



PT Media Nusantara Citra Tbk

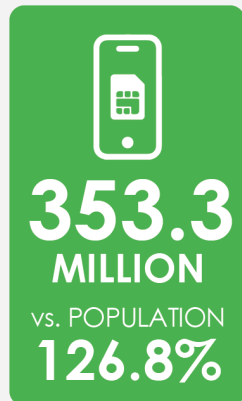
Business Update – August 2024



TOTAL POPULATION



CELLULAR MOBILE CONNECTION



INDIVIDUALS USING THE INTERNET



SOCIAL MEDIA USER IDENTITIES



*INDONESIA HAS 176 MILLION CITIZENS UNDER 40 YEARS OLD

JAN 2024

DAILY TIME SPENT ON MEDIA

THE AVERAGE DAILY TIME THAT INTERNET USERS AGED 16 TO 64 SPEND ON DIFFERENT KINDS OF MEDIA AND DEVICES

TIME SPENT USING THE INTERNET



7H 38M

YoY CHANGE
-1.0% (-4 MINS)

TIME SPENT WATCHING TELEVISION (BROADCAST AND STREAMING)



2H 41M

YoY CHANGE
-7.3% (-12 MINS)

TIME SPENT USING SOCIAL MEDIA



3H 11M

YoY CHANGE
-3.8% (-7 MINS)

TIME SPENT READING PRESS MEDIA (ONLINE AND PHYSICAL PRINT)



1H 26M

YoY CHANGE
-8.4% (-7 MINS)

TIME SPENT LISTENING TO MUSIC STREAMING SERVICES



1H 31M

YoY CHANGE
-6.8% (-6 MINS)

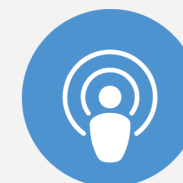
TIME SPENT LISTENING TO BROADCAST RADIO



0H 32M

YoY CHANGE
-1.3% (<1 MIN)

TIME SPENT LISTENING TO PODCAST



0H 54M

YoY CHANGE
-2.9% (-1 MINS)

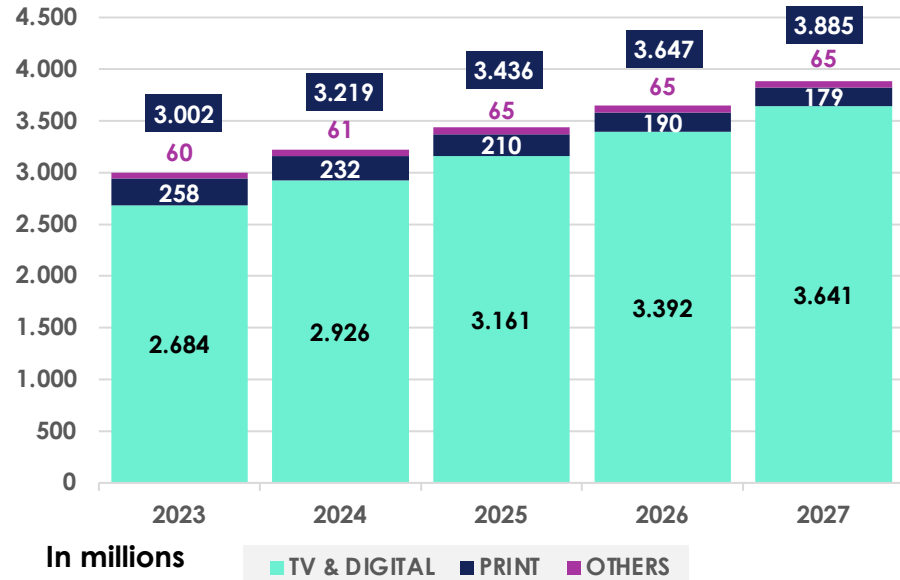
TIME SPENT USING A GAMES CONSOLE



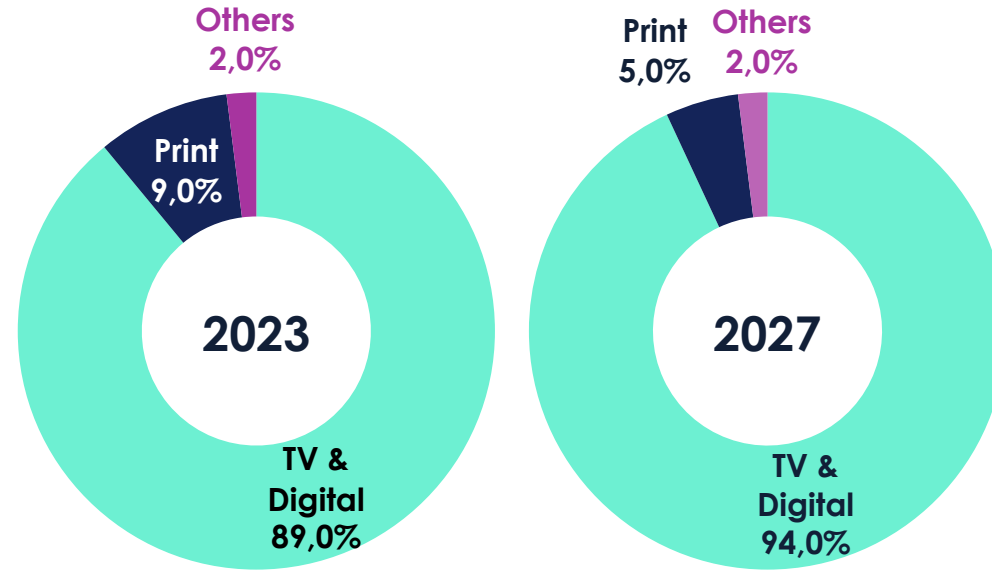
1H 12M

YoY CHANGE
-4.2% (-3 MINS)

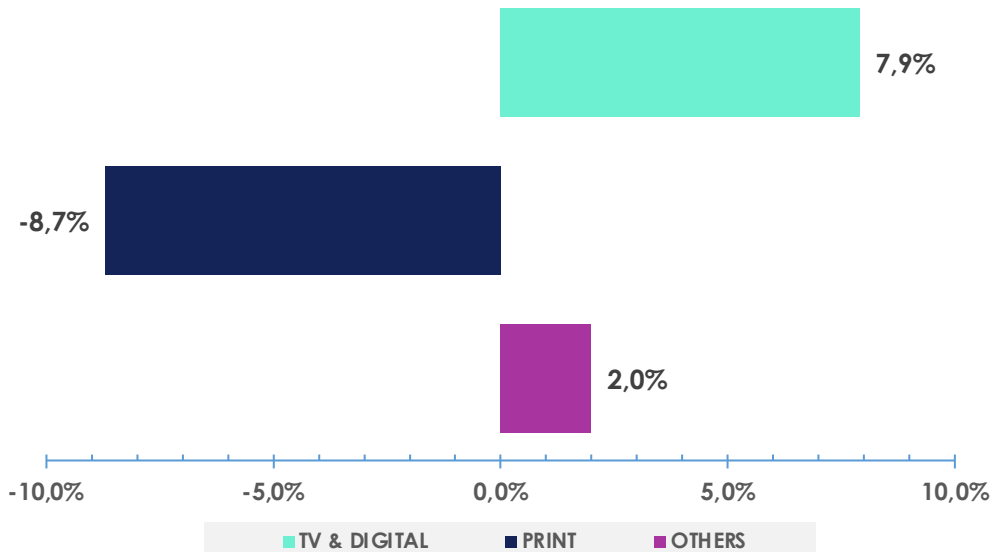
ADS MARKET IN ABSOLUTE TERMS (\$)



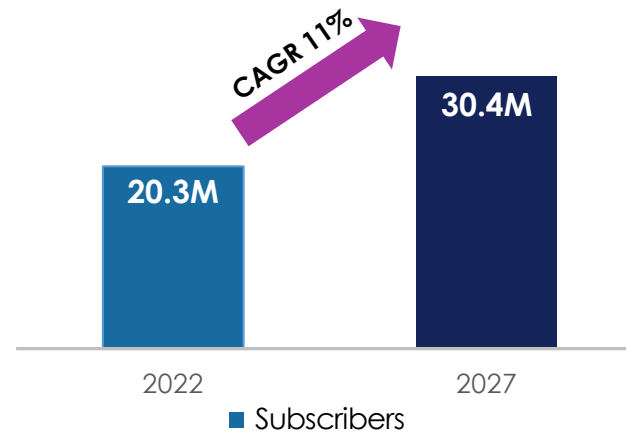
MARKET SHARE ALL MEDIA



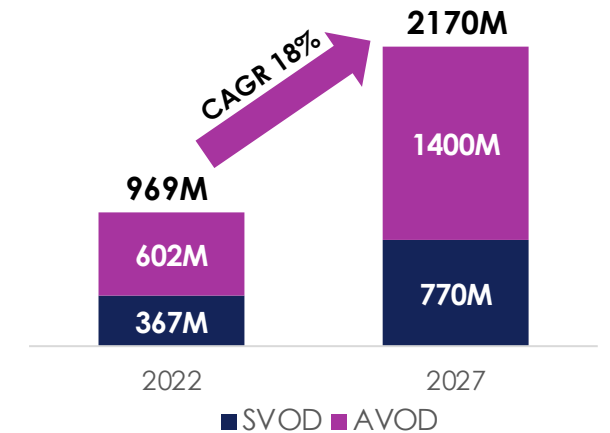
CAGR 2023 - 2027



DIRECT SVOD SUBS



ONLINE VIDEO REVENUE



Corporate Structure (MNCN)



Free to Air (FTA) TV



Entertainment FTA focusing on family audience

News and Sports

iNews

Largest news TV and provide news programs to the Group's 3 entertainment FTA

Content & Digital Entertainment

MNC Digital

Content/IP

Talent, MCN & Socmed

iNews Media Group (Portal)

AVOD & SVOD Superapps

Non-Digital Rights by FTA

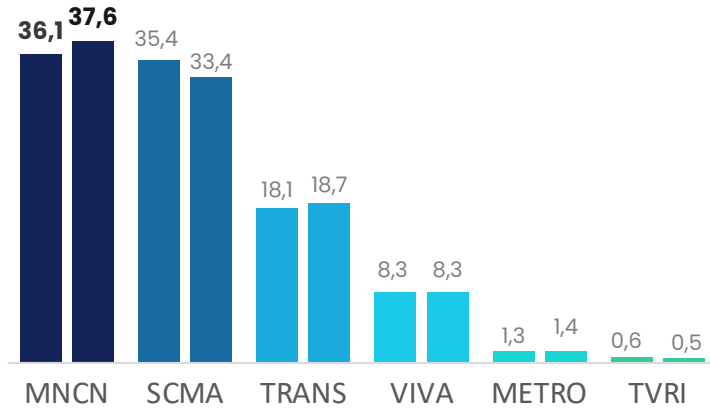
Content Library
>300,000
Hours

Fresh Production
+20,000Hrs
Annually

Digital Rights by MNC Digital

AUDIENCE SHARE

Primetime & All Time | FTA TV ALL GROUP
YTD JULY 2024



Source: Nielsen

CONTENT PRODUCTION



CONTENT LIBRARY
>300.000
HOURS

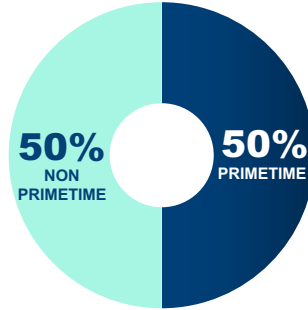


FRESH PRODUCTION
+20.000 Hrs
ANNUALLY

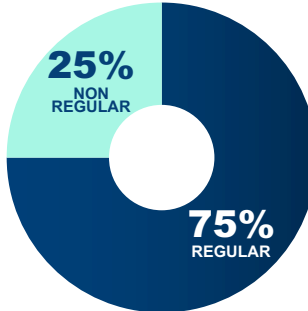
REVENUE CONTRIBUTION

H1-2024

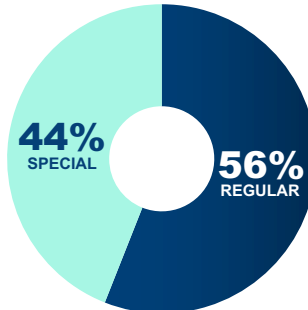
BY DAYPART



BY ADS TYPE



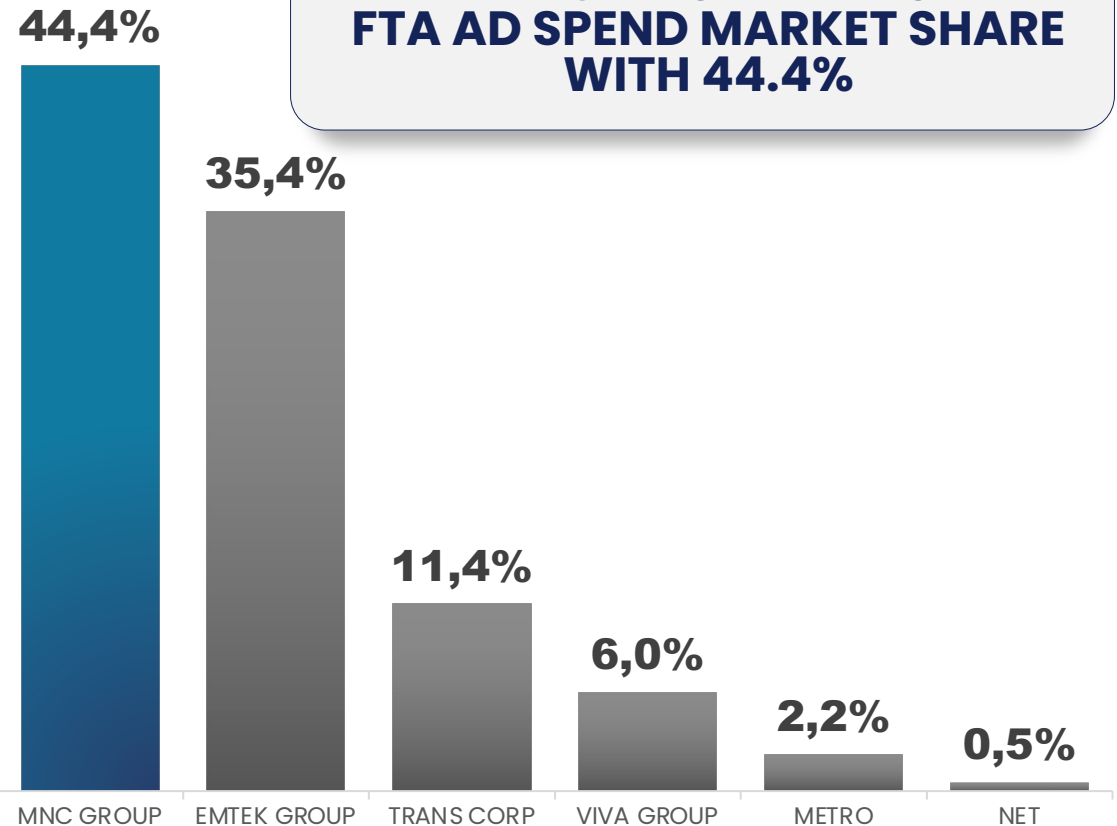
BY PROGRAM



AD SPEND SHARE BY MEDIA GROUP

H1-2024

MNCN DOMINATES FTA AD SPEND MARKET SHARE WITH 44.4%



Source : Marketing Corporate Analyst Data Source (Report Adex Nett Assumption),
Periode Jan-Jun 2024

THE BIGGEST CONTENT PRODUCER & IP OWNER FOR DIGITAL & NON DIGITAL PLATFORM

70,000+ ARTICLES MONTHLY

500-700 DAILY SOCIAL MEDIA UPLOADS

300,000+ HRS DIGITAL CONTENT LIBRARY



#1 **DRAMAS**

37%

Nationwide Market Share

1038 hrs content

(H1-2024)



#1 **ANIMATIONS**

90.2%

Nationwide Market Share

213 hrs content

(H1-2024)

Film BOX OFFICE



#1 **REALITY PROGRAMS**

85%

Nationwide Market Share

384 hrs content

(H1-2024)



#1 **INFOTAINMENT**

35%

Nationwide Market Share

782 hrs content

(H1-2024)

ORIGINALS



MOVIELAND: *The Most Integrated and One Stop Studios*



Several construction in Movieland have been completed and are currently being used for filming TV series and advertisements. With Movieland, film and TV series production becomes more efficient at all stages, from pre-production to post-production. Everything is integrated in one controlled working environment.

The following production activities that have been conducted at Movieland: Cinta Berakhir Bahagia (On Going Production), Cinta Alesha, Jangan Bercerai Bunda, Takut Nggak Sih, Kesetiaan Janji Cinta, Mahligai Untuk Cinta, 20 judul FTV Ramadan & TVC MNC Life

Current construction progress on the total area is estimated to have reached around 70%



AERIAL VIEW OF MOVIELAND

COMPLETED BACKLOTS



ELITE HOUSE BACKLOT



TOWNHOUSE BACKLOT



CAFÉ BACKLOT



MENTENG HOUSE BACKLOT

IN THE PROCESS OF DEVELOPMENT



ELITE HOUSE B BACKLOT



ELITE HOUSE C BACKLOT



ELITE HOUSE D BACKLOT



MOSQUE



CHURCH



KIOS

Project Phase 1 %

Phase 1A – 6 Backlots

- Rumah Menteng
- Townhouse
- Convenience Store
- Elite A
- Café & Resto

100%

Phase 1 B – 4 Backlots

- Conventional House
- Townhouse

100%

Phase 1C – 4 Backlots

- Elite B & Elite C
- Mosque & Church

87.4%

Phase 1D – 6 Backlots

- Hospital & Police Station
- School & Shophouses
- Public Facilities

50.3%

Phase 1 E - 8 Façades

- Conventional House
- Convenience Store & Kios
- Shophouses, Café & Resto
- Townhouse
- Elite House D

71.2%

Source: Movieland, August 2024



TITLE/
FORMAT



SCRIPT/
CHARACTER

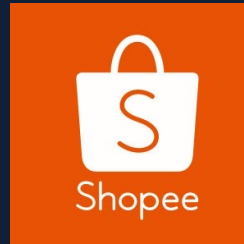
IP MONETIZATION

*Ikatan
Cinta*

Putri untuk
Pangeran KIKO



LICENSEE



NFT MONETIZATION

Content library
>300.000 hours

Celebrities/Talents

Content Characters



Talent Management

400+ Talents

Tiara Andini Mahalini Lyodra Ginting
Anwar Andmesh Firhan

Manages Talent to Perform On Air – Off Air – Digital (Group or Non Group) 10 years Contract

Official Talent Management

Indonesian Idol The Voice Indonesia Master Chef Indonesia
Indonesia's Got Talent Kontes Dangdut Indonesia Rising Star Indonesia

Social Media and MCN

200+ MCN Content Creators

Nihongo Mantapu MOP Channel Vincent Raditya
Gritte Agatha Boy William Arnold Poernomo

The Biggest MCN Operator MCN Channels

*102.1B 9,18B 291M+
242.3M+ 72.4M+

* : MNC Internal Research, July 2024

500-700 Daily Social Media Upload from Content Library and Original Production

Highest Traffic Generator
Consistently Generates **1.5B – 2B** Views/month

Music Label & Publishing

Music Labels

Music Publisher

Music Labels Consisting of

50 Music Artist **500+** Songs

Operates as music publisher with **166 Song Writers** and **322 Compositions**

Official Partners

600+ Talents & MCN

175+ Singers

85+ Multi talents

140+ Others

200+ MCN Channels

LYODRA	MAHALINI
TIARA	ANDMESH

BOY WILLIAM	ROBBY PURBA
SERE KALINA	ANWAR

ARNOLD POERNOMO	LIMBAD
RHOMEDAL	LORD ADI

Nihongo Mantapu	Vincent Raditya
Gritte Agatha	AISH TV

9,862 Total Jobs (2023)

156+M Total IG Followers

10 Years Contract

Official Talent Management

Performance Highlights

102.1B views All Group
242.3M subs

47.1B views All MCN Starhits
145.3M subs

134 FACEBOOK PAGE
f **9.18B** views
72.4M followers

196 TIKTOK'S ACCOUNT
d **291M** followers

Source: MNC Internal Research – July 2024

500-700 Daily Social Media Uploads

1.5-2B Views Per Month

200+ MCN Talents

TOP 5 Channels – All Group

RCTI - Layar Drama
17.200.000 Subscribers

MNCTV Official
16.100.000 Subscribers

RCTI Entertainment
7.040.000 Subscribers

iNews Official
7.870.000 Subscribers

HITS Records
5.180.000 Subscribers

TOP 5 Channels - MCN

Nihongo Mantappu
10.400.000 Subscribers

MOP Channel
8.330.000 Subscribers

Vincent Raditya
5.960.000 Subscribers






Gritte Agatha
4.930.000 Subscribers

Boy William
6.130.000 Subscribers

1. Library Clips

 4:48	 4:29	 3:09	 12:03	 6:57	 3:45
Ada Surga Dimata Ibuku - Gawatt Mau Dibawa Kema...	BINTANG DI HATIKU - Gawatt Bonny Nyebur Kali [...]	CAHAYA HATI - Gilak Ringgo Minta Tebusan 100jt [12...	BINTANG DI HATIKU - Poppy Tak Mampu Lagi Mengejar [...]	BINTANG DI HATIKU - Apa Yang Terjadi Dengan Lolly [...]	BINTANG DI HATIKU - Kasihan Shelly Diganggu...
335M views • 3 years ago	96M views • 3 years ago	95M views • 3 years ago	81M views • 4 years ago	71M views • 4 years ago	69M views • 3 years ago

2. Original Production / Sponsorship Based Web-Series

 8:18	 8:12	 7:59	 9:50	 6:57	 2:00
Dunia Terbalik-balik - CEMBURU BUTA #Episode5	Dunia Terbalik-balik - BETAH KARENA TOILET...	Dunia Terbalik-balik - AHLI TOILET DUDUK #Episode3	Dunia Terbalik-balik - PEMENANG TANTANGAN...	Dunia Terbalik-balik - TANTANGAN VLOG RAFFI...	TOILET CANGGIH TOTO BIKIN DUNIA TERBALIK-...
132K views • 2 years ago	134K views • 2 years ago	141K views • 2 years ago	141K views • 2 years ago	154K views • 2 years ago	24K views • 2 years ago

3. MCN – Multi Channel Network

TALENT MANAGEMENT SOCIAL MEDIA CONTRIBUTION (YOUTUBE ONLY)	200+ MCN CHANNELS	47.1 Billion VIEWS	145.3 Million SUBS
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iNews MEDIA GROUP

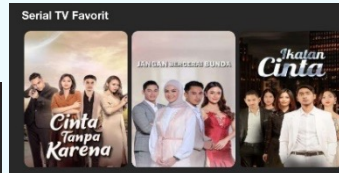
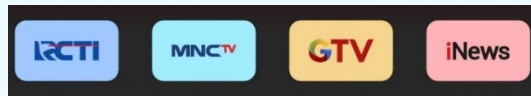


	iNews Group	Sindonews Group	IDX Channel Group	Okezone Group	Celebrities Group	Sportstars Group
	Beyond No 1 News, Sports & Information	Beyond Headlines Sindonews is Breaking News	Your Trustworthy & Comprehensive Investment References	Beyond Information	The Largest Celebrities & Entertainment Updates	The Champion of Sports Media
Linear/Pay Channels	 					
	Total FTA Audience Share: 23.3		Total Pay Channels Audience Share: 12.52			
Digital/OTT Viewing	 MAU: 40M+ SUBS: 2.8M+					
Portal & Apps Platform	 MAU: 8.5M	 MAU: 14.3M	 MAU: 1.8M	 MAU: 13.7M		
	Total 4 Portal MAU: 38.2M					
Social Media	 21.4M Subscribers 10.5B Views	 12M Followers 2.8B Views	 4.4M Followers	 206M Views	 3.7M Followers	
	Total Subs/Followers: 57,6M Total Views per Month: 478,3M Total Life Times Views: 10.5B					
Radio Platform						

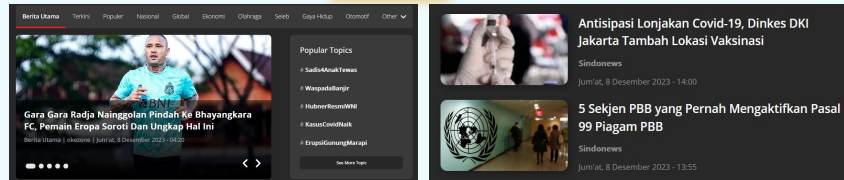
*as of July 2024

Free Service (AVOD)

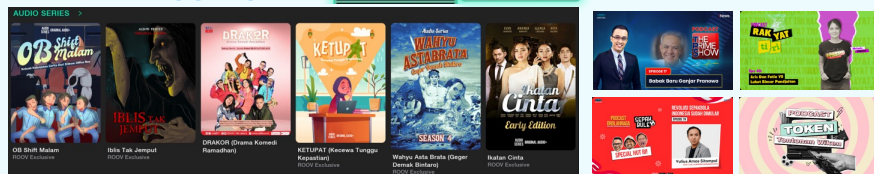
1. Video Streaming **VIDEO+**



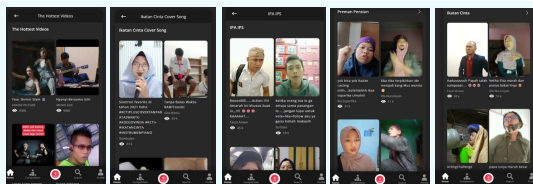
2. News Aggregator **NEWS+**



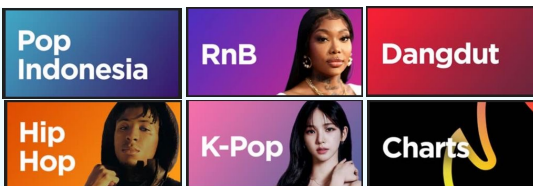
3. Audio Aggregator **AUDI+ ROOY**



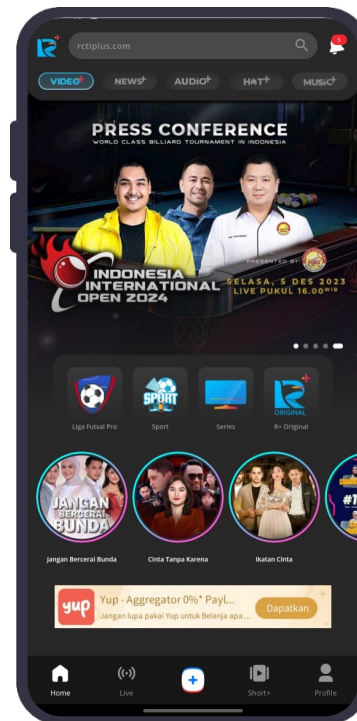
4. UGC (Video) **HAT+**



5. Music Streaming



RCTI+ Entertainment Superapp



MAU JULY '24
70.1M+
 Avg engagement time: 36m 42s

Paid Service (SVOD)

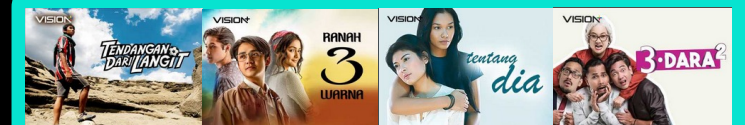
110+

Linear Channels
Local + Foreign



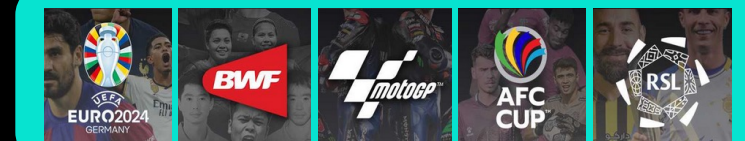
27K+
Hours

Content Library



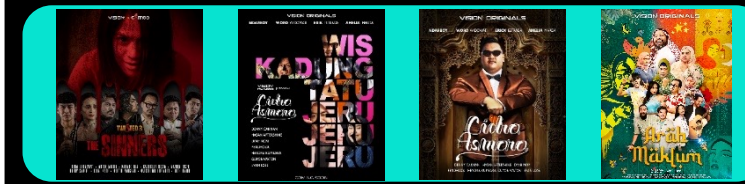
VISION+ SPORTS

Variety of Sporting Programs



VISION+ ORIGINALS

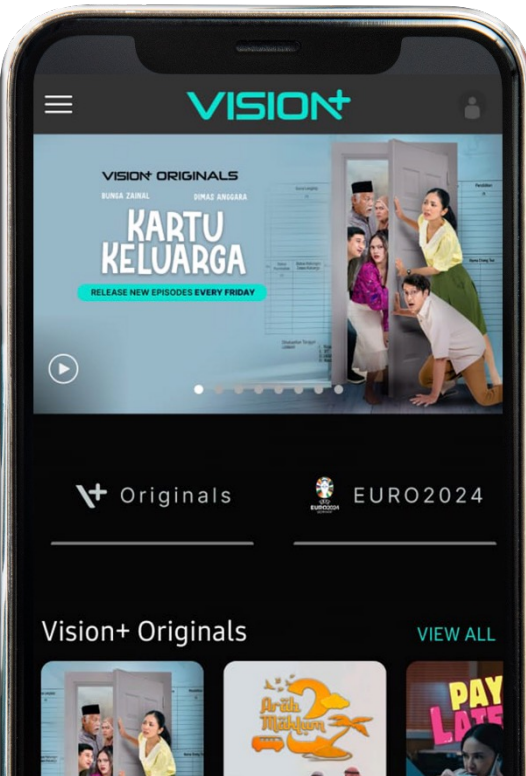
Exclusive Original Productions



 **2.8M**
Registered Users

 **40M+**
Monthly Active Users*

*As of 2024



VISION+ TV Anywhere, Anytime

Subscription Video on Demand (SVOD)

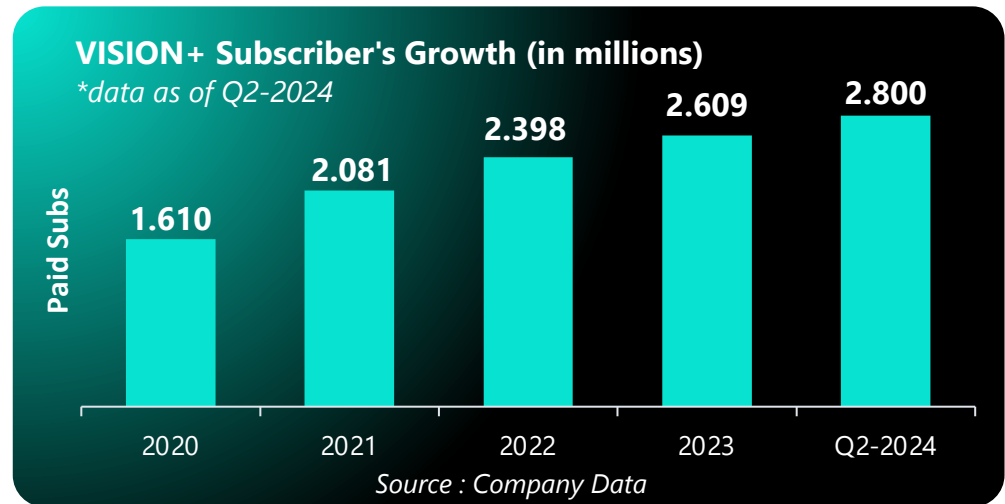
- ✓ Vision+ provides extensive original content, thousands hours of VOD, and hundreds of linear channels with catch up features, which are offered independently and through bundling with the packages offered by MNC Vision, K-Vision, and MNC Play.

Advertising Video on Demand (AVOD)

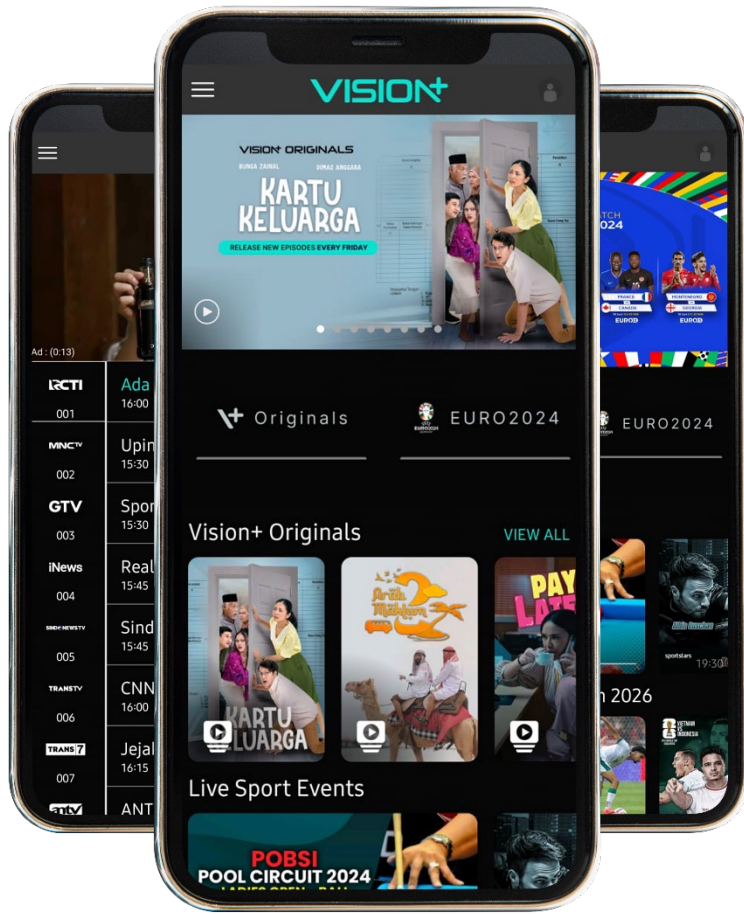
- ✓ Vision+ offers all of the Group's Pay TV subscribers for free viewing with ad support similar to the content packager they subscribe, providing room for upselling.
- ✓ Free users may upgrade to subscription with no ads if they wish to enjoy premium content, available in sachet pricing, starts from weekly, monthly, and annually subscription fee.

Future roadmap includes VISION+

to become a **SVOD** based **SUPER APP** by adding new engaging content category



VISION+



V+ Channel
110+
Linear Channels
Local + Foreign

Premium SVOD platform with the most linear TV offering for OTT in the market

V+ Library
Exclusive
27,000+
Hours

The highest quality local content in the country including top rated drama series, movies, and other leading contents

VISION+
SPORTS

A variety of sporting programs

VISION+
ORIGINALS

Key drivers to attract subscribers to Vision+ with aggressive original productions

LMAC: LIDO MUSIC & ARTS CENTER I SPORTS EVENT MANAGEMENT

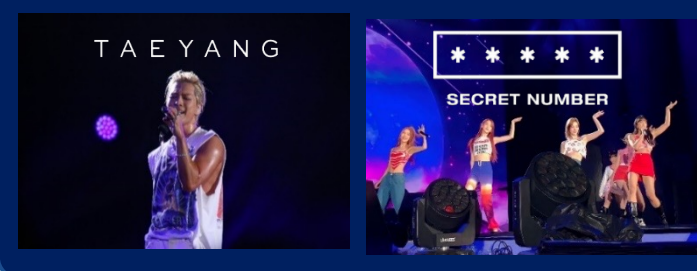


- The biggest outdoor music & arts festival venue in Indonesia
- Supporting international & local music, arts, and culture industry
- Bringing local musicians and artists to the international scale stage
- Capacity up to 50,000 people; accommodate 4 events simultaneously
- "LMAC MUSICFORALL FEST" has successfully sold 80,000 tickets over 2 days and was noted as one of the biggest concert events of the year.

LMAC Stage



A two-days music festival with reputable local and global artists



Next Event: Super Hitz Festival



JAKARTA INTERNATIONAL STADIUM

- Expansion to sport event management – premium soccer friendly competition
- Held first event on 30 May 2024, inviting 2 soccer clubs from Malaysia
- New revenue streams through ticketing, sponsorship, and broadcasting (advertising and/or subscription)



Financial Results: MNCN (H1-2024 & Q2-2024)



Consolidated Income Statement (in million IDR)	Actual		Variance YoY	Actual		Variance YoY
	H1-2024	H1-2023		Q2-2024	Q2-2023	
Revenues	4,345,886	4,446,018	-2%	2,018,228	2,004,025	1%
Advertisement	3,374,743	3,886,036	-13%	1,489,985	1,660,859	-10%
Digital	1,383,089	1,350,167	2%	655,886	635,839	3%
Non-Digital Advertising	1,991,655	2,535,869	-21%	834,100	1,025,020	-19%
Content and IP	978,948	727,788	35%	506,581	382,530	32%
Subscription	319,710	249,035	28%	188,964	124,996	51%
Others	49,914	48,600	3%	26,212	24,879	5%
(Elimination)	(377,430)	(465,441)	-19%	(193,515)	(189,239)	2%
Direct Cost *)	2,019,335	2,109,038	-4%	1,111,819	1,188,878	-6%
Depreciation & amortization	184,008	189,739	-3%	90,657	92,496	-2%
Gross Profit	2,142,543	2,147,241	0%	815,752	722,651	13%
<i>Gross Profit Margin</i>	<i>49%</i>	<i>48%</i>		<i>40%</i>	<i>36%</i>	
General and Administrative Expenses *)	793,692	847,078	-6%	315,602	382,235	-17%
Depreciation & amortization	198,979	209,438	-5%	99,638	103,897	-4%
EBITDA	1,532,859	1,489,902	3%	590,807	432,912	36%
<i>EBITDA margin</i>	<i>35%</i>	<i>34%</i>		<i>29%</i>	<i>22%</i>	
Net Income (Loss)	883,314	829,823	6%	307,114	152,846	101%
<i>Net Income Margin</i>	<i>20%</i>	<i>19%</i>		<i>15%</i>	<i>8%</i>	

*) : Excluding depreciation and amortization



THANK YOU