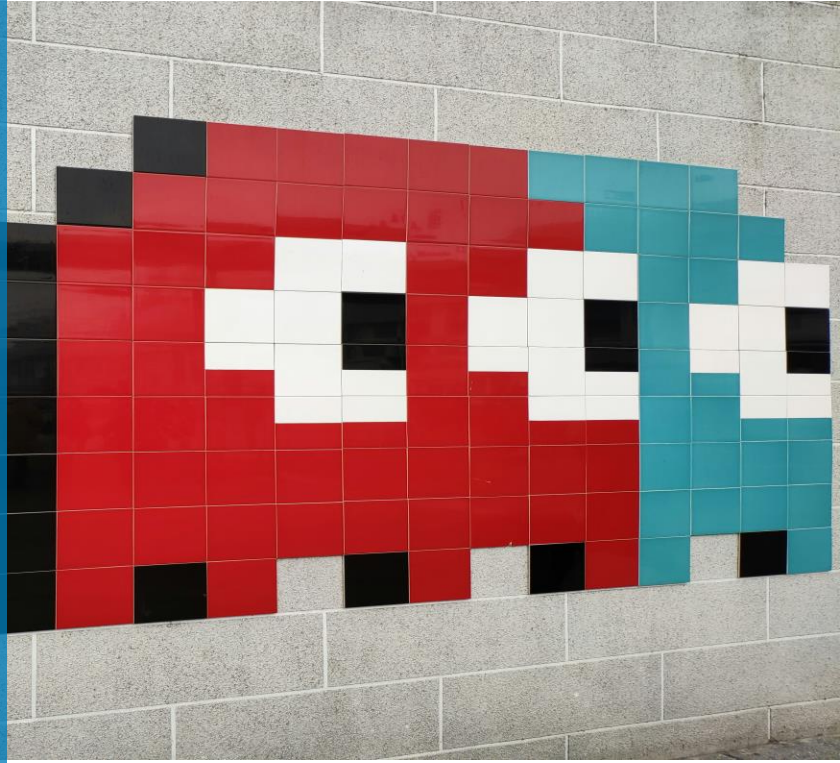




- The global creative industries technology sector is undergoing a transformation driven by digital innovation, AI, immersive media, and platform economies. In 2025, the sector is projected to grow at a compound annual rate of 7.8%, with 22% investment initiatives focused on upskilling creative talent through accelerator programs and digital labs.¹
- The UK, South Korea, and Canada are leading the way in creative-tech policy and infrastructure. The UK's Creative Industries Sector Vision (2023–2030) aims to grow the sector by £50 billion, while South Korea's K-Culture strategy integrates gaming, music, and fashion into a unified export model.²
- South Africa's creative industries contribute approximately R74 billion to GDP annually, with the sector employing over 1 million people across media, design, fashion, gaming, and music.³
- In 2025, the Department of Sport, Arts and Culture (DSAC) launched 17 Cultural and Creative Industry Clusters to formalise and grow the sector nationally.⁴



WESTERN CAPE **CREATIVE INDUSTRIES** INVESTOR OPPORTUNITY FACTSHEET

OUR UNIQUE SELLING POINTS

1

STRONG CREATIVE ECOSYSTEM

Cape Town and surrounding areas host a concentrated cluster of creative businesses across film, animation, gaming, music, fashion, and design.

2

FILM AND TV INFRASTRUCTURE

Western Cape offers sound stages, post-production facilities, VFX and animation studios, and greenfield production capabilities.

3

CULTURE CAPITAL

Cape Town's rich cultural heritage and global brand enhance the appeal of locally produced creative content. The city's reputation as a creative hub supports international collaboration and market access.

WHY INVEST IN THE WESTERN CAPE

High Growth Potential

The creative-tech sector is one of the fastest-growing verticals in the Western Cape, with strong export potential and global relevance.

Creative Hub:

Cape Town is home to Africa's first dedicated creative-tech hub, the Timbuktoo Creative Hub, which aims to unlock investment and position the region as a global leader in creative technology

Talent Pipeline

The region benefits from a strong pool of creative graduates from institutions like University of Cape Town, Cape Peninsula university of Technology, Stellenbosch University, University of Western Cape and AFDA film school, supporting innovation in animation, gaming, music, and design

Local Case Study

Sea Monster:

Sea Master is in the maturity stage, as informed by stakeholder engagement. The company's target group is SA's animation and gamification market, with clients like FNB and Shell. In 2024, it reached an annual revenue of approximately USD 6.9 million.⁵

Custos media Technologies:

Reported revenue grew from USD 428.3K (R8 million) in 2023 to USD 673.6K (R12.5 million) in 2024 showing steady growth. ⁶

Custos offer blockchain-based media security solutions, including watermarking technology to combat piracy. These products are actively used by clients across four continents, indicating a growing and diverse customer base



WHERE TO INVEST IN THE WESTERN CAPE

Animation & gaming studios: High demand for African narratives and immersive content is driving growth in animation and gaming. Studios are leveraging AR/VR and AI to enhance storytelling and user engagement.

Music & streaming platforms: Local talent with global reach is supported by digital distribution platforms.

Fashion tech & sustainable design: Integration with tourism and retail sectors is creating new opportunities in fashion tech. Technologies such as 3D design and digital textile printing are gaining traction

Digital storytelling & AR/VR: Applications in education, heritage, and entertainment are expanding. Creative-tech firms are developing immersive experiences for museums, schools, and tourism operator

CREATIVE INDUSTRIES BUSINESSES IN THE WESTERN CAPE



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E-mail: Investment@westerncape.gov.za

5. Growjo (2019). Sea Monster: Revenue, Competitors, Alternatives. [online] Growjo.com. Available at: https://growjo.com/company/Sea_Monster [Accessed 7 May 2021].
6. Laika. (2024). How Custos Media Technologies hit USD 673.6K revenue with a 5 person... [online] Available at: <https://getlaika.com/companies/custosmedia-technologies?> [Accessed 4 Mar. 2025].