4 September 2024) include creating a legislative framework for the establishment of venture companies, establishing legal certainty regarding financial and non-financial support for start-ups, the establishment of venture companies, and clarifying how venture studios, entrepreneurs and start-ups interact with each other and with the market as a whole.



Venture Fund

Venture capital funds help address these challenges by providing capital for creative projects with high growth potential.

AIFC IP Regulations

This act is designed to strengthen the protection of IP and ensure rights through modern legal norms based on advanced international practices.

Crowdfunding

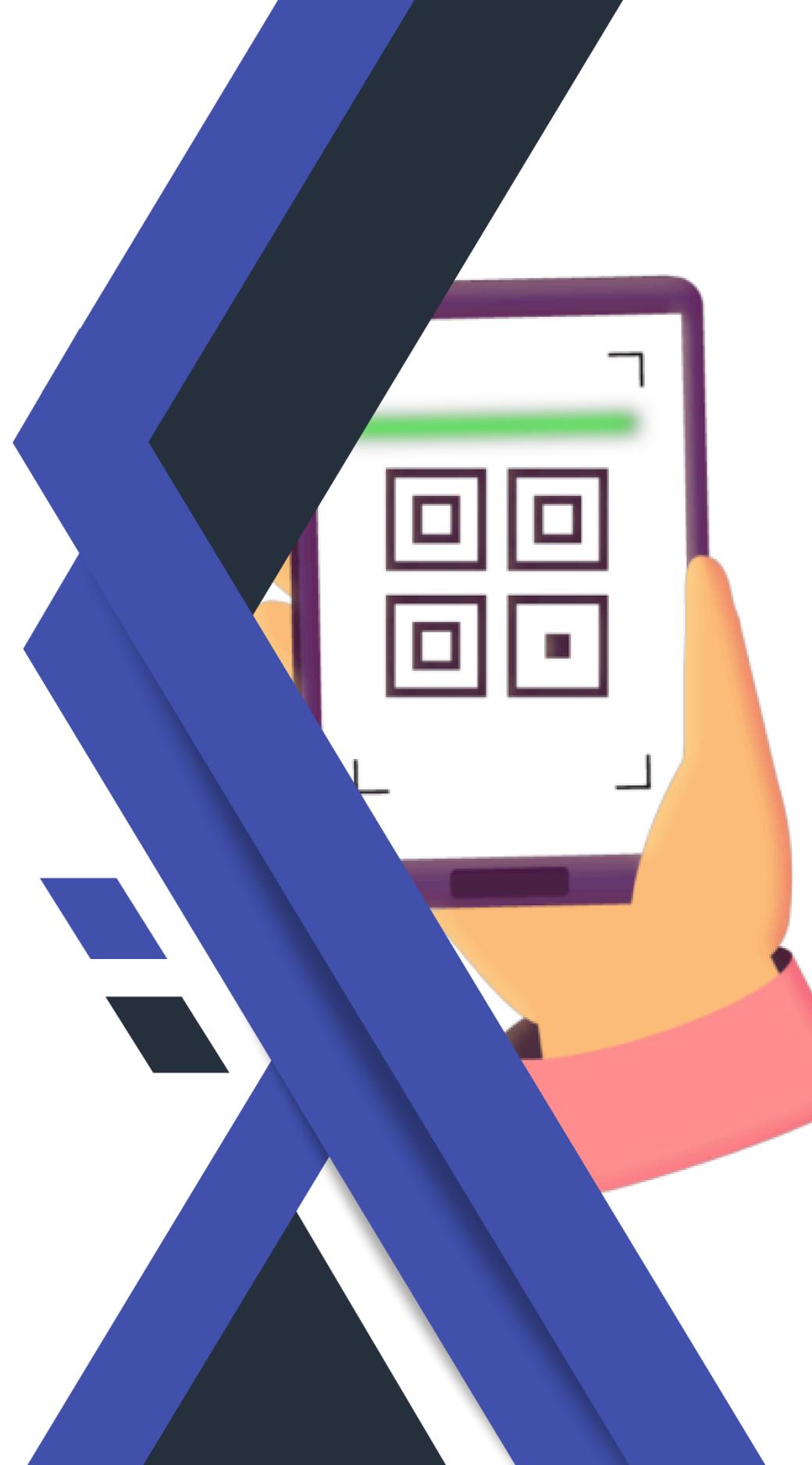
This instrument provides companies with the opportunity to raise funds through licensed crowdfunding platforms, guaranteeing transparency and security of transactions.

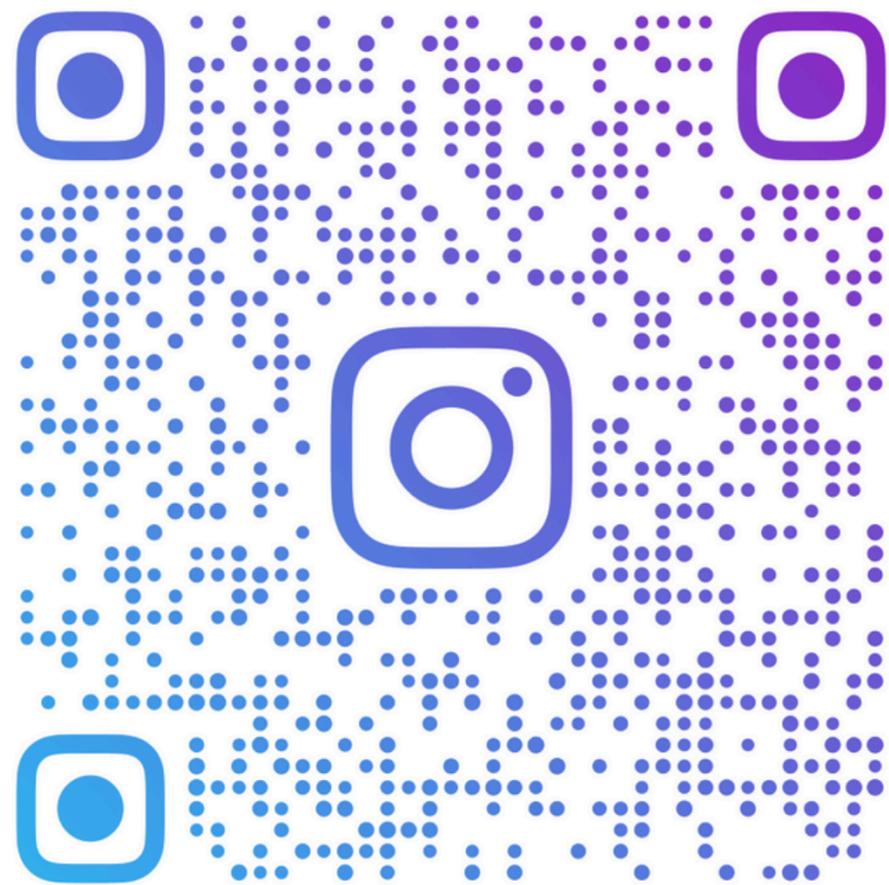
Tokenization of assets

Tokenization (converting rights to physical or intellectual property) into digital tokens using blockchain technology allows creative industries to attract new investors.



CREATIVE INDUSTRIES OF KAZAKHSTAN
trends and prospects





TALGAT_TOURISM

