Building a Digitally Enabled Cultural Future in Saudi Arabia

Towards Growth, Innovation, Strengthened National Identity and Global Leadership



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Foreword

Saudi Arabia's cultural sector is undergoing a major strategic transformation under Vision 2030, shifting from its traditional focus on heritage preservation to become a driver of economic and social development. Culture is no longer simply about safeguarding the past, it has become a dynamic sector that strengthens national identity, improves quality of life, and diversifies the economy through creative industries.

Policy and institutional reforms, paired with targeted investments in cultural infrastructure have created strong foundations for creative growth. The Kingdom now stands at the beginning of a new era defined by digital innovation in culture, where emerging technologies are helping to archive heritage, enhance visitor experiences, and connect Saudi creators with global audiences.

This report examines they key dimensions of this transformation, highlighting growth opportunities, the structural challenges facing the sector, and the critical role of technology partnerships in building a smart, sustainable cultural ecosystem aligned with the Kingdom's ambitions.



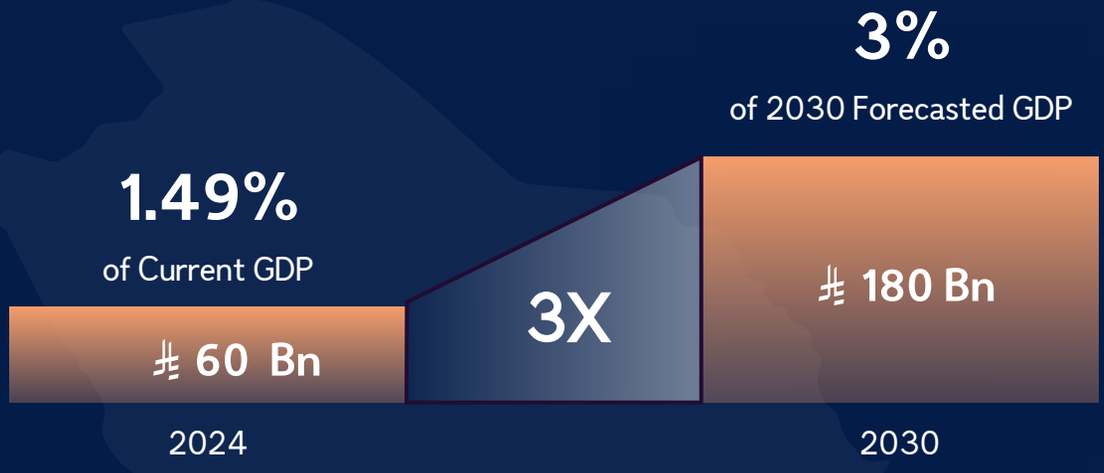
Cultural Foundations: A Strategic Pillar for Development, Identity, and the Creative Economy



The Cultural Sector in Saudi Arabia: A Strategic Pillar for Development, Identity, and the Creative Economy

Saudi Arabia's cultural sector is experiencing rapid growth, positioning it as a key driver of economic and social development. The sector has evolved from a heritage and social domain into a strategic economic pillar spanning 16 subsectors, from architecture and design to fashion, literature, and heritage. It plays a vital role in reinforcing national identity, enhancing the Kingdom's soft power internationally, and supporting economic diversification. The sector's contribution to GDP is projected to triple by 2030, driven by regulatory reforms and increased investment in cultural infrastructure.

The Growing Economic Impact of Culture Sector



Culture Sector Contribution to Economy

The sector's momentum is visible in growth and target achievement. Employment, institutions, events, and sites are expanding year on year, while training programs and cultural events have surpassed targets, reflecting readiness to scale and sustain progress through 2030.

Increasing Cultural Event Days	Growing Cultural Employment	Increasing Cultural Institutions	Developing Visit-Ready Sites	MoC's Emerging Technologies Adoption Readiness Score
3,327	**234,147**	**63**	**201**	**80.4%**
Days	**Employed**	**Institutions**	**Sites**	
32% above target	8% increase since 2023	40% higher than 2023	13.5% higher than 2023	**33.4**% increase since 2023

KSA's above-target progress shows that the foundations for scaling cultural economy are in place, positioning the sector to drive diversification, jobs, and cultural diplomacy by the end of the decade

The Culture Sector as a National Enabler Across Vision 2030 Pillars

Culture is a key strategic enabler for achieving the objectives of Saudi Vision 2030, integrated across the Vision's three pillars to actively support national development goals. This stems from the Kingdom's belief in the role of culture in strengthening national identity, diversifying the economy, and enhancing its international presence through effective policy development, establishing specialized cultural institutions, and attracting quality investments.

01 A Vibrant Society

Culture enriches quality of life and reinforces shared identity. Over 51,000 cultural enterprises operated in the Kingdom (2023), making up nearly 4% of all KSA businesses. Increased cultural programming such as festivals, specialised museums and regional heritage initiatives, has broadened public access and participation while deepening national pride.

02 Thriving Economy

Creative districts and hubs are translating ideas into output and jobs. Sub-sectors such as fashion, visual arts, music, and film are generating IP, commercial value, and exportable content while encouraging entrepreneurship and collaboration with other industries.

03 An Ambitious Nation

At the governance and global level, culture is advancing Saudi Arabia's institutional maturity and international standing. Through purpose-built commissions, modern regulation, UNESCO recognition, and sector-wide technology adoption, KSA is positioning itself as a prominent actor in the global cultural landscape.

The integration of culture across Vision 2030's pillars underscores its strategic importance, not only as a reflection of identity, but as a dynamic engine of growth, influence, and long-term national resilience

The Cultural Sector and Its Role in Enhancing International Presence and Building Bridges of Cultural Engagement

Saudi Arabia's cultural sector has evolved from developing the local cultural landscape to establishing culture as a soft power that enhances the Kingdom's international standing and supports building bridges of cultural engagement with the world. The Kingdom is leveraging its cultural heritage to strengthen its international credibility, support the economy, and boost tourism, through securing **UNESCO** designations, activating international partnerships, and adopting global best practices in cultural preservation.

UNESCO Recognition

KSA is a founding member of **UNESCO since 1946**, and is a current Executive Board member since 2019, with one of the world's fastest-growing **UNESCO** portfolios.

8

World Heritage Sites

Cultural and natural landmarks of universal value, including historic cities, archaeological sites, monuments, and unique landscapes.

16

Intangible Cultural Heritage Elements

Living traditions and practices such as oral expression, performing arts, rituals, and crafts that communities preserve and pass down.

Strategic Value

UNESCO recognition serves as a catalyst for Saudi Arabia's cultural strategy, turning heritage into a driver of diplomacy, tourism, and international credibility.

Cultural Diplomacy

- Elevates Saudi Arabia's global cultural presence and influence

Tourism Impact

- Boosts attractiveness of heritage destinations aligned with Vision 2030 tourism targets

Preservation Standards

- Encourages institutional adoption of global conservation practices

International Partnerships

- Facilitates cultural exchanges, capacity building, and multilateral cooperation

Rooted in Diverse Heritage, Culture is Shaping a Modern and Inclusive Saudi identity

KSA's national identity is influenced by the cultural richness of its 13 regions, each contributing distinct traditions, dialects and heritage assets. These expressions ranging from Hijazi music to Nabati poetry are being reimagined and elevated as national assets through documentation, preservation and cultural investment

Dimension	Cultural Integration	Example of Impact
Tourism & Experience Economy	Culture boosts tourism through festivals, heritage, and entertainment that extend stays and broaden experiences.	In 2024, AlUla welcomed **286,000+ tourists**, reporting a visitor growth of **9% from 2023**
Creative Industries & Investment	Culture drives diversification by positioning film, music, fashion, and literature as growth industries.	KSA's box office generated **﷼ 845.6 Mn** in revenue (2024), **increasing 91.3%** since **2019**
National Branding & Soft Power	Heritage, diplomacy, and cultural content creation elevate KSA's image and cultural presence abroad.	In 2024, KSA reached **8 UNESCO World Heritage Sites**, achieving its **2030 goal early**
Quality of Life & Social Cohesion	Museums, venues, and cultural events foster community pride, cohesion, and national belonging.	**82%** of Saudis aged 15+ **attended cultural events** (2024), underscoring culture's role as a mass participation driver of social life
Education & Talent Development	Education in cultural fields equips youth with creative skills for the future economy.	In 2024, over **17,000 kindergarten teachers** enrolled in **musical arts training**, integrating music into early education

By embedding culture across sectors, Saudi Arabia ensures that cultural development is not just a contributor to GDP but a multiplier of tourism, investment, skills, and global influence.

Culture Sector Landscape: Governance, Development, Initiatives, and International Standing



Governing the Culture: An Institutional Framework for Enhancing Community Participation and Supporting Economic Development

The Ministry of Culture is responsible for governing the cultural through the National Culture Strategy and oversees the implementation of regulations and policies across all cultural activities. This is carried out through 11 specialized authorities, along with relevant entities across the Kingdom's regions, such as the Royal Commission for AlUla and the Diriyah Gate Development Authority. This institutional framework helps integrate culture within local communities, ensures consistent application of regulations and policies, and places subsectors under specialized oversight. It also extends the reach of cultural initiatives and programs across all regions, encouraging citizen participation, attracting investment, and reinforcing the role of culture as a driver of economic and social development.

Regulatory Framework Supporting this Vision

Dimension and Strategic Function	Key Instruments		
National-Level Strategy Provides long-term vision linking culture to economic diversification, social cohesion, and global influence.	National Culture Strategy (2019)		
Sector Governance & Legal Mandates Sets legal foundations and mandates for sub-sectors, balancing cultural protection with industry growth.	Law of Antiquities, Museums & Urban Heritage (2014)	Regulations by MoC & 11 cultural Commissions	
Innovative Regulatory Instruments Introduces digital platforms, IP protections, and global standards to widen access and protect creator rights.	Abde'a Licensing Platform	UNESCO/WIPO alignment	IP frameworks with SAIP

Credibility

Enhances legal certainty and credibility for creators, investors, and global partners.

Access

Encourages cultural entrepreneurship and participation across all 13 regions.

Strategic Outcomes

Global Standing

Embeds international best practices for cultural preservation and innovation.

Sustainability

Safeguards heritage while enabling modern creative economy growth.

Effective regulation underpins Saudi Arabia's cultural transformation. The establishment of clear rules, strong protections, and globally aligned standards, enables creators, investors, and institutions to participate at scale while safeguarding the Kingdom's cultural legacy.

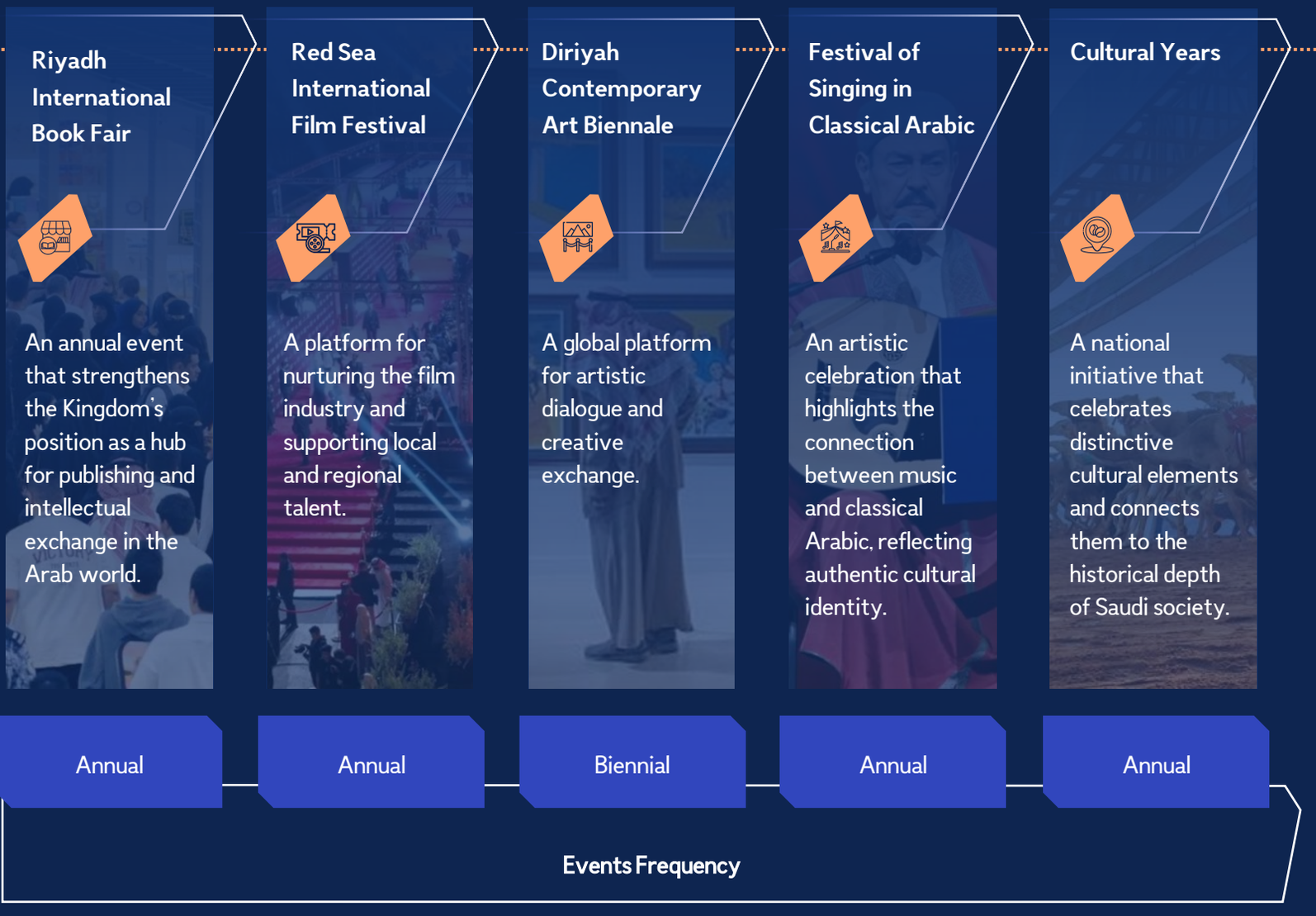
Strategic Use of Global-Scale Cultural Events to Accelerate Sector Growth

Saudi Arabia is taking a strategic approach to developing its cultural sector, with a focus on preserving heritage, reinforcing national identity, and encouraging broad cultural participation. Major cultural initiatives and events serve as vital platforms for safeguarding the Kingdom's history and traditions while strengthening its position as a global destination for cultural exchange. Together, these efforts help present a unified Saudi cultural narrative, rooted in local heritage and passed down through generations.

Examples of Leading National Cultural Events

Illustrative

Major cultural events help enhance the Kingdom's international presence and showcase its rich cultural depth. Key examples include:



These leading cultural events enhance the Kingdom's global standing, demonstrate its commitment to developing the sector, and foster cross-sector collaboration. They also generate direct economic impact by stimulating tourism, attracting foreign investment, and empowering SMEs.

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The Role of Museums and Creative Districts in Building Identity and Talent

Specialized museums & Creative districts are at the heart of KSA's culture sector infrastructure strategy. Museums curate identity, attract global interest, and elevate Saudi narratives, while creative districts catalyze cultural production and nurture next-generation talent. These flagship projects are not standalone but are integrated within wider urban, economic, and tourism strategies.

Flagship Museums, Galleries & Creative Districts

	Flagship Infrastructure	Key Cultural Focus	Sectoral Impact
Dhahran	 **King Abdulaziz Center for World Culture (Ithra)**	Cultural exchange and innovation.	Over **1.1 million** visitors annually, including **100,000** in Eid alone (**April 2025**).
Riyadh	 **National Museum of Saudi Arabia**	Saudi history and heritage.	**28,000 sqm** with **eight** immersive galleries, hosting world-class exhibitions.
	 **Asaan Museum**	Heritage preservation, & cultural storytelling.	Located in historic Diriyah, the 3-story museum will cover **40,000 sqm** and feature **Najdi architecture.**
	 **JAX District**	Contemporary arts and industries.	Hosted the Diriyah Art Biennale in 2024, drawing over **222,000 visitors** over 3 months.
	 **Riyadh Creative District**	Creative economy and cultural partnerships.	Spans a total area of approximately **390,000 sqm** and is located within KAFD.
Jeddah	 **Tayebat Museum**	Hijazi heritage and Islamic history.	Covers **10,000 sqm** and houses unique cultural collections spanning 2,500 years of history.

Targeted Investment in Flagship Cultural Infrastructure

81 Bn

Investment in cultural sites and infrastructure

13.6 Bn

Investment to develop 2 creative and cultural districts by Diriyah Company in **2024**

30 Bn

Investment by the Events Investment Fund to develop **30+** event venues by **2030**

KSA is Embedding Culture in Major National Projects to drive Global Reach and showcase Unique Heritage

Saudi Arabia integrates culture as a core element of national identity within its major projects, aiming to strengthen its global presence and showcase its unique heritage. Urban, tourism, and entertainment developments projects incorporate elements inspired by heritage and creativity, highlighting the distinctive character of each region while supporting economic diversification, enhancing the Kingdom's status as a global destination, and reinforcing culture as a key driver of development.



AlUla

- AlUla integrates archaeology, heritage, education, and the arts as a ‹living museum,› anchored by Hegra UNESCO World Heritage Site and ancient kingdoms.
- It positions itself as a world-class cultural tourism hub aligned with UNESCO standards.



Diriyah

- Diriyah embeds Najdi heritage and the At-Turaif UNESCO World Heritage Site into a USD 63 Bn giga-project blending preservation, culture, and modern urban living.
- Reinforces Saudi identity and global recognition by preserving KSA's origins while offering sustainable, walkable heritage tourism.



Aseer

- Showcases southern heritage through 4,000 historic villages, UNESCO-recognized Al-Qatt Al-Asiri art, folk festivals, and distinctive local architecture.
- Aseer establishes itself as a top cultural tourism destination, attracting around 7.5 million visitors in 2024.



Qiddiya

- Qiddiya integrates culture into entertainment with academies, venues, and festivals that nurture Saudi identity.
- It strengthens tourism and the creative economy by combining global leisure attractions with authentic culture and attracting investment in creative industries.

Strategic Integration Themes









KSA's major national projects demonstrate a new model of development, one where culture is embedded as a strategic force, shaping not only destinations but the nation's broader economic and social trajectory.

Strengthening the Financial Sustainability of the Cultural Sector through Public-Private Partnership

Saudi Arabia takes a strategic approach to financing the cultural sector through an integrated public-private model. The public sector provides core funding and bears the majority of risk, while the private sector helps develop projects and create cultural assets that can attract investment and compete globally. However, private sector participation remains limited, challenging the long-term financial sustainability of cultural projects.

KSA's Approach to Financing Culture Sector

Public Funding

Government-led instruments that anchor risk and guarantee continuity

Private Funding

Market-driven participation that multiplies public capital and expands reach

Mechanism	Use Case
Dedicated Cultural Finance Specialised funds that provide concessional loans, guarantees, and equity to cultural projects.	**Cultural Development Fund (CDF):** Drives long-term cultural investment. **Film Investment Program:** ﷼ 300 Mn budget launched in 2023.
Grants & Incentives Subsidies and rebates to reduce production costs and stimulate activity.	**Cultural Research Grants:** Led by MoC across cultural domains. **Red Sea Fund:** Supports production and post-production efforts.
Adjacent Public Funds Tourism and events funds supporting cultural venues and MSMEs.	**Events Investment Fund (EIF):** Funds cultural events and partnerships. **Tourism Development Fund (TDF):** ﷼ 15 Bn fund enabling tourism projects.
Export Promotion Platforms that connect KSA creative goods to global markets.	**Fashion Commission:** Saudi 100 Brands initiative at Paris Fashion Week. **Architecture and Design Commission:** Design in Saudi Arabia program supporting Saudi exports.
Private Investments Channeling private resources to grow the national cultural economy.	**Cultural Assets Group:** Established in 2025 through the consolidation of culture and technology companies, they design and to execute flagship government projects in partnership with national institutions.
Sponsorship & Patronage Corporate funding of festivals, residencies, and cultural prizes.	**Red Sea Film Festival:** Supported by MBC, TikTok, alongside other sponsors.

Public funding helps foundationally, but long-term sustainability requires deeper private sector engagement. Companies must shift from one off sponsorships to strategic, multi-year cultural partnerships, aligning their brand purpose with national goals & unlocking shared value.

Cultivating Cultural Talent: An Institutional Ecosystem to Enhance Global Competitiveness

Saudi Arabia supports and develops cultural talent through a strong institutional ecosystem, advanced regulatory frameworks, and significant investment in infrastructure and financing. Culture is also being integrated into educational curricula, professional development pathways are expanding, and opportunities for international participation are growing. Together, these efforts are preparing a new generation of Saudis to lead the Kingdom's cultural transformation and compete in the global creative economy.

KSA Cultural Talent Development Ecosystem

Education & Training

Integration into formal education: Cultural subjects are added to curricula through Culture–Education partnership.

Scholarships & overseas study: Dedicated cultural scholarships that fund training at global institutions.

National academies: Establishment of cultural academies that provide education, training and mentorship.

Workforce Development and Career Pathways

Cultural Professional Development Program: Provides targeted training and residencies to build professional skills.

Internships & apprenticeships: Linking young Saudis with cultural institutions, museums, film productions and festivals.

Freelancer support: Policy reforms formalise freelance work and expand income opportunities.

Entrepreneurship in culture: Incubator programs encourage startups establishment in creative sectors.

Global Exposure & Exchange

International Presence: Participation in in international cultural events.

International partnerships: Exchange programs with global cultural hubs.

Key Highlights

2
Arts and Culture Academies established.

~600
Students currently have cultural higher-ed scholarships.

800+
Trainees certified through Handicrafts Week 2024 workshops.

23
Cultural entrepreneurs graduated from Engage, a culinary arts incubator, in 2024.

16
KSA films featured at global festivals.

14
KSA students joined Manga training exchange in Tokyo, 2024.

Growth Opportunities in the Cultural Ecosystem

Despite the sector's significant progress, several strategic opportunities remain to accelerate growth and maximize impact.

Developing Specialized Human Capabilities

The current gap in specialized skills presents a key opportunity to launch intensive academic and professional programs. Data points to growing demand in the cultural labor market, underscoring the need to guide young people toward creative and artistic fields to ensure a sustainable pipeline of national talent.

Expanding Access and Achieving Cultural Equity

Disparities in infrastructure between major cities and other regions present an opportunity to invest in digital access and community cultural centers, ensuring cultural offerings reach every citizen regardless of location.

Deepening Community Engagement

Participation rates can be increased by creating interactive cultural content that resonates with diverse audiences, transforming culture from an elite occasion into an everyday part of life.

Key Relevant Statistics[1]

As of 2023, only **around 6%** of individuals were studying or hold a degree in a culture-related field.

47% of households in remote areas report difficulty accessing cultural facilities due to distance, compared to just **7%** in Riyadh.

In 2023, **18.7%** of individuals cited lack of interest as their reason for not attending cultural events.

1. Statistics sourced from the "Family Culture and Entertainment Statistics 2024" and the "Cultural Participation Survey 2023."

AI & Emerging Tech: Catalysts for Cultural Transformation in Saudi Arabia



The Role of AI and Emerging Technologies in Developing the Cultural Sector

AI and emerging technologies are becoming central to the cultural sector globally. From audience engagement to heritage preservation, digital tools are helping address long-standing challenges, expand access, and improve the reach and quality of cultural programs. These technologies also support new forms of artistic expression, streamline operations, and open commercial opportunities. Outlined below are five strategic domains where AI and emerging tech are delivering the most transformative impact across the cultural and creative ecosystem.

Strategic Domain	Sector Impact
Improving Customer Experience Technologies that tailor cultural experiences to individual preferences, including immersive and virtual environments.	Increased visitor engagement Enhanced inclusivity Deeper cultural immersion
Safeguarding Heritage Tools that convert physical archives and artifacts into digital formats for long-term access and replication.	Improved global discoverability Protection of fragile assets Support for academic research
Expanding Creative Possibilities Platforms that support generative, collaborative, or AI-assisted artistic production across media types.	Lower creative barriers Faster content cycles Expanded participation by emerging talent
Facilitating Cultural Operations Systems that streamline operations, automate reporting, and support data-driven planning in cultural institutions.	Enhanced resource allocation Faster policy feedback loops Improved strategic coordination
Commercialising Culture Technologies that support e-commerce and digital cultural investments.	Greater revenue diversification Scalable market access Stronger support for sustainable careers

Leveraging Advanced Technologies to Enhance Cultural Development and Support Realizing Vision 2030 Goals

Saudi Arabia is actively embedding advanced technologies into its cultural sector, aligning with the National Cultural Strategy and broader Vision 2030 goals. Ministries, commissions, and key cultural players are leveraging AI and digital tools to preserve heritage, enhance public access, and stimulate creative production. From immersive digital platforms to AI-powered restoration, technology is increasingly viewed as a foundational enabler of cultural development across the Kingdom

Non- exhaustive

Some Notable Technology Applications in Saudi Arabia's Cultural Sector

Initiative	Technology	Entity	Use Case
National Cultural Metaverse	AI, Blockchain	وزارة الثقافة Ministry of Culture	Immersive cultural experiences (tours, performances) via virtual platforms.
Virtual Reality Museum Tours	VR, 3D Modeling	المتحف الوطني السعودي THE NATIONAL MUSEUM	Interactive digital access to artifacts in Arabic and English.
Image & Film Restoration	AI	SDAIA الهيئة السعودية للبيانات والذكاء الاصطناعي Saudi Data & AI Authority	Colorisation and defect removal from national archives.
Heritage Site Mapping	AI, GIS	هيئة التراث Heritage Commission	Digitally mapping heritage sites via 3D modeling.
Digital Arts Institute	AI, AR/VR	مركز الدرعية لفنون المستقبل DIRIYAH ART FUTURES	Residency-based digital art creation and exhibitions.
AI-Based Music Education	AI	هيئة الموسيقى Music Commission	Real-time music training with AI feedback while preserving tradition.
AI-Powered Book Publishing Permits	AI	وزارة الثقافة Ministry of Culture	Automated manuscripts scans and approval processes.
Abdea Cultural Licensing Platform	Digital Platform	وزارة الثقافة Ministry of Culture	Digitised cultural licensing, using automation to streamline approvals.
Saudi Heritage Ecommerce	Digital Platform	Al-Osrah Company for Logistics	Curated e-commerce platform to sell handmade, heritage-rich products.

Improving Customer Experience | Safeguarding Heritage | Expanding Creative Possibilities | Facilitating Cultural Operations | Commercialising Culture

Saudi Arabia has already launched several impactful technology initiatives in culture, with broad potential to build further. While the Kingdom continues to advance, global experiences illustrate additional pathways to deepen engagement and expand access. These examples set the stage for exploring how Saudi Arabia can further shape its digital cultural transformation.

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Global Best Practices in Leveraging Technology to Support Cultural Transformation

Across the globe, cultural institutions are testing advanced innovations that reimagine how culture is preserved, delivered, and experienced. Immersive media, artificial intelligence, and data-driven governance are among the tools reshaping the sector, offering valuable inspiration for Saudi Arabia as it considers new directions in its own cultural technology journey

Illustrative

Notable Technology Applications in the Global Cultural Sector

Initiative	Technology	Leading Entity	Use Case
Voice of Art AI Guide	AI	Brazil – Pinacoteca	AI-powered assistant device serving as an interactive personalized exhibit guide.
Shared Free Roam VR	VR, Smart Tracking	France – Musée d'Orsay	Cutting edge free roam, multi-user VR experience with interactive environments.
AI Archeology Scanner	AI, Satellite	esa European Space Agency – iit	Machine learning applied to satellite data to uncover subsurface archaeological features.
Smart Monitoring for Site Preservation	AI, IoT	Spain – mnat	IoT-enabled monitoring safeguarding archaeological restoration in real-time.
Smart Monitoring for Site Preservation	Robotics, AI, XR, and Data Science	South Korea – AICC	Showcasing AI-human creativity blending art, technology, and immersive culture.
Mixed-Reality Museum Development	AR, VR, XR	UK – University of Glasgow	Empowering users to design and explore personalized virtual museums with XR.
Predictive Demand Analytics	AI	UK – The National Gallery	Predictive AI is used to forecast exhibition demand and estimate ticket sales.
Smart Visitor Analytics	AI	USA – Art Institute Chicago	Automated analysis of visitor feedback, movement, and spending patterns.
Blockchain Art Markets	Blockchain	Belgium – Royal Museums of Fine Arts of Belgium	Tokenized art pieces represented as digital securities, enabling trade and investment.
Cultural Export Ecommerce Ecosystem	Digital Platform	USA – Prosper Africa	Digital export marketplace enabling artisan African SMEs to participate in the US market.

Improving Customer Experience | Safeguarding Heritage | Expanding Creative Possibilities | Facilitating Cultural Operations | Commercialising Culture

Looking outward offers valuable insights: from AI-powered cultural tours in Brazil to predictive AI models in the USA and UK, global innovations provide blueprints to accelerate and strengthen Saudi Arabia's cultural transformation journey.

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The Potential of Emerging Technologies in Cultural Sector Development

Saudi Arabia is exploring the opportunities offered by emerging technologies to advance its cultural sector, with a focus on building robust digital infrastructure that lays the foundation for future applications.

Domain	Use Cases
Harnessing AI for Cultural Development	• Digitizing and cataloging cultural content using image and text recognition technologies. • Enhancing visitor experiences through smart recommendation systems. • Analyzing data to understand audience behavior and improve cultural programming.
Emerging Opportunities in Blockchain and the Metaverse	• Blockchain: Protecting the intellectual property rights of Saudi creators and securely authenticating artworks. • Metaverse: Creating immersive experiences that allow global audiences to explore Saudi heritage virtually. • **Note:** These applications are still in the research and development stage and have not yet been widely deployed.

Current Examples of Digital Projects

Abde'a Platform

A national platform that supports Saudi artists and creators by providing services such as cinema licensing, artistic activity permits, and event facilitation, while enabling partnerships with the private sector to support the Kingdom's cultural sector.

Digitization of Heritage Maps

A project to geographically document heritage sites using Geographic Information Systems (GIS).

Digital Archiving

Ongoing efforts to digitize historical documents and manuscripts to preserve them from deterioration.

The success of these applications depends on first **addressing core challenges** (developing talent, improving infrastructure, and raising public awareness) before adopting advanced technologies that may be premature.

Cultural Transformation in Saudi Arabia: Preparing for the Next Digital Phase

Saudi Arabia's cultural sector has progressed from small-scale beginnings to a nationally connected cultural ecosystem that spans cultural governance, nationwide programming, flagship museums, creative districts, and major national projects. These developments have strengthened identity, widened participation, and positioned culture as a driver of social engagement and economic diversification.

This calls for an advanced next phase, one that includes building robust digital infrastructure, developing flexible operating models, and adopting AI and emerging technologies at scale. The sector also requires interoperable data systems, immersive platforms, and technology enabled services that facilitate access to cultural assets, strengthen heritage preservation, and improve institutional performance.

As cultural assets grow in scale and complexity, the sector will require partners capable of supporting secure data environments, intelligent operations, and innovation driven approaches that enable a more connected, resilient, and globally visible cultural ecosystem.



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